

Broadcasting Dec 4

NOBODY DOES IT BETTER.



"THE MYSTERY OF AL CAPONE'S VAULTS"

34.2
NATIONAL RATING



"MURDER: LIVE FROM DEATH ROW"

20.1
NATIONAL RATING



"AMERICAN VICE: THE HOPE OF A NATION"

17.2
NATIONAL RATING

AND NOW HE'S DOING IT EVERY WEEK.

In his new weekly series, Geraldo focuses on the kind of hard-hitting, hands-on journalism that earned him *three* of the top ten highest-rated syndicated specials. In prime time or late night, he'll reach the wide audience of men and women who have already demonstrated that they'll tune in to see Geraldo's brand of exciting, enlightening reporting!

Geraldo SPECIAL EDITION

TRIBUNE ENTERTAINMENT Company

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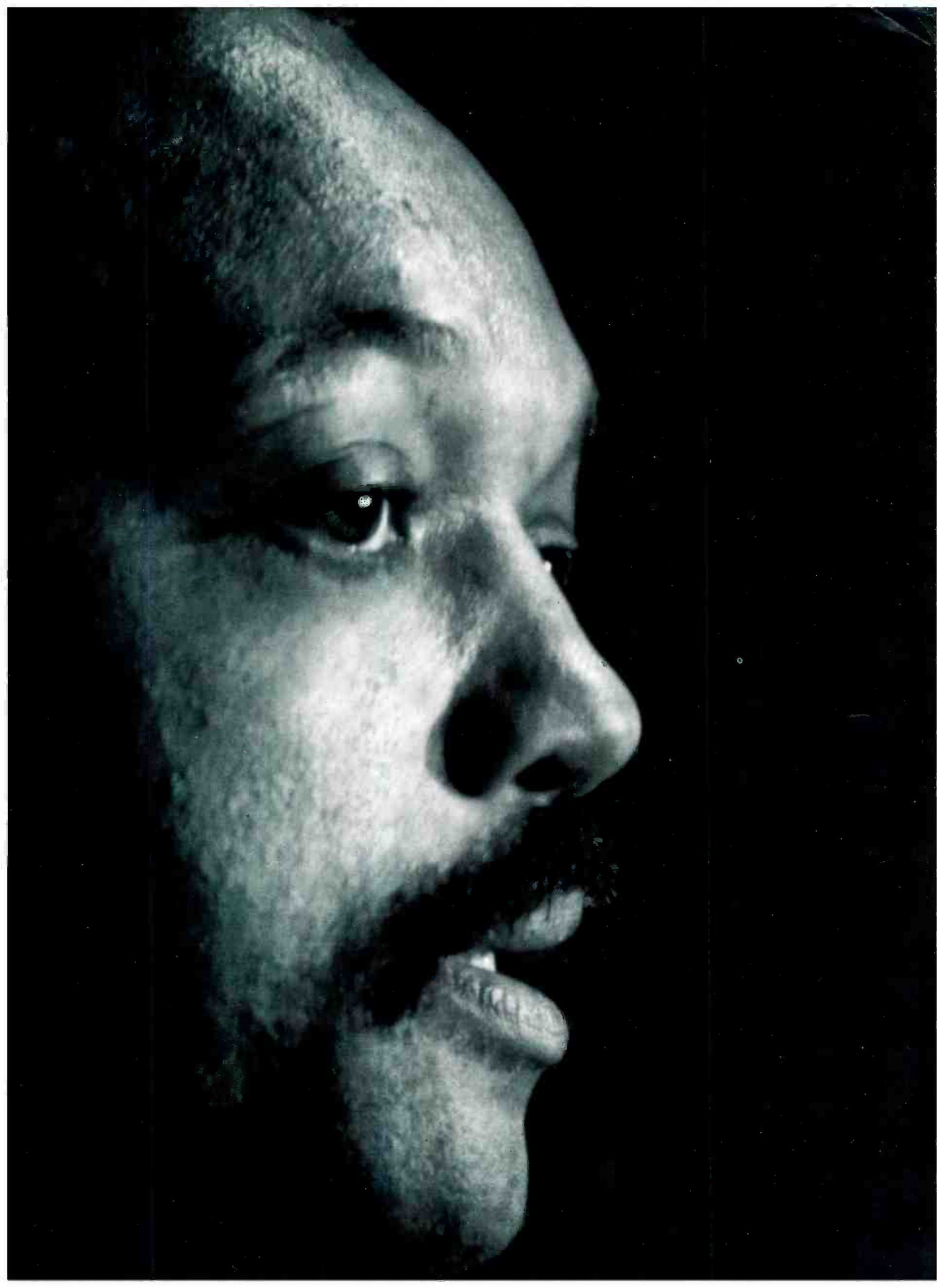
AL 36112

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58th Year 1989
Widening rupture
between broadcasting
and cable
ANNUAL REPORT ON LOCAL
TV JOURNALISM



Next fall, Voices of America will be seen on these stations.

KRON . . . San Francisco	KFMB San Diego	KOLD Tucson
WSBK Boston	KATU . . . Portland, OR.	KVVU Las Vegas
WJBK Detroit	WITI Milwaukee	KSFY . . Sioux Falls, S.D.
WJW Cleveland	WNOL . . . New Orleans	WSAV Savannah
WAGA Atlanta	WTKR Norfolk	KSBW Monterey
WTVT Tampa	WTLV Jacksonville	KSBY . . San Luis Obispo
KPNX Phoenix	WOKR Rochester	WECT . Wilmington, N.C.
WMAR Baltimore	WJTV . . . Jackson, MS.	WHLT . Hattiesburg, MS.

And many more are signing up each week.

Jesse Jackson Voices of America

One Hour. Once A Week. One Of A Kind.

Produced by
Quincy Jones Productions
in association with
Jesse L. Jackson Sr. Productions Inc.
and distributed by



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

CBS down, LeMasters out...

Failing to improve network's prime time performance, Kim LeMasters, president, CBS Entertainment, resigns. **PAGE 35.**

Have signal, will pay...

National Association of Broadcasters proposes new deal for cable: must carry and payment for local signal carriage. **PAGE 35.**

Local angle...

annual survey of TV stations and cable systems



KRON-TV San Francisco's Lynne Joiner in Armenia

nationwide showcases diversity and reach of local TV news. **PAGE 46.**

38/ SEVENTH HEAVEN

NBC continues to dominate broadcast network sweeps race, winning its seventh consecutive contest.

38/ TOP OF TALK

King World's *Oprah Winfrey Show* continues to dominate afternoon talk show genre, as *Geraldo* seeks new look.

39/ NEWS COMPETITOR

New Conus and Viacom joint venture, All News Channel, debuts, offering half-hour newscasts all day.

40/ HOLDING ON TO NBA

Turner Network Television

signs new four-year, \$275 million deal to keep NBA games on TNT through 1993-94 season.

42/ FCC REFLECTION

FCC Chairman Alfred Sikes, reflecting on his first three months in office, says his goal is to "rely on consumer choice."

83/ FAIRNESS DOCTRINE REVIEW

Question of whether doctrine will be restored becomes one for Supreme Court.

87/ CABLE'S NEXT DECADE

Cable industry looks ahead to 1990's as it heads for

Western Cable Show.

91/ BEHIND SCHEDULE

Testing schedule for proposed HDTV transmission systems set by FCC ATS advisory committee is stalled.

96/ TALK TEST

Multimedia Entertainment plans test run of its newest first-run talk project, *Private*



Affairs, with host Cindi Rinehart (above). National rollout is targeted for fall 1990.

96/ DOSE OF REALITY

NBC News veteran John Palmer joins King World Productions as anchor for new reality strip, *Only Yesterday*.

98/ NPR NICHE

In effort to find "new approaches and cultural exposures," National Public Radio prepares to launch *Afropop Worldwide* in its national satellite feed schedule.

101/ GETTING TO KNOW ITU

New secretary general of International Telecommunication Union, in first U.S. visit, preaches importance of international telecommunications as pathway to peace.

101/ BEYOND THE WALL

PanAmSat seeks permission to provide satellite service behind not-so-Iron Curtain.

107/ CONTINUING THE FIGHT

RTNDA President David

Bartlett says industry is not working hard enough in fight for First Amendment rights.

127/ UPWARD SPIRAL

Dick Ebersol, president, NBC Sports, and senior vice president, NBC News, has spent his career succeeding at his latest challenge.

EDITOR'S NOTE:

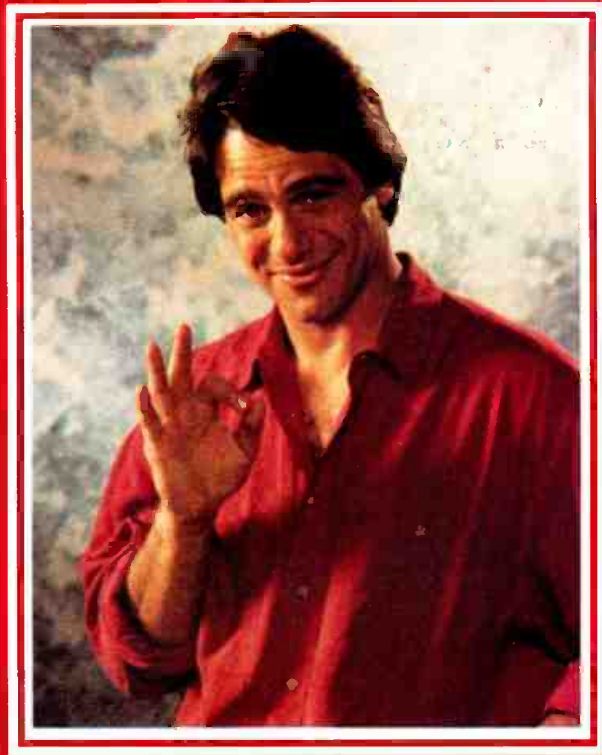
The regular monthly feature "Where Things Stand" will appear next week.

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October books...



Boss demos.



Columbia Pictures Television
A unit of Columbia Pictures Entertainment, Inc.

WASHINGTON

Inouye's cable view

Senate Communications Subcommittee staff, on behalf of Chairman Daniel Inouye (D-Hawaii), is moving quickly on drafting cable reregulation bill with hope of introducing it sometime in January. Bill covers some of same ground as that of Senator John Danforth (R-Mo.), but is expected to be far less onerous to cable. Rather than return to municipal rate regulation, subcommittee staff is looking at price caps—formula limiting annual rate hikes. One option under consideration is two-tier approach: basic tier containing broadcast signals would be capped at CPI or some other cost-of-living index. Operators could exceed cap only with municipal approval. Second tier containing basic cable programming would continue to escape regulation.

Staff also is considering revamping leased-access provision of Cable Act to facilitate leasing of channels by third parties and adding provision that would insure wireless cable and home satellite program packagers access to cable programming on reasonable terms.

Offensive

Community Antenna Television Association appeal to top 30 cable operators has produced pledges of more than \$250,000 to fuel its "I'm mad as hell and I'm not going to take it anymore" campaign (from movie "Network"), which will take offensive in public relations battle with telcos and other cable critics. To implement campaign, President Steve Effros is hiring two people, one to be spokesperson, other to conduct research. If successful, he said, CATA dues will be increased to perpetuate campaign.

Second thoughts on syndex

Cable industry has more than noticed NAB's backing of Danforth bill, and some fallout from that decision may manifest itself when



Senatorial salute

Departing Today co-host Jane Pauley was saluted on Capitol Hill last week by some of her loyal Senate fans. L to r: Senator Howard Metzenbaum (D-Ohio), who hosted luncheon in Pauley's honor; Senator Donald Riegle (D-Mich.); Pauley's husband, Garry Trudeau, and Pauley. Some 20 Senate members and their wives attended luncheon in Metzenbaum's office. Senator was so moved by Pauley's farewell on Today that he wanted to throw party.

syndicated exclusivity kicks in four weeks from now. Companies say it could prompt rethinking in syndex, which may mean more dropping of signals than anticipated. Rank and file of cable industry point out that they did not mount court challenge to broadcasters' rights on program exclusivity in syndex proceeding and have been working to implement it smoothly. But broadcasters haven't recognized cable's program exclusivity rights, cable believes, because of NAB's support of bill that has third-party elements to it.

Brinkley for the Taishoff

TV news veteran David Brinkley will receive seventh annual Sol Taishoff Award presented by National Press Foundation for lifetime achievement in broadcast journalism. ABC news anchor will accept award, named for BROADCASTING's late founder and editor-in-chief, at formal dinner in Washington Feb. 21. Brinkley, 69, spent nearly 40 years at NBC News, where he was co-anchor of *Huntley-Brinkley*



Brinkley

Report and later of *NBC Nightly News*. With ABC News since 1981, he anchors *This Week with David Brinkley*, Sunday morning news, talk and interview program. Previous Sol Taishoff Award winners were ABC's Ted Koppel, NBC's John Chancellor, CBS's Don Hewitt, public broadcasting's Robert MacNeil and Jim Lehrer, Ted Turner and C-SPAN's Brian Lamb.

Long shot

Although chances of passage of radio license renewal reform legislation

next year appear to be slim, National Association of Broadcasters is not giving up on possibility. Association's stated strategy has been to link renewal bill, introduced by Rep. Matthew Rinaldo (R-N.J.), to another Rinaldo bill dealing with technical improvement of radio service, to create overall radio reform bill. But House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), while expressing support for technical improvement, recently restated his opposition to changes in comparative renewal process (BROADCASTING, Nov. 27). Stephen Jacobs, NAB vice president, congressional liaison, said NAB believes Markey still has open mind on subject. "I think [Markey] has indicated a skepticism regarding renewal. We knew that going in," Jacobs said. "He has always said to us, to his credit, that he is willing to sit down and talk."

Wiley, Rein & FCC

With addition of former Mass Media Bureau Chief Lex Felker two weeks ago as in-house engineering consultant, Wiley, Rein & Fielding forged another strong link with FCC. Not that Washington law firm needed another. FCC Commissioner Sherrie Marshall is former partner of firm and her mass media aide, Peter Ross, is former associate. Marshall had joined firm to practice election law primarily at invitation of partner Jan Baran. Of perhaps greater significance, firm's communications law practice is headed by inimitable Richard Wiley, who has maintained close contacts at every level of agency since he was chairman during Nixon and Ford administrations. Wiley's close contacts include Felker's successor as head of Mass Media Bureau, Roy Stewart, and General Counsel Robert Pettit. Latter got his start in Washington as summer intern in FCC Chairman Wiley's office, and he joined Wiley, Rein.

Firm also employs former FCC Commissioner Mimi

Syndication
Hits Are Born
With It.

Three's Company Was.



And So Was ALF.



It's that certain something that separates the hits from the misses in syndication. The perfect network audience comp that mirrors the demos needed to succeed as a strip.

When a network sitcom has the special qualities that attract the same kind of people who watch sitcoms five days a week, it's destined to be a hit in syndication.

Evergreens like "M*A*S*H" and

"Three's Company" had it on the network. And so does Warner Bros.' line-up of off-network sitcoms for '90-'91.

Unfortunately, most other sitcoms being offered for stripping weren't born with this success quotient in their past. Which could mean a poor showing in syndication.

But, with "ALF," "Head of the Class," "The Hogan Family" and "Perfect Strangers," success is in the numbers.

Instead of taking a chance on an expensive off-network strip without the correct network demos, ask your Warner Bros. sales rep about our sitcom line-up for '90-'91.

They're all born to win.

Funny Shows. Serious Business.



ALF
Alien Productions



HEAD OF THE CLASS
Eustes/Elias Productions



THE HOGAN FAMILY
Miller/Boyettt Productions



PERFECT STRANGERS
Miller/Boyettt Productions



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

Weyforth Dawson, who is close to Pettit and Lauren (Pete) Belvin, FCC Chairman Alfred Sikes's aide on mass media issues. Both were aides to Dawson when she was commissioner. Pettit also worked with Dawson during her year-long stint as deputy secretary of transportation during final year of Reagan administration.

NEW YORK

Thanksgiving turkey

Station sources said Arbitron officials were red-faced last week when it became evident that account executives gave out different advice to different stations with respect to program retitling policies as they applied to Thanksgiving Day and day after (Nov. 23 and 24), which this year fell into November sweeps rating period. Retitling has long been area of controversy, and one where some stations have used practice to try to manipulate sweeps ratings to their advantage. Usually applied to newscasts, stations would often retitling newscast on given day to exclude it from weekly program average, in attempt to boost average. Late newscasts going up against *Monday Night Football* were often subject to retitling, before both Arbitron and Nielsen adopted rules restricting practice several years ago. However, program retitling on holidays such as Thanksgiving and Christmas, when viewing patterns are disrupted, is still commonly practiced, and accepted by ratings services. Arbitron executives, however, told some stations they could retitling news programs at will on Thanksgiving and day after. Other stations were told if they changed early news titles, they had to retitling all newscasts for day.

"It was a case of the left hand not knowing what the right hand was doing," said one station source. Arbitron last week announced that as result of confusion, it would simply eliminate entire 48-hour period from program averages in November

books. Naturally, stations with ratings to crow about on those two days won't be happy with that decision. What they can do about it remains to be seen. Lawsuits and complaints to Electronic Media Rating Council are two options.

Bowing to bottom line

CBS has quietly shelved project that was to have pointed up Earth's environmental problems. David Browning was to be executive producer and Shad Northshield senior producer of series of five one-hour shows. But CBS News brass reportedly called Browning in recently to tell him project had been canceled. Browning refuses to discuss matter, but sources close to situation say money was problem. It has been expensive year for network news operations—funeral of Japanese emperor, China upheaval, dramatic changes in Eastern Europe, then Bush-Gorbachev shipboard summit in Malta. Since not much work had been done on series, according to one source, canceling it would save considerable amount of money.

And at least some work thus far done on series apparently will not be wasted. Northshield, who had been on assignment in

Egypt and then Zimbabwe, shooting footage for series, was told material could be used in *Evening News* and *Sunday Morning*.

Taking it from the top

Production on 26 new episodes of Lifetime's *The Days and Nights of Molly Dodd* is slated to begin Feb. 5 at cable service's Astoria headquarters. Blair Brown ("Molly") and entire cast, in addition to new characters, will return to shoot initial 13 shows in 20 weeks before taking hiatus in July, after which remaining 13 will be produced.

HOLLYWOOD

Golden

James Brooks, executive producer of *The Mary Tyler Moore Show*, *Rhoda* and more recently *The Tracey Ullman Show*, has reportedly signed exclusive series production deal with ABC. It's reportedly worth over \$30 million, is only latest in multi-million dollar deals offered to producers by networks.

Inbreeding

Hollywood insiders were chortling last week over fancied story lines as word spread that ABC has made commitment to new

animated children's program, *Little Roseanne*, based on Carsey-Warner produced prime time hit. Source with knowledge of project said ABC had made 13-episode commitment to show for next fall. He suggested networks would do more "crosspollinating" of programs and dayparts with what he said would be "inevitable" arrival of compromise on financial interest rules, and more program production at all three networks.

DENVER

Yawner

Study conducted by Tele-Communications Inc. indicates cable subscribers are not all that interested in so-called "lifeline" service. TCI surveyed 600 customers, asking them if they would be interested in subscribing to tier of principally broadcast stations. TCI put various price tags on lifeline service including one at no charge. Company found that fewer than 15% of subscribers would take lifeline tier if offered for free. That low level of interest for something free "surprised us," TCI said. "It confirms our point that people take cable for more choices," TCI said.

LONDON

More hands across the sea

Cable service Lifetime has talked with British Broadcasting Corp. about possible collaboration on specialized subscription services. BBC is pursuing subscription TV in effort to find use for unscheduled overnight hours on its two UK TV networks. British broadcaster has created new subscription TV division and is talking with number of players, including publisher Pearson, about such service's potential in U.S. and overseas. Among possible services are medical and educational programs, which would be downloaded in early morning hours for recording on subscribers' VCR's.

More eyes on TV Marti

Latin American and Caribbean radio broadcasting union is showing interest in U.S. plans to establish TV Marti to broadcast to Cuba. At meeting in Uruguay—during which Cuban was elected president of union—commission of experts was created to study U.S. plans for proposed station. It is to report to union's next general assembly meeting, scheduled for 1992 in Havana. U.S. hopes to get station on air, broadcasting from aerostat (balloon) tethered 10,000-14,000 feet above Cudjoe Key, Fla., long before 1992. Acceptance tests of components—transmitter and antenna—are underway, and officials in charge of project expect preliminary ground and low-level, low-power tests to be completed by mid-January, with 90-day operational test to start about Feb. 1. But U.S. planners face questions. Still to be determined, for instance, is whether plan will incorporate aircraft as backup. If not, some other form of backup will have to be considered; aerostat is expected to be down because of weather several months each year. Still not certain, either, is whether TV Marti will be aimed at Havana or elsewhere in Cuba. Present plan is Havana, and monitoring of Cuban airwaves does not yet indicate U.S.'s proposed use of ch. 13 would cause interference problems in Havana.

CRITICS LOVE IT!

"The acting and production values are first-rate."
—Ray Richmond, *LA Herald Examiner*

"A good viewing bet."
—Kay Gardella, *The NY Daily News* (on "The Saint")

"...The kind of original programming that cable channels have used to cut the network audience share to current All-Time low..." —Paul Lomartire, *Palm Beach Post*

"Quite well written and engagingly acted."
—Henry Sheehan, *Hollywood Reporter*

"Quality stuff."
—John Vorhees, *Seattle Times*

"Ian McShane gives a consistently good performance. He's a fine catch for the Dick Francis stories."
—Kay Gardella, *NY Daily News*

"Dick Francis crafts solid, inviting mysteries written in a clean, engaging style. The Blood Sport movie is in the same vein."
—Daniel Ruth, *Chicago Sun Times*

STATIONS & ADVERTISERS SUPPORT IT!

"Mystery Wheel is syndication as it should be, with quality produced, captivating, first run programs."
Michael A. Browner, General Director, Media Operations
General Motors Corporation

"We think that the Mystery Wheel Of Adventure represents the highest quality, first run programming that you can see on television today."
Michael Alexander
Executive Vice President & General Manager, WWOR-TV

"There is major appeal to adult viewers with these quality mystery dramas—and I think they are GREAT!"
Vicky Gregorian, Program Manager, WSVN-TV, Miami, FL

"These movies are an excellent alternative to network programming. It enables us to present first-run quality movies to our viewers."
Doug Johnson, General Manager, WXON-TV, Detroit, MI

"Having first run, quality primetime programming falls right in with our programming philosophy."
Penny Haft, Vice President/General Manager
WTTO-TV, Birmingham, AL

THE NUMBERS PROVE IT!

*MYSTERY WHEEL TOPPED THE OCTOBER '89 PRIME MOVIE AVERAGES IN...

New York/WWOR + 11%
Detroit/WXON + 32%
Miami/WSVN + 1%
San Francisco/KBHK + 8%
Houston/KTXH + 9%
...and others!

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10 MYSTERY WHEEL OF ADVENTURE™



*Mystery Wheel was one of the top 10 prime movies of Oct. '89 on all of those stations, plus
Los Angeles/KCOP
Philadelphia/WTXF
Boston/WSBK
Washington/WTTG
Denver/KTVD
Phoenix/KUTP
...And Many More!

*Plus, Mystery Wheel ratings are growing nationally...
Up +16% OVER ITS DEBUT WEEK!!!

Source: Nielsen overnights 9/28-10/25; N55, 10/9-22

LOOK FOR EXCITING NEW ELEMENTS FOR THE '90-'91 SEASON!

BY THE NUMBERS 1

NBC's *Baywatch* (at right) was dubbed by an NW Ayer study of the 1989-90 season as an "action adventure in bathing suits" which "may easily be the weakest of NBC's new series." The one-hour show, which airs at 8 on Friday, was expected to provide a good lead-in to *Hardball* nonetheless. *Baywatch* has been generating its best ratings at 8:30-9 on Friday, as has its CBS competition, the one-hour *Snoops*. Along with maintaining second place against CBS, NBC's program has been posting a larger ratings in-



crease in its half hours than has *Snoops*.

A breakout of half-hourly ratings averages for the period of Sept. 18-Nov. 5 shows NBC moving up from a 10.1/19 rating/share at 8 to an 11.7/21 at 8:30. CBS increased its ratings average from an 8.6/16 to a 9.5/17 for the same period. ABC, which has won eight of this season's 10 Friday nights, has averaged a 1.7/4 decrease in its half-hour ratings at 8 and 8:30, while still maintaining a com-

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	23.6/35	A	<i>Roseanne</i>
2	▲ 21.8/33	A	<i>Wonder Years</i>
3	▲ 21.5/33	C	<i>60 Minutes</i>
4	▲ 20.5/32	A	<i>Who's the Boss?</i>
5	20.4/34	N	<i>Golden Girls</i>
6	▲ 20.0/34	N	<i>Empty Nest</i>
6	▲ 20.0/28	C	<i>Murder, She Wrote</i>
8	■ 17.8/27	A	<i>Coach</i>
9	17.7/25	A	<i>Funniest Home Videos</i>
9	▲ 17.7/30	A	<i>Monday Night Football</i>
11	▲ 16.6/29	N	<i>Unsolved Mysteries</i>
12	▼ 16.5/31	N	<i>Cheers</i>
13	▼ 16.4/33	N	<i>Cosby Show</i>
14	▲ 16.3/25	A	<i>ABC Sunday Movie</i>
14	▲ 16.3/25	N	<i>Matlock</i>
16	▲ 16.1/27	N	<i>Amen</i>
16	▼ 16.1/31	N	<i>L.A. Law</i>
18	▼ 15.8/24	N	<i>In the Heat of the Night</i>
19	▼ 15.7/24	N	<i>NBC Sunday Movie</i>
20	▲ 15.6/24	C	<i>Designing Women</i>
21	▼ 15.3/29	N	<i>Different World</i>
21	▲ 15.3/23	C	<i>Murphy Brown</i>
23	▼ 15.0/28	N	<i>Hunter</i>
24	▼ 14.9/28	N	<i>Dear John</i>
25	14.6/22	C	<i>50 Years of Television, special</i>
26	▲ 14.4/24	N	<i>Midnight Caller</i>
27	▼ 14.3/22	N	<i>Hogan Family</i>
28	▲ 14.2/23	C	<i>Newhart</i>

Rank/rating □ Network □ Show

29	▼ 13.9/22	N	<i>ALF</i>
30	▼ 13.8/22	N	<i>NBC Monday Movie</i>
31	▼ 13.5/24	A	<i>Full House</i>
32	13.2/24	C	<i>Circus of the Stars</i>
33	▼ 12.8/22	A	<i>Growing Pains</i>
34	▲ 12.5/20	C	<i>Major Dad</i>
34	12.5/21	A	<i>thirtysomething</i>
34	▲ 12.5/22	N	<i>227</i>
37	▼ 12.3/21	A	<i>Head of the Class</i>
38	▲ 12.1/21	A	<i>Perfect Strangers</i>
39	▲ 12.0/20	A	<i>MacGyver</i>
40	11.7/18	C	<i>CBS Tuesday Movie</i>
41	11.6/23	A	<i>20/20</i>
42	▲ 11.5/20	A	<i>Just the Ten of Us</i>
42	▼ 11.5/20	N	<i>Night Court</i>
44	11.3/19	C	<i>Bugs Bunny Thanksgiving</i>
44	▼ 11.3/20	A	<i>Family Matters</i>
44	▼ 11.3/16	F	<i>Married...With Children</i>
47	▼ 11.1/19	A	<i>Doogie Howser, M.D.</i>
48	▼ 10.9/19	N	<i>My Two Dads, Wed.</i>
49	10.7/19	C	<i>Garfield's Thanksgiving</i>
50	▲ 10.6/16	C	<i>Famous Teddy Z</i>
51	10.5/19	N	<i>Baywatch</i>
51	▼ 10.5/20	A	<i>China Beach</i>
51	▲ 10.5/19	C	<i>Doctor, Doctor</i>
54	▼ 10.4/18	A	<i>Anything But Love</i>
54	10.4/18	N	<i>Hardball</i>

Week 10 □ Nov. 20–Nov. 26

Rank/rating □ Network □ Show

54	▲ 10.4/20	N	<i>Quantum Leap</i>
57	▲ 10.3/16	A	<i>Life Goes On</i>
58	10.1/20	N	<i>Mancuso, FBI</i>
59	▲ 10.0/18	A	<i>ABC Mystery Movie</i>
60	▼ 9.8/14	F	<i>America's Most Wanted</i>
61	▼ 9.0/14	N	<i>Magical World of Disney</i>
62	8.7/15	C	<i>Ice Stars Hollywood, special</i>
63	8.5/16	C	<i>CBS Thursday Movie</i>
63	▲ 8.5/12	F	<i>Totally Hidden Video</i>
65	▼ 8.2/12	N	<i>My Two Dads, Sun.</i>
66	8.1/16	C	<i>Charlie Brown Thanksgiving</i>
66	▲ 8.1/15	C	<i>Sat. Night with Connie Chung</i>
68	▲ 8.0/14	A	<i>Mr. Belvedere</i>
69	▼ 7.9/15	A	<i>Young Riders</i>
70	▲ 7.8/14	F	<i>Cops</i>
71	7.6/14	C	<i>Grammy's Living Legends</i>
72	▼ 7.4/11	N	<i>Sister Kate</i>
73	▲ 7.3/12	A	<i>Living Dolls</i>
74	▼ 7.2/14	A	<i>Mission: Impossible</i>
75	▼ 7.1/10	F	<i>Open House</i>
76	6.5/10	F	<i>Booker</i>
77	▼ 6.4/10	F	<i>21 Jump Street</i>
78	▼ 6.2/12	A	<i>PrimeTime Live</i>
78	▲ 6.2/10	F	<i>Reporters</i>
80	▲ 6.0/9	F	<i>Alien Nation</i>
81	▲ 4.2/6	F	<i>Tracey Ullman Show</i>
82	▲ 4.0/7	F	<i>Beyond Tomorrow</i>
83	▲ 3.2/5	S	<i>Garry Shandling's Show</i>

Guide to symbols

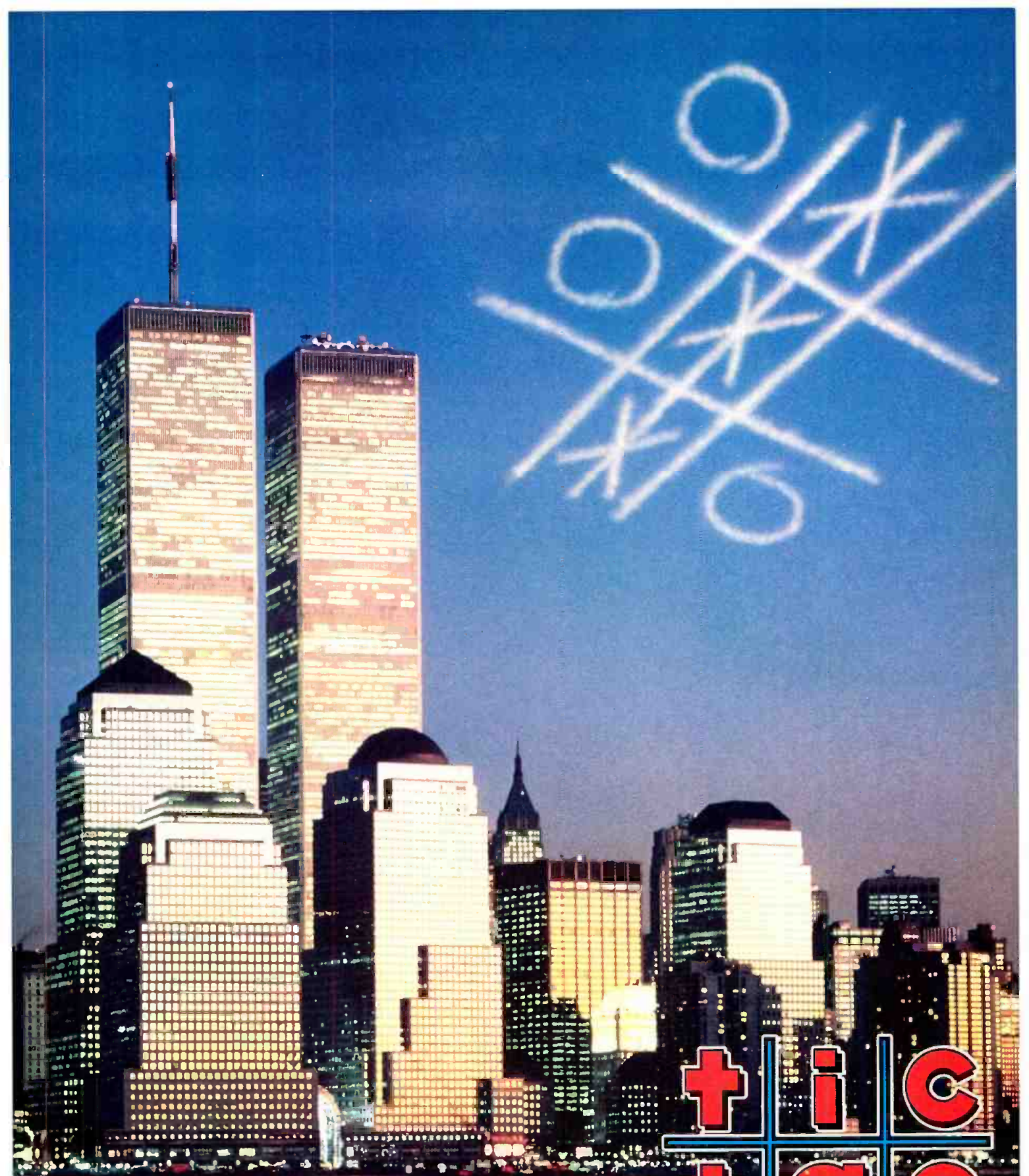
▼ —Down from last week ▲ —Up from last week

Source: Nielsen Media Research

■ —Premiere broadcast

FREEZE FRAMES: Current network standings as of Week 10, Nov. 20–Nov. 26

Network averages		Demographic ratings			Season to date		
Prime time	Evening news	ABC	CBS	NBC	1989–90	1988–89	
NBC: 13.8/23.3	ABC: 10.0/20	Viewers 2+	8.5	7.9	9.1	NBC: 15.0/25	NBC: 16.3/27
ABC: 12.9/21.7	CBS: 10.0/20	Women 18-49	9.2	6.7	9.4	ABC: 13.5/23	ABC: 13.3/22
CBS: 12.3/20.6	NBC: 9.3/19	Men 18-49	7.8	6.0	7.4	CBS: 12.4/21	CBS: 12.0/20



**IT'S ALL OVER NEW YORK...
WNBC BOUGHT TIC TAC DOUGH.**

B
BARRY &
ENRIGHT
PRODUCTIONS

ITC
Domestic Television

t i c
t a c
dough

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VIEWER FRIENDLY.

A new era in daytime talk shows.



"The show is going to be fun and entertaining," says Cristina. "We'll feature guest experts and frequent chats with young children and teen-agers."



Your next-door neighbor. Your best friend. These are just some of the terms that describe Cristina Ferrare.

Welcome to "Studio 33, Hollywood" and the dawn of a new era in daytime strip programming.

tional and unpredictable...the dream program your viewers and advertisers will embrace.

It's viewer friendly.

It's advertiser friendly.

It's what television in the 90's is all about.

"Studio 33, Hollywood," with Cristina Ferrare and co-host Ron Reagan, takes the talk show format to the next decade with an exciting new concept that we call viewer friendly television. The emphasis of "Studio 33, Holly-

“A program advertisers will support.”

Cristina Ferrare's appeal with women viewers can be summed up in one word.

Phenomenal.

Her co-hosting duties on "A.M. Los Angeles," and appearances on "Good Morning America" confirm Cristina as a major audience draw.

Co-host Ron Reagan has traveled all over the world as a performer



Cristina and co-host Ron Reagan bring a new look to daytime television.

and journalist, yet he's a regular guy at heart. The down home style he displays as special correspondent to "Good Morning America," makes him an audience favorite. And those who caught his hosting gig on "Saturday Night Live" know Ron can also be witty, off-beat and fun loving.



"Ron is quite candid," Ferrare says. "He makes no pretense, and he is witty."

and journalist, yet he's a regular guy at heart. The down home style he displays as special correspondent to "Good Morning America," makes him an audience favorite. And those who caught his hosting gig on "Saturday Night Live" know Ron can also be witty, off-beat and fun loving.



"We are looking for honest humor," says Ferrare. "All of us have the same problems... house problems, spouse problems, kid problems. I want the viewer to come away with something special from each show."



STUDIO
HOLLYWOOD

Cristina, Ron and
your viewers.

It's the beginning of a long
friendship.

A one-hour strip
available Fall '90.

You must screen this pilot.

Advertising Sales By



(212) 685-0590

MCA TV

Summary of Broadcasting & Cable

"By the Numbers" continues from page 12

fortable winning margin against the competition. The network's *Full House* averaged a 15.3/29 during the period, but *Family Matters* averaged a 13.6/25.

As of Week 10, *Baywatch* had a 10.9/20 season-to-date average for the full hour and *Snoops* had an 8.9/16. *Full House's* average is a 15.0/28 and *Family Matters* is a 13.4/25.

Thanksgiving fell on Thursday of Week 10, giving NBC its lowest winning average for the night this season, a 15.9/30.5. CBS and ABC both posted their lowest averages for the night, too, an 8.4/14 and a 7.1/13.7, respectively. The week went to NBC (see "Freeze Frames" on page 16). Together, the big three posted a 39.0/65.5 and delivered 35.92 million households. Household delivery tends to slump during this part of the season and to pick up steam again around Week 15.

In the evening news race, ABC tied with CBS for first place when both networks posted a 10.0/20. This was ABC's eighth consecutive week in first place, that network's longest streak since April 3-June 4 of this year.

MarketScope

The S&P Industrials moved up 5.02 points during the period Nov. 21 to Nov. 29 to close at 392.67. For the same period, the 127 stocks tracked on the Stock Index posted 53 advances and a like number of declines. Twenty-one stocks were unchanged during the period. Broadcasting with Other Major Interests posted the most advances, 16, with eight declines. Stauffer Communications gained the most during the period, 4, to close at 146. Westinghouse followed suit by gaining 3½ and closing at 73½. Capacities lost the most, 7, and closed at 533. The *Washington Post* lost 5¼ and closed at 281¼. CBS lost 3½, closing at 196½. McCaw Cellular recently upped its offer for 22.5 million of LIN Broadcasting's stock to \$150 per share. LIN shot up about 5 points on Nov. 20 to close at 120. As of midday Thursday last week, LIN was trading at 119½.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.



STOCK INDEX 1

Market Capitalization					Market Capitalization				
Closing	Closing	Net	Percent	P/E	Closing	Closing	Net	Percent	P/E
Wed	Wed	Change	Change	Ratio(000,000)	Wed	Wed	Change	Change	Ratio(000,000)
Nov 8	Nov 1				Nov 8	Nov 1			

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	533	540	- 7	-01.29	22	9,593	N (BLC) A.H. Belo	38	1/8	37	3/4	3/8	00.99	50	756			
N (CBS) CBS	196	5/8 200	1/8	- 3 1/2	-01.74	17	4,645	N (AFL) American Family	18	18			00.00	16	1,460			
A (CCU) Clear Channel	12	12	1/4	-	1/4	-02.04	120	46	O (ACCMA) Assoc. Commun.	36	35	1	02.85	-87	670			
A (HTG) Heritage Media	3	1/4	3		1/4	08.33	-2	117	N (CCN) Chris-Craft	35	1/4	35	1/2	-	1/4	-00.70	51	839
O (JCOR) Jacor Commun.	5	1/2	5	3/8	1/8	02.32	-4	54	O (DUCO) Durham Corp.	33	1/2	32	1/2	1	03.07	29	282	
O (LINB) LIN	119	7/8	119	7/8	00.73	67	6,153	N (GCI) Gannett Co.	41	1/8	40	7/8	1/4	00.61	17	6,635		
O (OBCCC) Olympia Broadcast	3/4	3/4			00.00	1	O (GACC) Great Amer. Comm.	10	1/4	10	1/2	-	1/4	-02.38	-3	321		
O (OSBN) Osborn Commun.	11	3/4	13	-	1 1/4	-09.61	7	79	N (JP) Jefferson-Pilot	42	3/4	41		1 3/4	04.26	14	1,607	
O (OCOMA) Outlet Commun.	24	25	1/4	-	1 1/4	-04.95	29	157	N (KRI) Knight-Ridder	51	1/8	51	3/8	-	1/4	-00.48	12	2,630
A (PR) Price Commun.	4	7/8	4	7/8	00.00	-10	44	N (LEE) Lee Enterprises	30	7/8	30	7/8		00.00	18	753		
O (SAGB) Sage Broadcasting	2	3/4	2	3/4	00.00	-2	10	N (LC) Liberty	37	3/8	36	1/8	1 1/4	03.46	2	1,000		
O (SCRIP) Scripps Howard	67	67			00.00	34	691	N (MHP) McGraw-Hill	61	3/4	61	1/4	1/2	00.81	15	3,002		
O (SUNNC) SunGroup Inc.	1	3/4	1	3/4	00.00	-2	4	A (MEGA) Media General	32	31	1/2	1/2	01.58	800	824			
Q (TLMD) Telemundo	5	3/4	6	-	1/4	-04.16	-2	131	N (MDP) Meredith Corp.	32	1/2	32	3/8	1/8	00.38	18	606	
O (TVXGC) TVX Broadcast	4	1/4	4	3/4	-	1/2	-10.52	31	O (MMEDC) Multimedia	93	91	2	02.19	34	1,050			
O (UTVI) United Television	34	1/4	34	1/4	00.00	48	374	A (NYTA) New York Times	26	3/8	26	5/8	-	1/4	-00.93	13	2,071	

HARD TALK ABOUT HARD COPY.

"HARD COPY has significantly improved our time period performance at 7 pm and has been well accepted in the marketplace. It has been produced and promoted with the quality that stations have come to expect from Paramount."

— Roger Colloff, GM WCBS-TV, New York

"For the first week of the November sweep, HARD COPY has put KNBC in second place at 7:30 pm in the country's most competitive access market against sixth place a year ago, doubling the revenue in the time period."

— John Rohrbeck, VP/GM KNBC-TV, Los Angeles

"In its first rating book, WXIN is #1 at 7:30 pm in Persons, 18-34 and 18-49, Women, 18-34, 18-49 and 25-54 and Men 18-34... beating "Win, Lose or Draw," "Jeopardy!," "U.S.A. Today" and "Mama's Family" on all VHF competitors. We're thrilled!"

— Joe Young, VP/GM WXIN-TV, Indianapolis

"HARD COPY is absolutely current and topical. Many times, we find material that aired in HARD COPY is the lead story in our evening news. HARD COPY does an excellent job of capturing a slice of life in America today."

— Rick Andrycha, PD KSAT-TV, San Antonio

"Having first-run programming in prime time has provided the station an opportunity to get a prime time cost per point. The rate for HARD COPY is much higher than we ever received for our movie, which ran previously in the time period."

— Rusty Durante, VP/GM KVVU-TV, Las Vegas

"HARD COPY is one of the most provocative and hard hitting programs we have ever aired in early fringe. Judging by the viewer response we have had so far, the show is bound to increase our ratings."

— M. D. Smith, President/GM WAAY-TV, Huntsville



In markets throughout the country, people are spreading the word about HARD COPY. In fact, General Managers can't say enough about the way we outperformed the shows we replaced this fall. Especially in access. HARD COPY. It's the show that's got everybody talking.

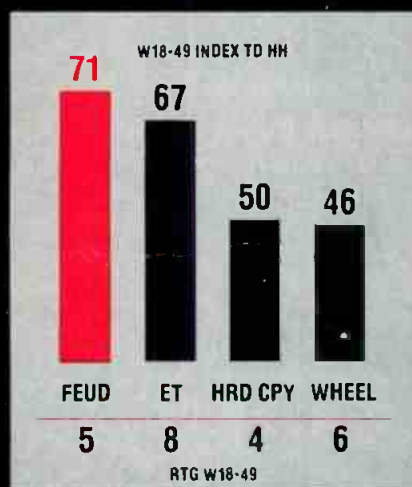


A Paramount Communications Company

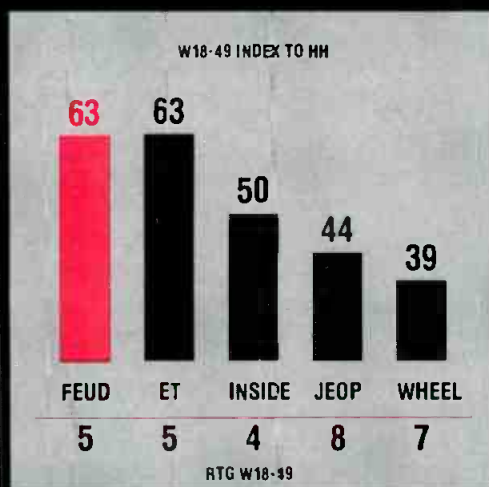
FAMILY FEUD DELIVERS

- Efficient young women demos in an advertiser-friendly environment—just what your advertisers want.
- W18-49 with superior efficiency—even greater than programs with a larger household audience.

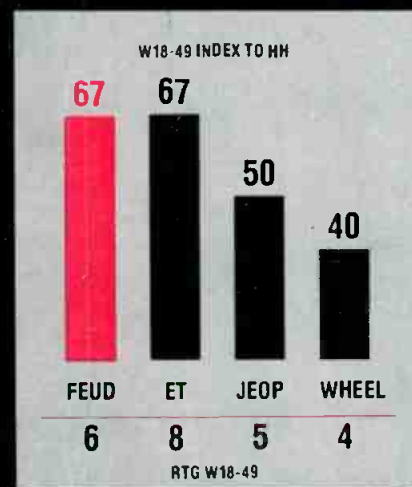
NEW YORK



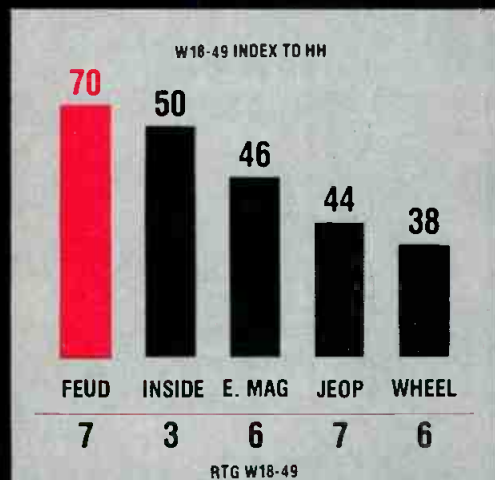
PHILADELPHIA



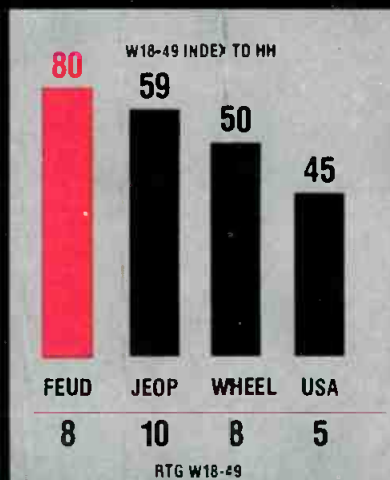
WASHINGTON



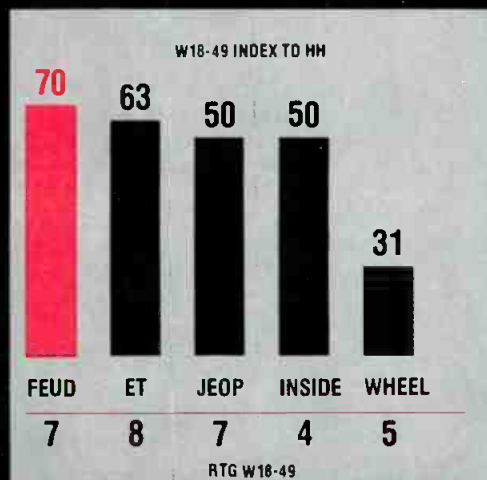
BALTIMORE



CLEVELAND



CINCINNATI



**FIRM GO
90/91!**

FAMILY FEUD

+ 16%

6.6
w/o 10/30

6.2
w/o 9/25

5.7
w/o 9/18

**CONTINUED
NATIONAL
GROWTH!**

**GREATER
INCREASE THAN
THE NEW
REALITY
SHOWS**

**A MARK GOODSON
PRODUCTION**

SOURCE: NTL CAR
© 1989 LBS COMMUNICATIONS INC.

**NEW
ADDITIONS:**

- **\$100,000
WINNER
TAKE ALL
TOURNAMENTS**
- **NEW RIVALRY WEEKS**

PLUS:

- **CROSS PROMOTION
OPPORTUNITIES
VIA INTERACTIVE
TELEPHONE LINE!**

**FAMILY FEUD—
STILL A PROVEN WINNER**

National Advertiser Sales

TV HORIZONS
a division of LBS Communications Inc.



LBS COMMUNICATIONS INC.
New York (212) 418-3000
Los Angeles (213) 859-1055
Chicago (312) 943-0707

STOCK INDEX 2

	Market								Market						
	Closing	Closing	Net	Percent	P/E	Capitali-	Closing		Closing	Net	Percent	P/E	Capitali-		
	Nov 29	Nov 21					Change		Change					Ratio(000,000)	Nov 29
N (NWS) News Corp. Ltd.	20 7/8	20 3/8	1/2	02.45	8	5,604	O (OMCM) Omnicom Group	24	24 1/8	-	7/8	-0.51	14	594	
O (PARC) Park Commun.	20 1/2	21 1/4	-	3/4	-03.52	22	424	N (SAA) Saatchi & Saatchi	13 1/2	14	-	1/2	-03.57	10	2,113
O (PLTZ) Pulitzer Publishing	29	29 1/4	-	1/4	-00.85	14	303	O (TLMT) Telemation	2 1/4	2 1/8	1/8	05.08	-37	10	
N (REL) Reliance Group Hold.	5 1/2	5 1/2		00.00	22	410	A (UNV) Unitel Video	14	13 7/8	1/8	00.90	22	29		
O (RTRSY) Reuters Ltd.	44 3/4	43 1/2	1 1/4	02.87	23	20,328									
O (STAUF) Stauffer Commun.	142	142		00.00	47	142									
N (TMC) Times Mirror	35 5/8	35 1/4	3/8	01.06	13	4,561									
O (TMCI) TM Communications	7 3/2	7 3/2		00.00	-1	1									
N (TRB) Tribune	43 5/8	44 3/8	-	3/4	-01.69	14	3,160								
A (TBSA) Turner Bcstg. 'A'	55 5/8	53 1/2	2 1/8	03.97	24	2,757									
A (TBSB) Turner Bcstg. 'B'	54	51 5/8	2 3/8	04.60	-23	1,447									
A (WPOB) Washington Post	281 1/4	286 1/2	-	5 1/4	-01.83	20	3,595								

PROGRAMMING							CABLE								
O (ALLT) All American TV	2 7/8	2 7/8		00.00			O (ATN) Acton Corp.	13 7/8	13 3/4	1/8	00.90		22		
A (CLR) Color Systems	1 3/4	1 7/8	-	1/8	-06.66	-1	O (ATCMA) Amer. TV & Comm.	47 3/4	49 1/4	-	1/2	-03.04	69	5,205	
O (DCPI) Dick Clark Prod.	6 1/4	6 1/4		00.00	19	51	O (CTEX) C-TeC Corp.	23 3/4	23 3/4		00.00	28	405		
N (DIS) Disney	128 3/4	28	3/4	00.58	28	1,323	A (CVC) Cablevision Sys.	39 1/2	41 5/8	-	2 1/8	-	5.10	-7	873
O (FNND) Financial News	6 3/8	6 3/8		00.00	37	77	A (CTY) Century Commun.	12 3/8	12 1/2	-	1/8	-01.00	-33	806	
A (FE) Fries Entertain.	2 1/4	2 1/4		00.00	-2	11	O (CMCSA) ComCast	16 1/4	16 3/8	-	1/8	-00.76	-18	1,634	
A (HHH) Heritage Entertain.	1 1/2	1 5/8	-	1/8	-07.69	-1	A (FAL) Falcon Cable Systems	19 1/4	19		1/4	01.31	-50	123	
A (HSN) Home Shopping Net.	6 7/8	5 1/2	1 3/8	25.00	85	615	O (JOIN) Jones Intercable	16 3/8	16 5/8	-	1/4	-01.50	-8	203	
N (KWP) King World	36 1/8	37 3/4	-	1 1/8	-03.02	12	T (MHPQ) Maclean Hunter 'X'	12 1/8	11 5/8	1/2	04.30	33	893		
O (KREN) Kings Road Entertain.	5 1/16	5 1/8		00.00			T (RCI.A) Rogers Commun. 'A'	125	125		00.00	-21	1,116		
N (MCA) MCA	68 1/8	66 3/8	1 3/4	02.63	24	4,993	T (RCI.B) Rogers Commun. 'B'	100	99 1/4	3/4	00.75	-169	1,349		
N (MGM) MGM/UA Commun.	19 1/2	20	-	1/2	-02.50	-9	51	O (TCAT) TCA Cable TV	18 1/4	18 1/2	-	1/4	-01.35	38	441
A (NNH) Nelson Holdings	11 1/4	12 5/8	-	1 3/8	-10.89	-8	422	O (TCOMA) Tele-Commun.	17	17 3/8	-	3/8	-02.15	-212	5,999
O (NNET) Nostalgia Network	2 1/8	2	1/8	06.25	-2	11	N (TL) Time Warner	133	131 3/4	1 1/4	00.94	27	9,552		
N (OPC) Orion Pictures	22 7/8	24 1/8	-	1 1/4	-05.18	27	411	O (UAECA) United Art. Ent. A	20	19 1/2	1/2	02.56	-12	2,781	
N (PCJ) Paramount Commun.	55	54 5/8	3/8	00.88	17	6,390	O (UAEBC) United Art. Ent. B	20	19 3/8	5/8	03.22	-29	1,321		
N (PCC) Pathe Communications	4	3	1	33.33		73	N (VIA) Viacom	59	59		00.00	38	3,148		
N (PLA) Playboy Ent.	16	15 3/4	1/4	01.58	-39	150	N (WU) Western Union	15 3/2	9/16	-	3/32	-16.66	25		
O (QNTXQ) Quintex Entertain.	1 1/4	1 1/16	9/16	81.81	26	26	O (WSMCA) WestMarc	31 3/4	31 1/4	1/2	01.60	-31	493		
O (QVCN) QVC Network	14	13 3/4	1/4	01.81	22	141									
O (RVCC) Reeves Commun.	4 7/8	5 1/4	-	3/8	-07.14	-4	61								
O (RPICA) Republic Pic. 'A'	9 3/4	10	-	1/4	-02.50	108	41								
O (SPE) Spelling Entertainment	11 3/8	11 1/2	-	1/8	-01.08	23	376								
O (JUKE) Video Jukebox	55 1/6	5 1/8	3/16	03.65	-1	49									
N (WCIF) Warner	63 1/4	62 1/4	1	01.60	21	0,526									
O (WONE) Westwood One	9 1/4	9 1/2	-	1/4	-02.63	-13	134								

SERVICE							EQUIPMENT & MANUFACTURING								
O (AGRP) Andrews Group	5 1/4	5 1/2	-	1/4	-04.54	-5	47	N (MMM) 3M	76 1/8	75 1/2	5/8	00.82	14	16,571	
O (BSIM) Burnup & Sims	18 7/8	18 7/8		00.00	20	237	N (ARV) Arvin Industries	15 1/2	15 1/4	1/4	01.63	23	289		
N (CQ) Comsat	36 1/8	36 3/8	-	1/4	-00.68	10	602	O (CCBL) C-Cor Electronics	13 3/4	13 3/4		00.00	11	56	
N (CDA) Control Data Corp.	16 5/8	17	-	3/8	-02.20	-1	694	N (CHY) Chyron	2 7/8	2 7/8		00.00	-16	32	
N (DNB) Dun & Bradstreet	41 3/8	41 3/4	-	3/8	-00.89	14	7,744	A (COH) Conu	10 3/8	10 1/4	1/8	01.21	7	20	
N (FCB) Foote Cone & B.	26 3/4	27 5/8	-	7/8	-03.16	15	228	N (EK) Eastman Kodak	41 3/4	42	-	1/4	-00.59	13	13,544
O (GREY) Grey Advertising	167 1/4	168	-	3/4	-00.44	15	196	N (GRJ) Gen. Instrument	68 3/4	69	-	1/4	-00.64	13	1,047
O (IDBX) IDB Communications	7 1/4	6 1/4	1	16.00	362	35	14	N (GE) General Electric	61 1/2	59 5/8	1 7/8	03.14	15	55,491	
N (IPG) Interpublic-Group	31 3/8	31 3/8		00.00	16	1,075	N (HRS) Harris Corp.	33 3/8	33 7/8	-	1/2	-01.47	60	1,292	
								N (MAI) M/A Com. Inc.	5 3/8	5 7/8	-	1/2	-08.51	10	128
								N (IV) Mark IV Indus.	15 1/4	13 1/8	2 1/8	16.19	7	149	
								O (MATT) Matthews Studio	1 7/8	2	-	1/8	-06.25	93	11
								O (MCDY) Microdyne	4 1/2	4 5/8	-	1/8	-02.70	112	18
								O (MCOM) Midwest Commun.	4 7/8	5	-	1/8	-02.50	13	14
								N (MOT) Motorola	59	57 5/8	3/8	02.38	5	7,652	
								N (DAK) Oak Industries	7 8	15 1/16	-	1/16	-06.66	29	72
								A (PPI) Pico Products	1	1 1/8	-	1/8	-11.11	-1	3
								N (SFA) Sci-Atlanta	24 1/4	23 3/8	7/8	03.74	15	559	
								N (SNE) Sony Corp.	57 1/2	58 3/8	-	7/8	-01.49	29	16,249
								N (TEK) Tektronix	16 3/4	16 7/8	-	1/8	-00.74	49	484
								O (TVTK) Television Tech.	3 3/8	5 1/16	1/16	20.00	37	2	
								N (VAR) Varian Assoc.	21 3/4	21 5/8	1/8	00.57	8	438	
								O (WGNR) Wegerfer	2 5/8	2 3/8	1/4	10.52	6	19	
								N (WX) Westinghouse	73 1/2	70	3 1/2	05.00	12	10,645	
								N (ZE) Zenith	12 5/8	12	5/8	5.20	1262	337	
								Standard & Poor's 400	392.67	387.65		05.02		01.29	

THE TONIGHT SHOW SEATS 500 GUESTS.

LATE NIGHT WITH DAVID LETTERMAN, 240.

THE ARSENIO HALL SHOW HAS ROOM FOR 290.



MY TALK SHOW WITH ANN MARIE SNELLING
CAN SEAT 10, BUT B.Y.O.C.*
AND TAKE OFF YOUR SHOES.



IMAGINE ENTERTAINMENT HAS CREATED
MOTION PICTURES THAT THRILL AUDIENCES.

SECOND CITY HAS BEEN THE SOURCE OF
GREAT COMEDY FOR 30 YEARS.

MCA TV HAS CREATED AND DISTRIBUTED THE
MOST INNOVATIVE FIRST-RUN TELEVISION.

AND NOW, THEY MAY HAVE
JUST CREATED LATE NIGHT MAYHEM.



Ann Marie Snelling, Host

**My
Talk Show**

It's nothing you've ever seen before.
The one-of-a-kind late night strip that defies description.

MCA TV

First in first run.

Advertising Sales By **PREMIER** (212) 685-0590
ADVERTISER SALES
A Paramount/MCA Company

My Talk Show is a Second City Entertainment production in association with Imagine Television. Distributed exclusively by MCA TV.

■ indicates new listing or changed item.

This week

Nov. 28—*Media Institute* luncheon featuring speaker David Bartlett, new president of Radio-Television News Directors Association. Mayflower hotel, Washington. Information: (202) 298-7512.

Nov. 28—"Negotiating Agency Compensation: Agency Needs, Client Sensitivities," professional development seminar sponsored by *American Association of Advertising Agencies*. Four Seasons hotel, Washington. Information: (212) 682-2500.

Nov. 28-29—*Cabletelevision Advertising Bureau* sales orientation seminar for new ad sales people. Omni hotel, Atlanta. Information: (212) 751-7770.

Nov. 29—"Drama, independent producers and public television," speech by David M. Davis, president-CEO, American Playhouse & American Documentaries Inc., to *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

Nov. 29—"Political Advertising: A Conversation with Tony Schwartz," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Nov. 29—*American Women in Radio and Television, Washington chapter* luncheon. Speaker: FCC Chairman Al Sikes. National Press Club. Noon. Reservations: (202) 578-0811.

Nov. 29—"CBS Sports and the Super Bowl," seminar with John Madden, Pat Summerall and their production team, sponsored by *Museum of Broadcasting*. McGraw-Hill auditorium, New York. Information: (212) 752-4690.

Nov. 29-Dec. 1—Seventh annual Private Cable

Show. Keynote speaker: Robert Wussler, president-CEO, Comsat Video Enterprises. Caesars Tahoe, Lake Tahoe, Nev. Information: (713) 342-9655.

Nov. 30—"The New Genetics and the Right to Privacy" conference for journalists sponsored by *Foundation for American Communications*. Gannett Tower, Arlington, Va. Information: (213) 851-7372.

Nov. 30—*Women in Cable, New York chapter*, 10th anniversary celebration. Water Club, New York. Information: Meg Aloy, (212) 997-1710.

Nov. 30—"High Performance Account Management: Running, Holding and Growing Accounts in Tough Times," professional development seminar sponsored by *American Association of Advertising Agencies*. Stouffer hotel, Dallas. Information: (212) 682-2500.

Dec. 1—"Talking About the Weather: TV Weathermen," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Dec. 1—"On Location with the Weatherman: WNBC, WABC, Fox 5, WCBS," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

Dec. 1—*Broadcast Pioneers, Washington chapter*, 10th annual banquet, featuring presentation of Distinguished Service Awards to WXEX-TV Richmond, Va., and WFMD(AM)-WFRE(FM) Frederick, Md., and to former FCC Chairman Robert E. Lee; Howard Head, formerly of A. D. Ring & Associates; former NAB President Vincent Wasilewski; Peggy Whedon, former ABC News producer, and the late Betty Endicott, WTTG(TV) Washington. Kenwood Country Club, Bethesda, Md.

Dec. 1—"What Will Kill Television First: LBO's,

Cable or the Telcos?" regional mini-conference sponsored by *Broadcast Education Association, Management and Sales Committee*. Financial News Network, New York. Information: (314) 882-6883.

Dec. 2—*AP Television-Radio Association of California-Nevada*. Speaker: Jim Gabbert, California chairman, Emergency Broadcasting System, on Bay Area earthquake and "putting the emergency back in the EBS." Holiday Inn, Chico, Calif. Information: (213) 746-1200.

Also in December

Dec. 5—Deadline for entries in fifth annual Sunny Creative Radio Awards, sponsored by *Southern California Broadcasters Association*. Information: (213) 466-4481.

Dec. 6—"Interactive Television: Impact and Opportunities," sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Speaker: Andre Orgel, president-CEO, Video Jukebox Network. Copacabana. New York.

Dec. 6—*Ohio Association of Broadcasters* sales workshop. Ramada Inn North, Columbus, Ohio.

Dec. 7—"The Television Marketplace," luncheon sponsored by *Academy of Television Arts and Sciences*, featuring David Gerber, chairman, MGM/UA Television Production Group; Jerry Leider, chairman, ITC Entertainment Group, and Sandy Wernick, president, Brillstein Productions. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Dec. 8—"Accelerating Growth and Profits in Small-to-Mid-sized Agencies," agency management seminar sponsored by *American Associa-*

Major Meetings

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. Future convention: Jan. 7-10, 1991, Century Plaza, Los Angeles.

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

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

Jan. 26-27, 1990—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

Jan. 27-31, 1990—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 11-16, 1990—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

Feb. 21-23, 1990—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 28-March 3, 1990—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March 14-18, 1990—*American Association of*

Advertising Agencies annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 31-April 3, 1990—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 1-3, 1990—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

April 18-20, 1990—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

April 20-25, 1990—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May 17-20, 1990—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

May 19-22, 1990—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23, 1990—*National Cable Television Association* annual convention. Convention Center, Atlanta.

■ **June 3-6, 1990**—*NBC-TV* annual affiliates meeting. Washington.

June 10-14, 1990—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 11-14, 1990—*ABC-TV* annual affiliates

meeting. Los Angeles.

June 19-22, 1990—*National Association of Broadcasters* summer board meeting. NAB, Washington.

July 15-18, 1990—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

Sept. 12-15, 1990—Radio '90 convention, sponsored by *National Association of Broadcasters*. Boston. Future meeting: Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 16-18, 1990—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

Sept. 24-27, 1990—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

Oct. 4-7, 1990—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

Oct. 11-15, 1990—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 21-24, 1990—*Association of National Advertisers* annual convention. Ritz-Carlton, Naples, Fla.

tion of Advertising Agencies. Hyatt Regency Westshore, Tampa, Fla. Information: (212) 682-2500.

Dec. 9—Texas AP Broadcasters regional news seminar. Holiday Inn, Northwest Loop, San Antonio, Tex. Information: (214) 991-2100.

Dec. 9—Society of Cable Television Engineers, Rocky Mountain chapter, technical seminar on "Cable Powering." Jones Intercable, Englewood, Colo. Information: Rikki Lee, (303) 355-2101.

Dec. 11-12—Technology studies seminar for media professionals, sponsored by Gannett Center for Media Studies, Columbia University, New York. Information: (212) 280-8392.

Dec. 12—"Europe 1992: What Will a Stronger Common Market Mean for the U.S.—and the World?" conference for journalists sponsored by Washington Journalism Center, Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 12—Pay-per-view seminar sponsored by Cable Television Administration and Marketing Society, Anaheim Hilton, Anaheim, Calif. Information: (703) 549-4200.

Dec. 12—"Radio News Now," seminar sponsored by Museum of Broadcasting, Museum, New York. Information: (212) 752-4690.

Dec. 13—American Sportscasters Association fifth annual hall of fame dinner, Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 13—National Academy of Television Arts and Sciences special recognition awards to Milton Krents for "lifetime achievement in broadcasting." Jewish Theological Seminary, New York. Information: (212) 678-8974.

Dec. 13-15—Western Cable Show, Anaheim, Calif. Information: (415) 428-2225.

Dec. 14—International Radio and Television Society Christmas benefit, featuring Flash Cadillac, sponsored by Unistar Communications Group, Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 20—Society of Broadcast Engineers, chapter 15, meeting, "Designing a Radio Facility." Speaker: Herb Squire, WQXR-FM New York. WQXR facility, New York. Information: David Bialik, (212) 752-3322.

Dec. 31—Deadline for entries in National Commendation Awards, sponsored by American Women in Radio and Television, for positive portrayal of women in radio, television and cable. Information: (202) 429-5102.

January, 1990

Jan. 4—"Salute to 20 Years of [ABC's] All My Children," sponsored by National Academy of Television Arts and Sciences, New York chapter. Speakers: Agnes Nixon, who created the program; Felicia Behr, producer, AMC, and Jozie Emmerich, senior VP-daytime programs. ABC-TV, Copacabana, New York.

Jan. 7-12—Annenberg Washington Program faculty workshop in communications policy. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Jan. 8—International Radio & Television Society newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 8—Academy of Television Arts and Sciences forum luncheon. Speaker: ABC's Barbara Walters. Beverly Hilton, Los Angeles. Information: Murray Weissman, (818) 763-2975.

Jan. 10-12—TV programing festival of International Film & TV Festival of New York, Sheraton Center, New York. Information: (914) 238-4481.

Jan. 11—Federal Communications Bar Association luncheon. Speaker: Janice Obuchowski, assistant secretary of Commerce for Communications and Information. Washington Marriott, Washington.

Errata

Nov. 27 "In Brief" on U.S. visit by BBC Director General Michael Checkland omitted Time Warner's Richard Munro and Steve Ross from list of media industry executives meeting with Checkland. In addition, Checkland did not meet with Turner Broadcasting's Bob Ross.

Jan. 11—Deadline for entries in 22nd annual Addy Awards, sponsored by Advertising Club of Metropolitan Washington. Information: (301) 656-2582.

Jan. 11—Caucus for Producers, Writers and Directors general membership meeting. Los Angeles. Information: (213) 652-0222.

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

Jan. 15-19—NATPE International 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 16—"Texas Hispanic Media: Impact and Influence," seminar sponsored by Media Institute, Hyatt Regency, San Antonio, Tex. Information: (202) 298-7512.

Jan. 16—"High-Definition Television: Is America's Future on the Line?" symposium and live satellite broadcast sponsored by National Technological University, University of Maryland, College Park, Md. Information: (303) 484-6050.

Jan. 18-21—Radio Advertising Bureau annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 19—Deadline for entries in National Awards for Education Reporting, sponsored by National Education Writers Association. Information: (202) 429-9680.

Jan. 19-20—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

Jan. 19-21—"Economics of the Illegal Drug Trade," conference for journalists sponsored by Foundation for American Communications, Miami Airport Hilton, (213) 851-7372.

Jan. 21—Showtime Dealer College, workshop sponsored by Showtime Satellite Networks, during SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgia, (212) 807-1400.

Jan. 22-24—Satellite Broadcasting and Communications Association satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

Jan. 23-25—Georgia Association of Broadcasters 45th Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

Jan. 26-27—Society of Motion Picture and Television Engineers 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

February, 1990

Feb. 1—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by International Communications Industries Association. Information: (703) 273-7200.

Feb. 1—Deadline for entries for Action for Children's Television's 1989-90 Achievement in Children's Television Awards. Information: Sue Edell

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Feb. 1—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and TV programs for and about aging or aged people and to encourage excellence in media productions on issues related to aging." Information: (312) 427-5446.

Feb. 6-7—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix.

Feb. 8-10—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 11-16—12th International Film, Television and Video Market. Loews hotel. Monte Carlo, Monaco.

Feb. 12—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *Mollie Parnis Livingston Foundation* of University of Michigan for "best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium." Information: (313) 764-2424.

Feb. 12-13—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS

"Datebook" continues on page 110.



Good grade

EDITOR: Has BROADCASTING developed a new editorial writer? If so, give him an "A" for his strong, well-reasoned "A candidate for content control" in your Nov. 27 issue. If the writer is merely an old hand finally coming to grips with some of broadcasting's political realities, give him an "A+."—*Lincoln Diamant, president, Spots Alive Consultants Inc., New York.*

Weighing in

EDITOR: The Nov. 6 issue of BROADCASTING carried an article ("Video news release gets international exposure") about a VNR on Colombian President Virgilio Barco's address to the American people.

The article quoted the distributor of the VNR, Medialink, extensively and identified Medialink "as the nation's largest distributor of VNR's and other video public relations material."

I would like to point out that earlier this year a well-respected public relations publication [*O'Dwyer's PR Services*] conducted an independent study to rank the largest VNR distributors. The ranking was based upon audited financial data. West Glen was ranked the "largest." I am completely unaware of any other similar independent study that would have ranked Medialink as the largest.—*Stanley S. Zeitlin, president, West Glen Communications, New York.*

Editor's note: *Medialink based its claim of "largest" on a survey from Public Relations Journal that ranked VNR firms by the number of releases distributed in a year.*

The original

EDITOR: An error in the July 24 BROADCASTING has belatedly come to my attention.

In your article concerning the expansion of the regional approach to local Emmy awards, it was indicated that the regional concept had been originated by the Denver and Boston chapters of NATAS. In fact, the Rocky Mountain Emmy Awards originated with the Arizona chapter based in Phoenix. Denver, which until the mid-1980's had no chapter, was invited and did participate in the Arizona chapter program until they initiated their own chapter and competition in 1987.

The 13th annual Rocky Mountain Emmy Awards ceremony will be held next June in Phoenix with participants from seven western states stretching from the Mexican to the Canadian borders.—*David A. Howell Jr., president, National Academy of Television Arts and Sciences, Arizona chapter, Phoenix.*

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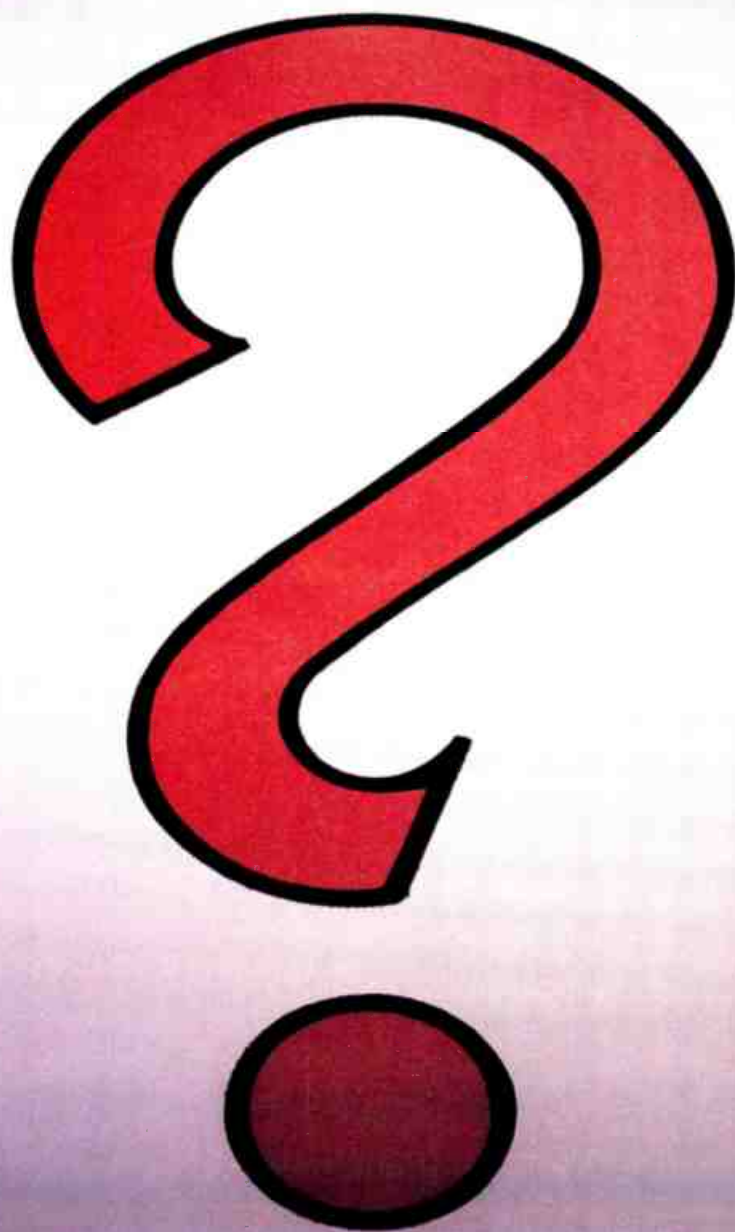
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Monday Memo

A "free TV" and cable commentary by Richard Gessner, president, Massillon Cable TV, Massillon, Ohio, and chairman, Community Antenna Television Association

As the owner and day-to-day operator of a 30,000-plus-subscriber cable system and chairman of the board of the Community Antenna Television Association as well as former broadcaster, I feel compelled to speak out about the broadcasters' current "over-the-air free TV" campaign. I was a member of the over-the-air free TV clan back in the early 1960's, when I was the national sales manager for several TV stations. Believe me, the only thing that's free about "free TV" is the free use of the public spectrum. Cable pays for its distribution medium—broadcasters do not. The viewers pay for both.

In launching this campaign, Howard Stringer, CBS Broadcast Group President, used the word "free" as if the television networks are some great philanthropic venture, providing a wonderful service out of the desire to serve the public. Nothing could be further from the truth. Whenever a person buys a new car, a box of soap powder, a frozen TV dinner, cosmetics, clothing, national chain store merchandise, or any product or service advertised on TV, a substantial portion of the price goes to pay for over-the-air free TV—even if the person does not own a TV set. A recent National Association of Broadcasters study showed that 1988 television ad revenues totaled \$25.7 billion. Based on this, the 90 million U.S. households paid an average of \$285.56 each for free TV last year. Free TV costs each household an average of \$23.80 per month, whether they watch TV or not! And that \$23.80 does not include the hundreds of millions in production, ad agency and commission costs that are also added to the cost of the product.

Cable TV does not steal or somehow take over-the-air free TV signals and resell them. With regard to broadcast signals, cable merely leases an antenna reception service to those who desire it. Cable TV gives people a choice between a rooftop antenna and the reception advantages of cable service. Insofar as local broadcast signals are concerned, it is no different than a master antenna system in a condo or apartment building where the service is included with the rent.

When the FCC first considered cable TV in the early 1960's, it stated that it did not have jurisdiction because cable TV was a "reception device." Later, after pressure from the broadcast networks, the FCC stated that it did have jurisdiction because cable TV was an "extension of an already existing broadcast signal." This led to the FCC's First Report and Order. Never did the FCC state that cable TV was taking the signals and reselling them. Instead, it has always been recognized that we are merely extending them.

This extension or enhancement of local



“ The networks are losing viewers because, for the first time, people truly have a choice among a wide range of programs. ”

signals is very important and valuable to local broadcasters. One of our local UHF station managers told me that he never would have started operation on his high frequency channel if cable TV hadn't been available in the area. He knows, as do other broadcasters, that cable TV helps them by giving them a higher quality signal. UHF broadcasting was a marginal technology until cable aided in eliminating the "UHF taboos."

Now comes word that some at CBS want cable systems to pay for local broadcast signals. This is a particularly interesting turnaround for a network. Until now networks have paid broadcast stations compensation for local distribution. Now they want the local distributor, cable, to pay them. If that system ever gets instituted, it would be the end of local broadcasting as we know it. Howard Stringer and his fellow broadcasters would like to be paid again by cable viewers who watch the advertising. Will the networks give the local cable companies ad avails? Will we be able to strip local advertising from local signals if we are forced to pay for the programming?


Keep in mind that we are not discussing distant broadcast signals. Cable TV systems pay to receive these distant broadcast signals. Cable expands the distant stations' audience and their ad sales. Distant broad-

cast stations encourage and promote such carriage.

Mr. Stringer's comments about cable TV "taking and reselling" broadcast signals raises another interesting question. If Mr. Stringer objects to cable carriage, why is CBS lobbying so intensely for must-carry and channel placement legislation? It seems odd that CBS is lobbying for must carry, complaining that cable is taking and reselling their signals, and demanding to be paid; *all at the same time*. Perhaps the rumors are true that he along with a few of his big station brothers are really seeking to abandon the smaller outlets and instead are seeking payments to themselves rather than assuring broad-based carriage. Indeed, at that point they may attempt to freeze out the other broadcasters. It's been done before. With friends like these.... Makes you think, doesn't it?

Broadcasters condemn pay-per-view sports for siphoning off "universal free" sports programming. Pay-per-view sports on cable is extremely fair. Only those who want to watch are charged admission.

The broadcasters' attitude is that cable TV systems are successful only as a result of broadcast signals. That ignores cable's huge commitment to innovative programming. The broadcasters imply that their signals are all that the public really wants. If so, it stands to reason that if people had a chance to get broadcast signals without what the broadcasters consider cable clutter, they probably would. However, my cable system offers a package that provides exactly that—12 local channels, plus three distant broadcast signals—for only \$2 a month. No cable-originated networks are included in this package. To date, only 11 out of 32,000 homes have subscribed to this service.

The cable TV industry has worked hard for the last decade building networks that appeal to the large audience that is not satisfied with standard network fare. We didn't just buy programs, we built networks. We invested billions, built a new, nationwide satellite distribution system, and successfully started new, innovative networks. The broadcast networks' loss of viewers is not the result of their signals being dropped or moved. The networks are losing viewers because, for the first time, people truly have a choice among a wide range of different types of programs. It is no longer a choice of one of the three network sitcoms or cop shows. Cable has enlarged the selection to include movies, documentaries, sports, education, government, religion, news, shopping and much more. The networks aren't suffering because cable "takes" their programs. We don't. They suffer because viewers have discovered the diversity and variety available to them on cable, and they like it. 



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Marcellus Alexander, WJZ, Baltimore



"A welcome change of pace for those who need a few smiles, a chuckle, or a good feeling to improve their day."

Al Jerome, President, NBC Television Stations

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TOP OF THE WEEK

Gloom deepens at CBS; LeMasters out following November sweeps

Failing to make any appreciable progress in prime time performance after two years on the job, Kim LeMasters, president, CBS Entertainment, resigned last week, following three weeks of heated rumors of a shakeup at CBS Entertainment (BROADCASTING, Nov. 27). According to Wall Street analysts and media buyers, LeMasters's failure to deliver more appealing programming has cost the network hundreds of millions of dollars in lost revenue. Estimates are that each prime time rating point is worth close to \$100 million in advertising revenue.

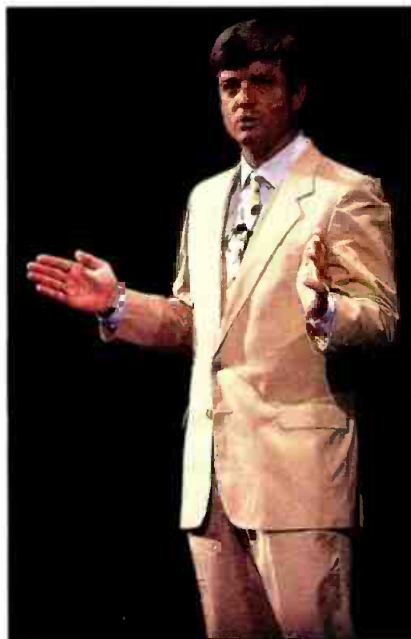
The official CBS announcement said LeMasters left to "pursue creative opportunities outside the company." But LeMasters told the *New York Times* last week that he was, in effect, burnt out and unwilling to work as hard as the job requires to make any headway. "I'm out of gas," he told the *Times*. "It's time to bring in someone with a fresh point of view, someone who will chase it harder than I'm willing to at this point."

LeMasters's departure comes after two years on the job, with CBS mired in third place, as it was in November 1987 when he took over the network's top programming post.

One source in Hollywood said that regardless of whether LeMasters had been forced out or not, his effectiveness as president of the entertainment division was diminished once the rumors began. "When a guy is perceived to be in trouble by the creative community, you don't want to go to the network he heads with a hot property for fear of having your project get lost in the shuffle. They need to put someone in the job and say: 'This is the person for the long haul,'" he said.

Howard Stringer, president, CBS/Broadcast Group, said a replacement has not been chosen. "I'll be overseeing things for the time being, but Barbara [Corday, executive vice president, prime time programs] will have the freedom to make decisions," he said.

Although Corday has been given that interim responsibility, a number of outside candidates have been sug-



LeMasters



NAB's Fritts



NCTA's Mooney

On the brink of war, NAB tells cable: It's cash and carry time

Hope for accommodation between the broadcast and cable TV industries has been dashed by an escalating series of events that may lead to open warfare. Principal among them: the National Association of Broadcasters' call for a return to the days of cable rate regulation and, even more importantly, its consideration of a legislative proposal that would force cable operators to carry most local signals and turn over 20% of their basic cable revenues as payment for retransmitting those signals.

NAB's cable relations task force meets today (Dec. 4) to discuss the idea that has been dubbed by cable executives "must carry, must pay." Broadcaster sources say they are considering an "if carry, shall pay" proposal and that the concept is in the preliminary stages of development. A formal plan will be presented to NAB's television board in January (BROADCASTING, Nov. 27) and based on the growing interest among broadcasters to find a second revenue stream, there is strong likelihood the association will push the idea on Capitol Hill.

"It is not our desire to stick it to cable," according to NAB's TV board chairman, Thomas Goodgame. Goodgame is co-chairman of the NAB task force and president of Westinghouse Broadcasting's television group. "Our objective is to level the playing field," Goodgame told BROADCASTING. There is a growing feeling among broadcasters that cable, which competes for viewers, advertising and programming, has been getting a "free ride" by not having to pay for carriage of local signals.

What it amounts to, is that broadcasters feel they are subsidizing their principal competitor. "I do think broadcasters have gotten the short end of the stick," said NAB director Cullie Tarleton of WBTV(TV) Charlotte, N.C., who is also a member of

Continues on page 37



The principals in the cast of characters of the broadcasting-cable conflict were all together on this occasion in 1987: the annual Broadcasting-Cable Interface sponsored by BROADCASTING magazine and the Federal Communications Bar Association. L to r: Joel Chaseman, Post-Newsweek Stations; Steve Effros, Community Antenna Television Association; Fritts; Mooney; Preston Padden, outgoing president of the Association of Independent Television Stations, and Jack Valenti, Motion Picture Association of America.

the cable relations task force.

Goodgame would not reveal the specifics of what the task force will consider. He said there are several approaches to the problem. According to sources, NAB does not necessarily want to repeal cable's compulsory copyright license, which requires cable systems to pay a flat fee for the retransmission of distant signals. Rather, it seems the more logical route would be to amend the retransmission consent provisions of the Communications Act and apply them to cable systems.

That approach was laid out in a proposal prepared by CBS on the subject and since circulated within the industry. Dated May 18, 1989, the 35-page document outlines how broadcasters might achieve their goal. It begins with a "historical treatment" of retransmission rights and why they have never applied to cable. "So long as cable received its revenues from subscriber fees, not advertising, and expanded the reach of over-the-air stations, the retransmission of stations was commercially beneficial to both the cable system and the television station," the document stated. But today the situation is "radically different." Cable has become a "mature, nationwide industry that is attacking each aspect of the broadcasting business."

And it is the local broadcast signals that are the most essential to cable's financial well-being, according to the analysis. "Stated simply, if cable systems could not retransmit local over-the-air stations at all, but offered only their own cable channels (plus some distant broadcast signals), there is no doubt that cable penetration and renewal rates would drop significantly. Total cable subscriber revenues would undoubtedly suffer a substantial decline."

They estimate that broadcasters have billions of dollars to gain from a retransmission fee. CBS cites a Paul Bortz study unveiled at a 1988 Cable Television Administration and Marketing Society convention that concludes that over-the-air stations [both affiliates and independents] accounted for between \$3 and \$5 per month per subscriber of a cable system's net operating revenue. With more than 50 million homes now subscribing to cable, "this would mean an annual subsidy of between \$1.8 billion and \$3 billion." It noted that figure might be low and that there is a possibility of revenue of more than \$8 billion.

Under this CBS proposal, each cable system could choose whether it wants to carry TV signals. Those systems that choose to offer local signals would be subject to some "modified form of must carry." The network suggests cable systems pay a retransmission fee of 20% of its subscription revenues from basic cable services. The fees would then be distributed among the broadcast stations and networks carried by the cable systems in each market according to their relative viewing levels in cable homes.

"Those viewing levels would be calculated on an annual basis and would be determined by the average 24-hour ratings for each station for the year (i.e., the average of the four Nielsen ratings for the year.)" CBS also recommends a "special bonus" for public stations, "in recognition of the special contribution to program diversity made by public stations." According to the document, retransmission fees would be allocated on the basis of their percentage of local broadcast viewing in cable homes. By that reckoning, network affiliates would receive a 76.12% share of the fees; local independents, 14.65%, and public stations, 9.23%. And it further suggests that half of the money allocated to each affiliate be passed along to the network.

A bonus would also be awarded stations providing a "high level of news coverage during the peak hours of weekday family viewing." Stations in markets one through 35 would have to offer 10 hours, Monday through Friday, and those in markets of 35 and over would have to provide 7.5 hours to qualify.

The FCC would handle the collection and distribution of the fees, with up to one half of the retransmission pool set aside to cover the FCC's expenses in administering the program.

The issue first surfaced last June at NAB's joint board of directors meeting in Washington. So far, cable has scoffed at must pay/must carry. "These people for the first time in their lives are feeling real competition from another television medium and they are frantically rummaging around the political closet trying to find some means of relief," said James P. Mooney, president of the National Cable Television Association.

"It is absolutely wishful thinking," Amos (Bud) Hostetter, president and chief

executive officer of Continental Cablevision, the third ranked cable MSO, told BROADCASTING. He also attacked the argument that the broadcasting signals are the most valuable to cable. "If the broadcast programming is what the subscribers want, they can simply erect an antenna and get it. But the fact that they want to pay \$15-\$18 a month for a service suggests to me it's the part they're not getting over the air," said Hostetter.

Moreover, cable officials are skeptical that broadcasters can make an effective public policy case to change the current system. Bob Thomson, vice president, government affairs, Tele-Communications Inc., said: "We can't charge our customers for what is available for free off air... We carry broadcasters as an accommodation to subscribers and for UHF's with limited reach. The whole concept is grossly speculative and of questionable constitutional muster."

"The cable relations committee has done tremendous research and legal study on the issue. This is not a half-baked idea," said NAB President Eddie Fritts. "There is growing recognition on Capitol Hill that cable gets broadcast signals for free. As Congress looks at trying to restore balance and adjustments to the '84 Cable Act, I suspect there will be a high degree of interest in that area," said Fritts.

There were already signs last week that an all-out war may be unavoidable. Certainly, NAB's endorsement of Senator John Danforth's (R-Mo.) cable reregulation bill (BROADCASTING, Nov. 20) has seriously strained relations between broadcast and cable industry leaders.

"It is very difficult to make peace with people who want on the one hand to come around and settle a longstanding controversy amicably and cooperatively but who at the same time reserve the option to kick you in the groin whenever it suits them," said Mooney. He and Fritts have spent months trying to cut a deal on must carry but the NAB's decision to back the Danforth bill has put a damper on those discussions.

"I am shocked at NAB's and Eddie Fritts's behavior on this whole matter, and I think he has severely broken faith with Jim Mooney individually and, more broadly, with the cable industry," said Hostetter.

Fritts does not see NAB's stand on the

Danforth bill as "any break of faith." "We told them that as part of the negotiation that we were going to support Danforth. I didn't call Mooney to tell him I would join Danforth at a press conference. But he and I had conversations long before [the bill was introduced]. He knew the bill was coming. He had gone to the Hill and was lobbying against it." Cable, said Fritts, is "lashing out at someone because the Danforth bill has a lot in it they don't like."

"Any suggestion that we had any notion of what the NAB was going to do on that bill is 100% false," said Mooney. Indeed, he said the last he heard from Fritts on anything was a week prior to Senator Danforth's press conference, "when Eddie told me he was going to try and structure a common position with TOC and INTV on channel positioning. I've not heard anything from him or anyone associated with the broadcast industry since."

Fritts also believes that the "depth and breadth" of support for the Danforth bill caught cable by surprise. To which Mooney said: "I will not respond to every self-justificatory statement that comes out of the NAB on this subject. But there isn't any more truth to that than there is to the suggestion that we were either directly or by osmosis aware of their intentions."

Asked if he felt must carry is dead, Mooney said he did not know. "It might be. The broadcasters have always seemed to believe that the only way they can get must carry back is to make a deal with us. They have now gone out and burnt the bridge. I don't know if that means must carry is dead or not. The only thing I know is that the bridge looks pretty well burnt up and we didn't light the match."

Prospects for peace appeared to dim even more, based on a letter obtained by BROADCASTING that Mooney sent Nov. 20 to John Dillon, vice president and chief financial officer, Cox Enterprises. Mooney initially wrote Dillon thanking him for his Cable-PAC check and for his comments on must carry. But the letter also provided Mooney with an opportunity to "vent a little steam."

"John, we've gone as far as we can," wrote Mooney. "If this is the broadcasting industry's notion of how to make friends and actually achieve their 'number one' goal, they have a view of life I cannot comprehend. I hate to say it, but given the internal divisions in the broadcast industry, and their apparent propensity suddenly to take swings at us in the midst of negotiations, I see little immediate prospect of making peace with these guys."

The growing tension between the broadcast and cable industries is becoming especially uncomfortable for those companies with interests in both media. "This bickering serves no purpose for either side," said Walter Bartlett, chairman and president of Multimedia Inc. "We and other multimedia companies involved in free, over-the-air broadcasting and cable will be doing everything we can to energize the leaders of both industries to come to some conclusions on the problems that exist between them," said Bartlett. —KM, MS

Continued from page 35

gested, including Jeff Sagansky, president, Tri-Star Pictures; Warren Littlefield, executive vice president, prime time programs, NBC Entertainment; Robert Harris, president, motion pictures and television, Imagine Films Entertainment; Gary Lieberthal, chairman and chief executive officer, Columbia Pictures Television, and Ted Harbert and Stu Bloomberg, both executive vice presidents, prime time programming, ABC Entertainment.

However, by late Thursday, spokespeople for Sagansky, Littlefield, Lieberthal, Harbert and Bloomberg had discounted the rumors. Harris, when contacted by BROADCASTING, said he is not a candidate for the job. "A lot has happened in the past two years. The company [Imagine Films] is doing very well and I'm quite happy with where I am," he said. It was two years ago that Harris was rumored to be in the running for the same job when then CBS Entertainment President Bud Grant quit to "pursue the benefits of independent production."

When Grant left in October 1987, LeMasters, who was vice president, programs, was given the interim responsibilities, then named president almost two weeks later. One week after vacating the top spot, Grant was awarded the Jewish National Fund's Tree of Life Award. Ironically, last Wednesday, the night before his resignation, LeMasters was given the same award.

More than one source in the creative community said the network faces a number of obstacles in filling the position. "If they're able to find someone that is contractually available, what are the chances that that person is going to be interested in the job? It's not as appealing as it once was."

Another source said many qualified candidates probably wouldn't be interested in the job unless CBS was willing to offer a five-year guarantee. "There are just not a lot of candidates out there willing to walk into that situation," he said.

"That situation" is one that finds CBS in third place with a 12.4/21 season average, a full rating point behind second-place ABC (13.5/23), and a point and a half behind NBC (15.0/25) in the season-to-date ratings.

According to John Reidy, entertainment analyst and vice president, Drexel Burnham Lambert, CBS-TV may earn \$100 million in 1989 or slightly under that mark, about twice what the network made last year. "The real point is if the ratings were on the upswing they would be moving up that line much faster," said Reidy. "There is considerable time before you can talk about CBS getting network-type earnings. They have a long way to go." By comparison, Reidy estimates ABC-TV will earn more than \$150 million this year, and NBC more than \$300 million.

Next year, Reidy said, ABC-TV may earn \$250 million, further distancing the earnings gap between it and CBS-TV, which may make \$125 million. NBC should again be over the \$300 million mark, he said.

Many of CBS's problems since 1984, the last time it was in first place, can be traced

to its ineffectiveness in developing new series. The only show currently ranked among the top 10 that was developed during the 1980's is *Murder, She Wrote*, which is in its last season.

The network made precious few strides in that area in the two years since LeMasters took over. In November 1987, the only CBS series in the top 10 were *60 Minutes* (fourth) and *Murder, She Wrote* (seventh). In the most recent ratings, CBS entries in the top 10 included *60 Minutes* (third) and *Murder, She Wrote* (seventh). In fact, the only time periods that CBS won during the week of Nov. 20-26 were for those two shows and special programming, the first half hour of the Notre Dame-University of Miami football game, the *Circus of the Stars* special and the first half hour of another special, *50 Years of Television*.

In the 1988-89 season and the current season, LeMasters was unable to bring a certified hit to the schedule or shore up CBS's problems at 8 p.m. Of the eight new series he introduced to the fall schedule in 1988, only two, *Murphy Brown* and *Paradise*, remain. *Murphy Brown* was 22nd and *Paradise* was 51st in the most recent ratings.

Of the nine series introduced to the schedule this season, three have been canceled (*The People Next Door*, *Peaceable Kingdom* and *Top of the Hill*), one has been pulled from the schedule and put on hiatus (*Wolf*, Tuesday, 9-10 p.m.), and two others have been moved (*Island Son* and *The Famous Teddy Z*). *Snoops*, one of the three shows still on the schedule and in its original time slot, is consistently drawing only single-digit ratings and has not been given an additional episode commitment.

Not only is the network concerned about time slots occupied by new shows, but some veteran shows, including all three of the prime time soaps, have shown strong signs of erosion, especially this season.

In the November sweeps period just completed, CBS finished third, as it has for nine of the first 10 weeks of the season (see page 38). CBS's one major production for the sweeps, the two-part *Till We Meet Again*, sank to a 13.0/20, the lowest rated two-part movie of the season.

The network has counted on the continuing patience of its affiliate body. But last week, some observers were wondering just how long that patience would last. "I'm wondering the same thing, and I'm sure CBS is too," said Ben Tucker, vice president and general manager, KMST(TV) Monterey, Calif., and chairman of CBS television affiliates advisory board.

"These are tough times" for the network, said Tucker. Even if affiliates lose their patience, "there's not much they can do, when it comes down to it."

Tucker asserted last week the network continues to make the necessary financial commitment in the effort to turn things around. In addition to the billions it has recently spent acquiring premium sports product, "CBS is spending as much on entertainment program development as it has the past five years," said Tucker. "The key is having the insight to come up with shows that work." —SC, SM

NBC chalks up seventh sweeps win in a row

Network takes another ratings period with NTI 15.1 rating/25 share

NBC continued its domination of the broadcast network sweeps race last week, winning its fifth consecutive November contest. This victory also marked the network's seventh consecutive sweeps win and its 18th win out of the last 19 sweeps periods. For Nov. 1-28, based on Nielsen's 4,000-peoplemeter sample of prime time household ratings, NBC scored a 15.1 rating/25 share, ABC was second with a 13.1/22, and CBS came in third with a 12.0/20.

Both NBC and ABC pointed out that their sweeps performances came about as a result of little stunting, or preemptions, of their regular schedules. According to NTI numbers provided by NBC, both NBC and ABC preempted only eight half hours during the sweeps period, or 6% of each network's total half hours. CBS, however, preempted 44 half hours, or 25% of the total.

"We did very little stunting," said Bob Niles, head of research, NBC, "which has been our pattern throughout the middle 1980's, and a pattern in the true spirit of this business."

Larry Hyams, ABC's director of audience analysis, told BROADCASTING, "93% of our schedule during the sweeps was composed of regular series programing. I think there was a concerted effort earlier on in the season, when we saw how much stronger our regular series were than last year, to go through most of the November sweeps with our regular programing." Last year, much of ABC's November sweeps schedule was given over to its mini-series, *War and Remembrance*.

Nielsen numbers comparing this November's sweeps to the 1988 period show NBC with a 15.4 last year, ABC with a 14.0, and CBS with a 12.2. CBS's David Poltrack attributed this year's lower numbers to the absence of "special events."

NBC won Thursday and Saturday nights, tying with ABC on Wednesday, and came in second on Monday, Tuesday, Friday and Sunday. In addition to its Wednesday tie with NBC, ABC won Monday, Tuesday and Friday, finishing third on Thursday, Saturday and Sunday. CBS won only Sunday, placing second on Thursday and Saturday, third on Monday, Tuesday, Wednesday and Friday.

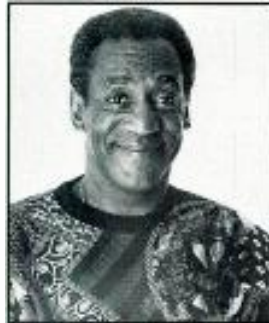
Niles pointed to NTI November numbers showing NBC doing well in prime time among women 18-49 and 25-54, and adults 18-49 and 25-53. These particular demographic categories, he said, make up 85%-90% of prime time network sales. NBC scored a 10.1 rating among women 18-49, to ABC's 9.2 and CBS's 7.0. Among women 25-54, NBC got a 10.8 rating, to ABC's 9.8 and CBS's 8.0. For adults 18-49, NBC achieved an 8.9 rating, ABC an 8.5 and CBS a 6.2. Among adults 25-53, NBC got a 9.6 rating, ABC a 9.0, and CBS a 7.1.

NBC had four of the top five shows for the sweeps: *The Cosby Show* at number two, *Cheers* at number three, *A Different World*

at number four and *The Golden Girls* at number five—in addition to six of the top 10 and 12 of the top 20. ABC had one of the top five shows (*Roseanne* at number one), two of the top 10 and seven of the top 20. CBS had no shows among the top five, two in the top 10 and two in the top 20.

U.S. HUT levels for the three broadcast networks during the November sweeps showed a decrease from November 1988, sliding from 62.7 to 61.0. The three-network audience level also slipped, from 1988's 41.5 to 1989's 40.2. The three-network share remained a constant 66 between

Top three finishers in November sweeps



'The Cosby Show'



'Roseanne'



'Cheers'

Although *Roseanne* was in first place, its 23.8 rating was only one-tenth of a percentage point ahead of *Cosby*'s 23.7. Niles said that the *Cosby* vs. *Roseanne* battle would continue to be quite competitive during the rest of the season, and that *Cosby* actually won three of the four weeks in question, losing only on Thanksgiving night. "*Roseanne* edged out *Cosby*, but *Cosby* is still the number one show," Poltrack said.

NBC also won the 10:30-11 p.m. local news lead-in ratings race, scoring a 14.3 to ABC's Tuesday-Sunday 12.6 and CBS's 11.0. Of the theatrical movies that aired during the sweeps, ABC's "Crocodile Dundee" was on top with a 17.6/27. ABC also won first place in the mini-series competition (CBS refers to this category as "two-part movies"). ABC's *Small Sacrifices* garnered a 21.7/34, compared to NBC's *Cross of Fire* (13.6/22) and CBS's *Till We Meet Again* (12.9/20). NBC had the top made-for-television movie, *Cast the First Stone*, which received a 17.9/28.

Syndication sweeps: 'Oprah' still the one

Second place 'Geraldo' seeks help of consultant to give show look that differentiates it from the many other talk shows

As King World's *Oprah Winfrey Show* continues to dominate the afternoon talk-show genre, Tribune's competing *Geraldo* has sought the help of Frank Magid Associates to help pinpoint problems, and to help reposition the show for the future.

For the first three weeks of November, *Oprah* averaged a 10.6 rating nationwide, according to Nielsen. *Donahue* was second among afternoon talk shows, with a 7.2 national average household rating for the same period.

Geraldo is pacing third, three weeks into the sweeps, with a 6.2 rating. Several reports reported last week that some stations are concerned with *Geraldo*'s perfor-

the two years.

Ratings for independent stations (excluding superstations) fell from a 10.1 in November 1988 to a 9.2, while pay services fell from 3.8 to 3.2. Cable origination increased from a 7.6 rating in November 1988 to 8.8. Fox Broadcasting, which added to its programing schedule this year, increased its overall ratings share total from November 1988's 5.5/8 to 1989's 6.6/10.

Despite its third-place finish, CBS has made "dramatic inroads" in its troublesome 8-9 p.m. hour, according to Poltrack. "I think we've started the recovery process," he said, adding that 98% of households watching CBS from 8 to 9 p.m. include at least one adult 18 or over, compared to 92% for NBC and 89% for ABC. Poltrack also said that CBS may well use the highly visible time period immediately following the Super Bowl in January to debut a new show. A similar tactic was used by ABC to launch its highly successful *The Wonder Years*. —RG

mance this fall, where it has been upgraded by most stations carrying it to early fringe. "The show has not been as successful as stations would have hoped," said Bill Carroll, director of programing at Katz American Television.

Carroll and others said the program has depended more than the other afternoon talk shows on exploitative subject matter during the sweeps (mothers who steal their daughters' lovers, for example). Stations are concerned, he said, and "obviously the audience has not warmed up to that approach."

The program's producers have hired Frank Magid to do some market research relating to the show and its genre. "They will help us pinpoint problems and offer suggestions for developing a long-term strategy," said Marty Berman, the program's executive producer.

High on the list of concerns, said Ber-

man, is how to differentiate the show from others and still come up with topics appealing to a broad spectrum of the audience. "There is such a glut of talk shows on the air," he said. He said that on one recent sweeps day, *Donahue* and *Geraldo* had the same prostitute on the air, although the shows were taped weeks apart and were taking a different approach to the subject.

"The show is changing and evolving," said Berman of *Geraldo*. In the future, he

said, the show may handle subjects in a less exploitative manner. "There is some sensitivity to the more sexually explicit topics," he said. "You'll be seeing some changes along those lines."

In the magazine genre, the strongest performances through the first three weeks of the sweeps were *A Current Affair*, averaging an 8.6, and *Entertainment Tonight*, averaging an 8.5 rating. *Inside Edition* was also cited by some reps as having shown growth, both in households

and key demographic areas, with an average 6 rating in its coverage area through the first three sweeps weeks.

Among game shows, *Wheel of Fortune* and *Jeopardy!* continue to dominate the landscape as the number one and number two shows in syndication. None of the handful of new game shows this season is expected to be renewed for a second season. The best performer among them, *Third Degree*, placed 62nd the week of Nov. 19, with a 2.1 rating. □

ABC affiliates get earful of programing and fistful of dollars

Network to continue affiliate compensation plan; among reported schedule changes are Rob Weller's departure from 'Home Show,' and unspecified changes to foundering 'Primetime Live'

ABC told its affiliate board last week it would continue its compensation bonus plan, as well as its compensation for airing daytime promos of network shows. It also outlined some schedule changes, including renewed attempts to build on the late night strength of *Nightline* and adjustments to the low-rated *Primetime Live*.

Meeting in the tranquil seaside resort town of Santa Barbara, Calif., ABC and its Affiliate Board convened meetings last week to further map out midseason and long-term strategies. Affiliate Board Chairman Clyde Payne (VP and general manager, WBKO-TV Bowling Green, Ky.) characterized the meeting as "very open" and "harmonious," despite some changes in the late night, daytime and prime time strategies.

Michael Brockman, president of daytime, children's and late night entertainment, briefly previewed two of three pilots ABC has in development for late fringe following *Nightline* at midnight (ET). The shows, all vying for a slated July 1990 launch, are *Into the Night*, hosted by Los Angeles-based disk jockey Rick Dees, and *Night Life* and *Marder at Midnight*, hosted by standup comedians Jeff McGregor and Jeff Marder, respectively.

ABC, which tested that time period with a limited 13-week rollout of *Day's End* in 26 markets that ended last June, has had little success in building on *Nightline*'s lead-in strength. "The objective is to develop comedy programing in the late evening that can work," Brockman said. "The rapid emergence of *The Arsenio Hall Show* indicates that late night comedy can work on the network or syndication level."

According to one affiliate board member, Brockman told the group that Robb Weller will be pulled as host of ABC's daytime *Home Show* and replaced by talk show veteran Gary Collins (formerly of the syndicated *Hour Magazine*) around Christmas. The source also said Brockman is looking to pull repeats of *Perfect Strangers* from the noon (ET) weekday slot "in favor of original network product in the daytime lineup." One other project rumored under Brockman's consideration

is a new *Flintstones* cartoon from Hanna-Barbera Productions for the noon slot, starting in fall 1990.

ABC News President Rooney Arledge also detailed some "fine tuning" changes for the Thursday night (10-11 p.m.) *Primetime Live* offering (anchored by Diane Sawyer and Sam Donaldson), but Payne would not say what exact "format" changes would take place. In the latest weekly Nielsen ratings (Nov. 20-26), *Primetime Live* ranked 79th with a 6.2 rating/12 share compared to *L.A. Law*'s 16.1/31 on NBC. Payne suggested that the "focus" of the news magazine may shift to a single breaking news story for the entire hour.

The network also committed to continue the \$5 million compensation bonus plan for

affiliates into next season (initiated after last June's affiliate convention), as well as the Affiliate Marketing Partnership that compensated local stations for the number of network promos they ran during daytime slots to showcase new prime time programing. Bryce Rathbone, vice president and director of station relations, said \$2.5 million was divided among 54 stations when checks were cut Sept. 1, based on those stations delivering "quite higher than average" ratings for network prime time and daytime. George Newi, executive vice president, affiliate relations, said the next \$2.5 million incentive payoff will be April 1990, and added that the Affiliate Marketing Partnership (which had an \$8 million pool) will be part of the 1990-91 premiere season. —MF

ANC goes head-to-headline with Turner

New joint venture of Conus and Viacom will offer half-hour newscasts all day

Turner Broadcasting System's CNN Headline News had been without head-to-head competition since Turner bought out and promptly folded the foundering Satellite News Channel from ABC and Westinghouse Broadcasting in 1983. That was until last Thursday (Nov. 30) at 5 p.m. ET, when the All News Channel (ANC) debuted with a Headline News-like format of complete and discrete half-hour newscasts, one after another, 24 hours a day.

A joint venture of Conus Communications (a satellite newsgathering partnership headed by Hubbard Broadcasting) and Viacom International Inc., ANC got rolling at the top of the hour with headlines read by Rolanda Tay-

lor and the first story on the coup attempt in Manila delivered by Patrice Formby.

Although Hubbard and Viacom executives downplay the competitive aspects, ANC will, indeed, be competing with Headline News for cable and home satellite viewers and, quite possibly, many of the same advertisers. ANC expects its support to come from per-subscriber fees from cable systems and home satellite program packagers as well as from national ad sales.

The cable marketing plan for ANC is unique, however. Rather than simply selling directly to cable systems as Turner and other cable programmers do, ANC's marketers will offer ANC to TV stations interested in creating local cable news channels with cable systems in their markets.

Stanley E. Hubbard, vice president,



ANC anchors (l-r) Kirk Gallup, Rolanda Taylor and Patrice Formby

TNT keeps NBA for \$275 million

Hubbard Broadcasting, said ANC is designed to be the "backbone" for the local cable news channels. The participating TV stations would produce local news to supplement ANC, he said. At first, the percentage of local news may be small, but it would grow over time, he said.

Although details have yet to be worked out, ANC intends to get involved in each market to make sure the broadcasting-cable ventures prosper, Hubbard said. ANC is not going to just sell the service and collect a fee, he said. "We are going to go into each market and take the risk with the broadcaster and each cable system," he said. "We are only going to make money on success."

ANC is trying to line up stations and cable systems in several markets to serve as "pilot projects" to show others the way. Hubbard said some of the nine Hubbard stations may be involved in pilots. Preliminary discussions have been held with cable systems in the Minneapolis-St. Paul area about working with Hubbard flagship KSTP-TV there, he said. So far, he said, the system operators have been "very enthusiastic about the concept."

Viacom's Showtime Satellite Network, the second largest packager of programming for the home satellite market with some 140,000 subscribers, will offer ANC as part of its package without increasing its retail price.

Ron Bernard, president of Viacom Network Enterprises Inc., said he is negotiating with other packagers interested in distributing ANC, but he declined to identify them.

(ANC is being distributed via Satcom II-R, transponder 7. It is now being transmitted in the clear, but sometime shortly after the first of the year it will be scrambled using General Instrument's Videocipher II system, the home satellite industry's de facto standard.)

ANC draws principally on the considerable newsgathering capabilities of the Conus cooperative, which has 140 contributing members worldwide, including nearly 100 U.S. television stations. The new service also shares some facilities, equipment and personnel with Conus.

Nonetheless, Hubbard and Bernard said the service represents a considerable investment by Conus and Viacom, although neither was willing to talk dollars and cents. "It is a good chunk of change," said Hubbard.

Whatever ANC is spending, it is not enough, said Jon Petrovich, executive vice president, Headlines News, after checking out the competition. "I was unimpressed.... They are not in the same league."

The service did not have a "presence" where the stories were: Manila, Malta, Prague and Rome, Petrovich said. They had to use a lot of file footage to supplement their stories, he said, adding that it takes a lot of money to have presence and continually update stories 24 hours a day.

ANC is so clearly inferior to Headline News, Petrovich said, he does not see cable operators substituting ANC for it. And given cable systems' limited channel capacity, he said, he does not see operators adding ANC to supplement Headline News. —HAJ

Cable network will have 75 games each season through 1993-94 season; Turner says there won't be any increase in rates cable operators pay for TNT; NBA deal won't cut into TNT's original programming budget

Turner Network Television signed a new four-year, \$275 million agreement with the National Basketball Association last week to keep NBA games on TNT through the 1993-94 season. In a year when incumbents have had a tough time in the sports marketplace, TNT held onto the rights and will carry the same number of games—50 regular season and 25 playoff—each season.

The deal works out to an average payment of \$68,750,000 per year, a 175% increase over the existing two-year, \$50 million deal. Terry McGuirk, president of Turner Sports, said Turner will pay a little below the average figure in the early years of the contract and a little higher than average in the final years.

McGuirk said Turner expects it won't approach profitability until near the end of the NBA contract, but there won't be any increase in the rates cable operators pay for TNT, McGuirk said. TNT's rate card calls for a 20 cent payment in 1990 and 25 cents per subscriber in 1991. McGuirk said the company is currently discussing with its affiliates rates for 1992 and thereafter. McGuirk said the NBA deal would not cut into TNT's original programming budget.

In addition to the license fee structure going out, there is one other unknown—how rapidly TNT will continue to grow. Already at 35 million subscribers, McGuirk projected it would hit 36 million subscribers by year's end, and NBA Commissioner David Stern said he expected it to reach 40 million subscribers by the end of the NBA season next spring. If that growth continues, there would be less pressure for increased license fees in future years. McGuirk said he hopes TNT would hit near universal penetration in the cable universe by 1991.

While TNT and the NBA were in an exclusive negotiating period, Stern said there was someone in the marketplace willing to pay what Turner paid. Stern said "we would probably not have made a deal that limited us to eight million cable homes," referring to a possible bid by SportsChannel America. McGuirk said Turner believed "there were forces in the marketplace willing to pay in excess of what we were paying. Our business judgment was to make this deal now." Stern added that "if getting the last dollar out of this package was our goal...we could have gone to market and done that. But when you sit down with an incumbent and you come to a general understanding of what you think it's worth and you put that number to them and they basically accept it, I think they are entitled to that."

In addition to coverage of the NBA draft, the Hall of Fame game and NBA All Star Saturday, TNT will carry a half-hour *Inside*

the NBA program following the Friday night game, and a half-hour *This Week in the NBA* will be carried on Cable News Network Sunday at 6 p.m.

One main pocket of cable resistance has been Cablevision Systems, whose systems in New York and Boston don't carry TNT. McGuirk said there were daily negotiations lasting several hours working toward a carriage agreement. "We have high hopes that we will succeed," he said, with Stern adding that now that the contract is signed and SCA is out of the picture, an agreement with Cablevision would follow.

Stern pointed out that there will be six to 10 more games in the NBC contract over the CBS contract, and with 25 games on superstations WTBS(TV) Atlanta and WGN-TV Chicago, fans in those areas were still receiving a host of NBA games. "Once it becomes known that TNT is the place to get NBA coverage," said Stern, "we're optimistic that the numbers will continue to grow."

Stern said he will recommend that the number of games on superstations continue to be limited (they have been reduced to 25 this year). The Turner-owned Hawks have 25 games on WTBS this year, and McGuirk said Turner would not oppose the commissioner's push to reduce the number of games on superstations. The bottom line, said McGuirk, is "we're going to support the commissioner." (Turner is formulating plans for a regional sports network in the Southeast which, presumably, would have Hawks games as its centerpiece.)

McGuirk acknowledged that the ratings for the NBA so far this season have been "off slightly," but said with greater promotion and awareness they would rise to the level seen on WTBS by the end of the year.

Stern said he was not as optimistic that the ratings would recover this year, but said the NBA was expecting about a 25% drop in ratings this year. Fans were still getting games on superstations, including WTBS, which previously had the NBA, he pointed out, and if the drop is limited to 25%, "we would consider [that] to be a terrific result for year one."

There will be no increase in advertising minutes in the package, said Stern, although he added that the NBA was looking at a plan to get four more minutes of commercial inventory in the games.

Stern said both NBC and TNT will be included in discussion for television coverage abroad as the NBA expands its horizons overseas.

Just last month, NBC signed a four-year, \$600 million deal for the NBA, taking the rights away from CBS. That came less than a year after CBS took the MLB rights away from NBC in a four-year, \$1.1 billion deal. Last month, CBS signed a seven-year, \$1 billion college basketball deal, retaining the rights and taking away some early round NCAA tournament action from ESPN. —MS

Changing of the guard

It should come as no surprise that the Association of Independent Television Stations looked within its own ranks to find a successor to its outgoing president, Preston Padden (standing). Last week, an INTV search committee selected the association's vice president of government relations, James B. Hedlund (seated), to be its new president. Hedlund, a six-year INTV veteran, is expected to carry on the policies without any disruption. "He is my right arm and my left," said Padden, who has relied on Hedlund during his four years with INTV. Padden is joining Fox Television as senior vice president, affiliates (BROADCASTING, Nov. 20).

The flamboyant and aggressive style that has been Padden's trademark is not shared by the more low-key Hedlund. But Hedlund "knows the program," said one Hill source. Indeed, he is well liked on Capitol Hill and will give the association "continuity," said David Leach, a key aide to House Energy and Commerce Committee Chairman John Dingell. According to Leach, INTV has made a "wise decision...he is a pro."

National Association of Broadcasters President Eddie Fritts called Hedlund a "close friend and ally." "We look forward to working with him as the new head of INTV," said Fritts. "He is a strong choice, a respected and experienced Washington hand," said Bert Carp of Turner Broadcasting System.

Hedlund came to INTV in 1983 from the National Cable Television Association, where he was vice president for government relations. He was at NCTA just 17 months. Hedlund said he made the move to INTV because he "liked the idea of a smaller and more informal atmosphere." But sources say the move was seconded by then NCTA Executive Vice President Jim Mooney. Hedlund denies it and Mooney was unavailable for comment. They remain friends.



Ervin Duggan: The week after

FCC nominee still largely unknown to Fifth Estaters, but details emerging; religious groups not united on him

I know who he is. I did some probing, since we're so concerned about the FCC.... The best I can determine is that he is a compromise candidate.... He was with the Johnson and Carter administrations. That doesn't recommend him to our people.... After talking to people, I feel we could do worse."

The somewhat ambivalent comments are those of Ed McAteer, president of the Religious Roundtable, of Memphis, concerning the White House announcement that President George Bush intended to nominate Ervin S. Duggan, a Washington communications consultant, to fill the Democratic vacancy on the FCC. They reflect the fact that, almost two weeks after that announcement, which caught all of those who follow the White House appointment process by surprise, Duggan remains something of an unknown quantity. But the broad strokes that provided the original picture are, to a degree, being filled in.

Officials of the National Association of Broadcasters and the National Cable Television Association do not know Duggan, although NAB's Fritts says his "sources" describe him as a "level-headed guy who won't be radical right or evangelical," or "anti- or pro-business." FCC Chairman Alfred Sikes met him for the first time when Duggan made a courtesy call on the day after the White House announcement. The chat and Duggan's background were sufficient to persuade Sikes that the Presi-

dent "made an excellent choice." Commissioner James Quello is the only other member of the commission to have met him, and that was accidentally, as Duggan was leaving his meeting with the chairman. "With his background in public relations"—a description of his work Duggan rejects—"and a writer," Quello said, "he will be easy to get along with."

Given the attention being paid to the commission's newfound vigor in policing the airwaves of indecency, Duggan's likely role in that campaign looms large in the speculation about him. And no wonder.



FCC nominee Ervin Duggan

The National Association of Evangelicals had supported his candidacy. The White House chose a meeting the President had with a group of evangelicals on Tuesday, Nov. 21, as the setting for the announcement by White House Chief of Staff John Sununu that Bush intended to nominate Duggan. And the chief of the White House personnel office, Chase Untermeyer, describes Duggan as a conservative Democrat—he called him "a Bush Democrat"—who shares the President's interest in riding the airwaves of indecency (BROADCASTING, Nov. 27).

Those signals were sufficient to alarm those concerned that the White House was nominating someone who would give the First Amendment short shrift—never mind Duggan's background as a journalist, as a reporter with *The Washington Post*, when he was in his early 20's, and more recently as national editor of *The Washingtonian* magazine. A Senate staffer who is a personal friend of Duggan's says he will not be "a free speech ideologue defending [shock jock] Howard Stern's right to offend every man, woman and child."

Still, McAteer was not impressed. He has played a leading role in urging the government to crack down on indecency in broadcasting; in his appearance before the Senate Commerce Committee in August, he testified against the nomination of Sikes as an FCC member and the president's designee as chairman on the ground that his record as administrator of the National Telecommunications and Information Administration was not sufficiently anti-indecency. And last week, McAteer described

the choice of Duggan—"after the uproar in the Senate" over the nomination of Sikes—as "a sop." McAteer said he opposes the proposed nomination—"on principle." But he said he has no plans to testify against the nomination, when it is made.

McAteer may, however, after probing more deeply. For while Duggan, who is married and the father of two sons, has been described as a man who believes in "traditional family values," an official of the National Association of Evangelicals who has known Duggan for years and says he thinks highly of him, said the association did not endorse him on that ground. Richard Cizik, a policy analyst with the association who met Duggan in his role with Presbyterians for Democracy and Religious Freedom, said he has "never asked Duggan about a lot of things, like family values."

Cizik indicated his admiration of Duggan is based on nonideological grounds. "He refuses to acquiesce in superficial polarizations that exist in this arena," Cizik said. "The truth is more subtle and sophisticated than that. He's a hopeful person who looks for ways to bring people together, following the Biblical injunction to 'let us reason together.' On the other hand, he's not naive. He won't oversimplify areas where there are disagreements." The association, he said, did not endorse him because of "family values." "We knew the man before this came up. He's a man of integrity." (Cizik also wanted to stress that the evangelicals are not "monolithic; we're a diverse community," including liberals and conservatives. And the difference between fundamentalists and evangelicals, he said, "is the difference between Jerry Falwell and Billy Graham.")

Similar assessments are given by Senate staffers who have known Duggan on a personal basis and who, as it happens, are involved in communications matters on Capitol Hill. "He is not easily pigeonholed," said one. "But he is a conservative Democrat. He's a quick study, a good analyst. And he'll take a collegial approach to the work; he is not a firebrand and won't bring ideology to commission issues that divide, like cable television." The other staffer describes Duggan as "an outstanding person. You won't find anyone who runs him down."

How that translates into the kind of welcome Duggan will receive at his confirmation hearing, probably early in the new year, is not yet certain. He knows and is highly regarded by two members of the Senate Commerce Committee, which will hold the hearing—Senators Lloyd Bentsen (D-Tex.), for whom he has written speeches, and Charles Robb (D-Va.). And Duggan, who grew up in Manning, S.C., is acquainted with the committee chairman, Senator Ernest F. Hollings, who represents that state. While Hollings had backed another candidate for the FCC post—his former aide, Mary Jo Manning—he has passed the word to the White House through Senator Wyche Fowler (D-Ga.), a personal friend of Duggan's, that he would have "no problem" with the nomination. Hollings in the past has not been loathe to refuse to

hold hearings on FCC nominations that did not suit him.

Duggan's original sponsor—the person who recommended him to the White House—has not yet surfaced. Officials say the name was passed to them through a variety of sources. One is said to have been a journalist, a friend of Duggan's and of

officials of the National Association of Evangelicals, who later called the NEA's Cizik to inform him that Duggan was now a prospect. And the NEA, which over the years has written the White House to endorse other candidates for other jobs, wrote one for Duggan. The rest, as they say, is history. —LZ

Sikes examines first returns on chairmanship

Determination on indecency, search for handle on high technology, level playing field for video distribution cited among priorities

The chairman of the FCC was in a reflective mood when he addressed the Washington chapter of American Women in Radio & Television last week. Just over 100 days in office (he was sworn in on Aug. 7), he was ready to take stock. Indecency was being pushed back ("This commission believes in certain fundamental values and one of those is protecting children from smut") and other social goals were being embraced ("This commission enthusiastically joined President Bush in his 'war against drugs' at our first meeting"). The spectrum was being brought to heel ("We are in a high-technology world and a low-technology service will at worst fail, and at best be consigned to a mediocre existence.... We can help AM catch up, while making sure over-the-air TV does not fall

or worse. And, as we all have observed, enormous sums of money are spent to block rule changes. When the government is not in the middle, valuable adaptations occur much more quickly.")

Asked what might be done to head off a developing "Armageddon" between the broadcast and cable industries, Sikes said he didn't anticipate such an eventuality. Must carry, he said, must be tied to the compulsory license, and channel scarcity "increasingly isn't the problem." While supporting the (Senator Daniel) Inouye trust fund proposal for children's TV, and the (Representative Al) Swift and (Tom) Tauke antitrust exemptions that would permit industry codes, Sikes spoke of the "slippery slope, constitutionally, when you get into that area." And while he said he doesn't favor permitting telephone companies into the television business as programmers, he said it would be a mistake not to consider them, or cable, as providers of a "rich video network."

As for the telecommunications world of



Sikes and NBC's Andrea Mitchell at AWRT luncheon

behind"). Monopoly was being targeted ("The increasing concentration of market power in the cable industry [has] caused the new commission to initiate a series of related and integrated actions aimed at developing a truly competitive video distribution system").

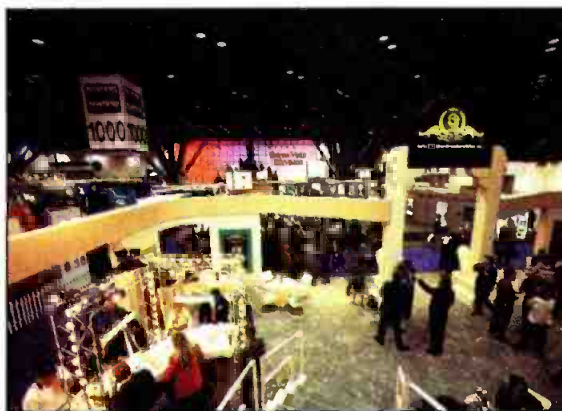
Alfred C. Sikes also spoke of his dedication to the marketplace, although not as fervently as had his immediate predecessors (Dennis Patrick and Mark Fowler). "My goal," to the extent possible, is to "rely on consumer choice," the chairman said. "Government institutions are not, typically, fleet-footed or decisive. They have a hard time adapting to change. This seems especially true today in telecommunications as technology and service lines blur. The incumbents often want protection. Insurgents are characterized as cream skimmers

the future, Sikes—after remarking he was "personally amazed by the short life cycle of products"—said it will be broadband, whether wired or wireless; that it would be both digital and optical; that it would be driven by computers at both ends with a massive one in the middle. Radio's future? "Hard to say, to be honest," the chairman said. "We must reduce interference, but I hope people will be prepared to pioneer and upgrade with programing as well as facilities."

The chairman declared his basic loyalties in answering a question about the service rendered by television networks. "I'm a broadcaster—or, I should say, a former broadcaster—and I understand not to view commercial imperatives in a negative light.... I'm not elite enough to dictate what people watch." —DW

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Vol. 119 No. 5

NEW YORK, WEDNESDAY, JULY 17, 1935

STICKS HICK PIX

World's Worst

N.T.G. is doing a film short for Ben Schwartz' Master Arts with the world's worst amateurs in it.

All the broken-down Sir Josef Ginzbergs, John McCormack, Jr., and other hopeleses are being assembled.

Runner Runner-Up

Cry for 'Author' of Five Plays On B'way Will Get No Response

Top playwright on Broadway next season won't be there to see his own brain-children, the William Shakespeare cycle being due. No less than five of the Bard's classics will brave the Main Stem showshops for edification of earthy New Yorkers and waiting firemen.

With the exception of the Gilbert and Sullivan revivals, it is one of the rare times

Runner-Up

Chicago, July 16

Appears to radio execs here that Sears-Roebuck is after a record for the number of auditions for a future air program, a record which is now

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Y

PRICE
15¢

72 PAGES

MIX

INTERESTED
FARM DRAMA

West Exhib Says 'Bar-
etts,' Rothschild,' Pim-
rnel' Among Best Gross-
s in Silo Belt—Musicals
me and Story Tops Star
a Draw

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By GEORGE McCALL

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And in an industry where you're only as good as your last performance, we played a leading role in financing three of this year's Oscar-nominated films.

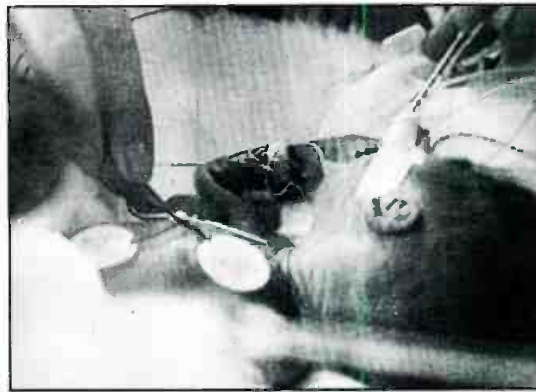
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Local TV Journalism 89

On the pages that follow, BROADCASTING presents its annual survey of local television journalism, incorporating examples of spot news, investigative reporting and documentaries and public affairs efforts submitted by news operations in markets large and small.



**"A Channel Innovates and Moves Up
... The station recently revamped
its 10PM news program, giving
it an informal look that uses
the whole newsroom"**

The New York Times, Sept. 16, 1989

**"Channel 9, the only station
trying to break open the
stale news format, has a
state-of-the-art newsroom—
and they're showing it off
every night. . . ."**

New York Magazine, Oct. 9, 1989

**WWOR-TV "is being given warm
congratulations from its
broadcast colleagues for finally
breaking the traditional
formatting mold of tv news
broadcasts"**

New England Point Of View, Oct. 1989

**"Imitation being the sincerest
form of television, it won't
be different for long. Right
now, WWOR's is the most
different-looking newscast on
the air, start to finish."**

The Cleveland Plain Dealer, Sept. 11, 1989

**When you're doing
something innovative,
word gets around.**

When the Channel 9 News at 10PM broke with tradition, it didn't take long before people started talking.

Our new behind-the-scenes news presentation is not only getting pre coverage, but congratulatory calls from stations all around the country.

Yet our difference in style is not without substance.

Our news is anchored by Rolland Smith, one of the most respected newsmen in the country. And our investigative team was awarded both an Emmy and the prestigious duPont-Columbia Award for Excellence in Broadcasting.

Keep your eye on WWOR-TV Channel 9. You'll see how breaking a few rules might even start a new tradition.



WWOR-TV

Spot News



On July 11, a violent storm spawned a number of tornados that swept through several Connecticut towns. In the town of Bantam, 200-year-old trees snapped, the town hall was destroyed and water and power service was disrupted. **WFSB(TV) Hartford, Conn.**, team coverage of the disaster began with the weather team tracking the storm. Reporters and photographers covered the stories of people who lost everything they had, the salvage of what could be saved and the repair work. Reporters traveled with the governor as he surveyed the damage.

There were several Connecticut residents on United Flight 232 that crashed in Sioux City. The station became a clearinghouse of information as family and friends called to learn the fate of their loved ones. One of the survivors was an 8-year-old Connecticut boy whose mother had been killed. **WFSB(TV)** anchor Gayle King interviewed the boy's father, Melvin, live from Sioux City, and later showed his classmates making get well cards for him.

In 1989, **KTLA-TV Los Angeles's** satellite technology gave it the jump on the story of an incident in the skies over Hawaii. According to the station, reporter Steve Lentz was the first in the market with a live report on a United DC-10 flight from Los Angeles to Hawaii that lost a cargo door in flight and had to make an emergency landing in Honolulu. The station obtained footage of the disabled plane, and kept viewers up to date with the latest casualty figures.

On Jan. 17, 1989, reporter Marta Waller traveled to Stockton, Calif., to provide live reports from the scene of a tragic mass killing in which a man armed with an AK-47 assault rifle killed several children in a Stockton schoolyard.

On May 12, 1989, a freight train jumped the tracks near San Bernardino, crashed into several houses and ruptured a gas pipeline. The resulting explosion and fire were covered live throughout the day by reporter Ron Olsen. At 9 p.m., an hour before the station's 10 p.m. news, a survivor was discovered in the rubble of the accident. Waller cut in with live reports, and the entire 10 p.m. newscast was devoted to the successful rescue.

The past 12 months for **WTVD-TV Durham, N.C.**, began and ended with weather disasters. Last November 28, a tornado struck Raleigh. The station stayed on all night with weather bulletins and more than three hours of continuous live news coverage the next morning. In

October of 1989, the station had news crews in both Carolinas covering the devastation of Hurricane Hugo, staying on all night when Hugo came ashore. In between, the station covered the inauguration ceremonies of Governor Jim Martin, providing three hours of live coverage to a statewide network of stations in cooperation with North Carolina Public Television. For its news coverage, including a 30-minute special, of Duke University's trip to Seattle for the NCAA final four in basketball, the station sent its satellite truck 6,000 miles coast to coast.

In 1989, **WXYZ-TV Detroit** increased its reporting staff by 4,500,000. That's the number of viewers in its ADI. With the proliferation of home video recorders, the station invited viewers to join its news team. A phone number, along with highlights of the latest home video used, is broadcast during each of the four daily newscasts. Those providing video get on-air credit, a special certificate and a "coveted" viewer video T-shirt. The station has received video of plane crashes, fires, a crane collapse and more. It emphasizes that it "does not" use viewer videos as a way to supplant news crews or save money, but to get the best pictures possible. Typical, says the station, is the case of a chemical train derailment, after which a woman "walked past the news crews of three competing stations" to give wxyz-tv tape she had taken moments after the crash.

The station's "Fighting Back" campaign has also gotten viewers involved in the news. The station labels with a Fighting Back over-the-shoulder chroma key, any story about someone taking a stand against drugs; for example, a woman who collected \$10,000 to print anti-drug T-shirts that she then distributed to students. The station then began a Fighting Back hotline for viewers to call with their examples of anti-drug actions. According to the station, it is averaging over a dozen calls daily, many resulting in spot news stories, often exclusive.

When a local man made his first trip as an astronaut aboard the space shuttle, **WEAU-TV Eau Claire, Wis.**, led up to the lift-off with a series of reports and a one-hour documentary on the state's contributions to the space program. The station uplinked from Viroqua, Wis., hometown of astronaut Mark Lee, to capture the mood there, and preempted network programming to carry the liftoff live.

WTHR(TV) Indianapolis covered the FBI arrest of the kidnapper of an Indiana businessman's wife. The station monitored the police until they had surrounded the suspect only a few blocks from the station's listening post. The station was able to break the news of the kidnapping and of the successful capture.

Coverage of the execution of Ted Bundy, convicted of killing a local school girl, required all the resources of **WCJB-TV Gainesville, Fla.** The station sent reporter Janet Sawyer and photographer Mike Beal to Seattle to interview people who knew Bundy, his family and relatives of the people Bundy confessed to having killed. Anchor John Rogers and photographer Janet Rogers went to Tallahassee, where Bundy had murdered two sorority sisters. Reporter Pete Christensen and a photographer covered Lake City, Fla., home of the murdered school girl, Kimberly Leach. Reporter Doris Cowart handled the story from the prison.

The station also worked a trade arrangement with **KSL-TV Salt Lake City**, another area in which Bundy had murdered several women. The day before the execution, each station produced a live shot and insert package on Bundy and his crimes. On the morning of the execution, **WCJB-TV** began with live reports from the prison. At 7:15, it broke into *Good Morning, America* with the news that the execution had been carried out. There were live interviews during both cut-ins, local reaction at noon and live shots from various venues at six. At 7 p.m., the station aired a special report that included the last interview Bundy gave.

When **WTVF(TV) Nashville** got word that Hugo was headed toward Charleston, it sent meteorologist Ron Howes, reporter Brad Woodard, field producer Phil Bell, two photographers and two satellite engineers to cover the story, including the local angle of a group of relief workers from Nashville and the city's Red Cross chapter. The station went on the air with live reports immediately after the storm made landfall, and continued with coverage for four days.

The station received praise in local newspapers for its coverage of local elections. Prior to

Scripps Howard Foundation National Journalism Awards For Service in Support of Literacy



America can't afford to lose its battle against illiteracy. Technological growth, social progress and democracy itself depend on informed, literate citizens.

The Charles E. Scripps Awards, named for the chairman of the E. W. Scripps Company, will recognize 1989's outstanding contributions to this struggle for our future. And they will help underwrite the winners' continued efforts in 1990.

Entries will be accepted in two categories, newspaper and TV/radio/cable. The winner in each category will receive a cash award of \$2,500. In addition, the foundation will grant \$5,000 to a local literacy project or program designated by each winner.

Judges are Carl Rowan, syndicated

columnist, Washington, D.C.; Ron Martin, editor, Atlanta Journal and Constitution; and William F. McIlwain, editor, Sarasota Herald-Tribune.

For entry forms and information, write to Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202. The deadline for entries is February 19, 1990.

AWARDS AND DEADLINES:

- The Charles M. Schulz Award/College Cartoonist: Jan. 5, 1990
- The Jack R. Howard Awards/Broadcast Journalism: Jan. 15, 1990
- The Ernie Pyle Award/Human Interest: Jan. 22, 1990
- The Walker Stone Award/Editorial Writing: Jan. 29, 1990
- The Edward J. Meeman Awards/Environmental Journalism: Feb. 5, 1990
- The Roy W. Howard Newspaper Awards/Public Service: Feb. 12, 1990
- The Edward Willis Scripps Award/First Amendment: Feb. 12, 1990
- The Charles E. Scripps Awards/Literacy: Feb. 19, 1990



**SCRIPPS HOWARD
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the polls closing in the presidential election, the station presented a half-hour program discussing the candidates and issues. The program included six live remotes, four locally and one each from the Bush and Dukakis national election headquarters.

In August, the station began a new 6:30 newscast, bringing its daily news commitment to five half hours.

Chinese News at Nine debuted Feb. 6, 1989, becoming the first live Chinese-language news program by a U.S. broadcast station, according to independent **KTSF-TV San Francisco**. The station's six full-time and one part-time news department followed closely the events surrounding the massacre in Tiananmen Square, including a series of nine, half-hour reports following the 9 p.m. evening newscasts (in Cantonese and Mandarin). The first special, anticipating a crackdown, was broadcast a week prior to the crackdown in Tiananmen Square. One thing that obviously set the news reports apart from other local coverage was the reporters' ability to question people in their own language. One highlight of the *Changing China* series was an interview with a former military official with the 38th army, which had been blamed for much of the bloodshed.

Another highlight illustrates the logistical hurdles of the coverage. A prominent student leader sent the station on audiotape an emotional eyewitness account of the massacre. The audio, recorded over phone lines, required clarification. The tape arrived on a Sunday night, and the news team, including spouses, worked around the clock until Monday night transcribing the tape and then selecting Chinese characters from the 5,000 Chinese characters in the station's Dubner graphic machine. Subtitling the interview left no time to rest before the regular news and the half-hour special following it.

On July 5, 1989, a fire killed six children in a **Louisville, Ky.**, home. **WLKY-TV** there had the first camera on the scene, according to the station, and the first live report at 6:15 a.m. The station followed up on the fire with reports on fire safety. The house had had a smoke detector, but no battery, and no adult was at home.

WJW-TV Cleveland special projects reporter Mike Conway conducted an exclusive interview with former auto worker and convicted Nazi war criminal John Demjanjuk from his cell in Israel. Demjanjuk, formerly from the Cleveland suburb of Seven Hills, was appealing a death sentence handed down by Israeli judges, who convicted him of war crimes allegedly committed as the Treblinka death camp gas chamber executionist, Ivan the Terrible.

The station conducted an exclusive interview with former FBI agent Bob Freidrick regarding his dealings with the late Teamster president Jackie Presser. Freidrick confirmed Presser's role as an informant who helped convict numerous mob figures and corrupt Teamsters.

On Sept. 27, a sightseeing plane carrying 21 people crashed at the Grand Canyon airport. Ten people died, and 11 others were injured. According to **KTSP-TV Phoenix**, it was the first station in the market to break into regular programming to break the news. The station sent two crews by helicopter to the canyon. An SNG vehicle was dispatched to the Grand Canyon Airport and a microwave vehicle was sent to Flagstaff, where many of the injured were tak-

Defending the first

WHO-TV Des Moines's news director gave this account of the station's recent First Amendment battle. "A freelance videographer, Beau Lambert, captured the knife murder of a Des Moines man in the downtown area of the city. Des Moines police took the tape as evidence and refused to provide Lambert with a copy so that he could sell it to WHO-TV. WHO-TV's attorneys took the matter to Federal District Court, where Lambert testified he had shot the video with the intent to sell it to a TV station, specifically WHO-TV's Newshawk program. WHO-TV attorneys argued that Lambert's Fourth Amendment protection from unreasonable search and seizure was violated and that his First Amendment right to gather and broadcast news was also violated. Federal District Court Judge Harold Vietor ruled in favor of Lambert and issued a preliminary injunction ordering police and the Polk County attorney to turn the tape over to Lambert."

en. The helicopter dropped off one crew in Flagstaff to handle the hospital angle, and after getting crash site video from the canyon, returned to Flagstaff. The SNG vehicle stopped at the Flagstaff airport to uplink the first pictures to the station and to New York for the *CBS Evening News*. For all its newscasts, the station had live reports from both locations. KTSP had just installed a microwave link with Flagstaff, which worked "perfectly" for its first test. The station had one reporter dedicated to providing live reports to stations across the country requesting live shots.

In March 1989, **WMTW-TV Auburn, Me.**, began producing daily, five-minute local news cut-ins in CNN Headline News on Portland, Me.'s cable system. According to the station, although there were initial reservations about this broadcast-cable effort, both sides saw advantages. For the station, it was a chance to showcase its news team. For cable, it was an opportunity to carry local news otherwise unprovided there.

The cut-ins are taped at the station, then microwaved to its Portland, Me., bureau 30 miles away. From there a courier delivers a tape of the cut-in to the cable system, which carries it at five minutes before the hour, from 3:55 p.m. to 8:55 p.m.

With the advent of the Bush presidency and the selection of Maine Senator George Mitchell as majority leader, Maine has become a media center. The station assisted ABC with numerous live shots from its newsrooms in Auburn and Portland, and has coordinated with the network in the coverage of the Kennebunkport "White House." The President's visits are very much local stories, with the station reporting on everything from Bush's impact on tourism to the outraged lobster fisherman whose lines were cut by Secret Service boats. In light of the heightened profile for the region, the station has just ordered a satellite truck.

One of the problems with doing local drug specials, says **WSET-TV Lynchburg, Va.**, is that they're easy not to watch, especially if they are scheduled up against a network blockbuster in prime time. Instead, the station has periodically turned its 6 p.m. newscast into a Special Edition. One was scheduled surrounding President Bush's drug speech, with special reports on drug labs, users, neighborhood efforts to combat the problem, treatment, flashbacks and babies born addicted. To add a hook to the show, the news anchors went into the field, with one anchoring from inside an ambulance at a local rescue squad headquarters, surrounded by life-saving equipment, and the other in a cemetery, surrounded by tombstones. Sports and weather were trimmed, and breaking news covered in a quick, newsreel fashion. A roll with some sober-

ing drug statistics closed the show. Just as it began, an ambulance was dispatched by the rescue squad, with the siren's wail the show's final signature.

As Hurricane Hugo approached the Carolina coast, **WRAL-TV Raleigh, N.C.**, put its emergency plan into effect, working out the logistics of travel, communications, accommodations, food and a system of runners to hand carry videotapes back to Raleigh if all else failed. Sixteen people were designated to cover the storm, including five reporting crews, a field producer, engineers and technicians. The station's helicopter was used for aerial live remotes from the coastline. A crew was dispatched to Wilmington, N.C., with a portable MII editing station, to set up shop at **WWAY-TV** there, from which reports could be microwaved back to the station. Its satellite truck began in Cape Hatteras and made its way southward with each succeeding newscast as the storm's path became more certain. As the storm approached, **WRAL-TV** crews moved closer, with the closing of hotels forcing the crews to go sleepless or sleep in their vehicles. On Friday morning, one crew and the Ku truck were in Myrtle Beach, sending back exclusive video of the damage to that city. The Ku truck headed for Charleston, where another crew sent back a live report for the 6 p.m. newscast. Complicating the coverage was the storm's path after Charleston. It moved through Charlotte, and a sixth crew was sent to that city for a report included in the 6 p.m. news.

According to **WUSA(TV) Washington**, it was the first television station to report the collision between an Amtrak train and a volunteer fire truck in nearby Calverton, Va., with a crawl at 8:15 p.m., 25 minutes after the crash, two subsequent crawls, a cut-in at 9:25 with reporter Nancy Mathis from the newsroom, and a live report at 9:50 with reporter Bob Strickland from the scene and a telephone interview with hospital administrator Jay Clark. The 11 p.m. news included live reports from the accident scenes, various hospitals and the Union Station train



Shooting on WUSA(TV) Washington

station. A special report at midnight included an eyewitness account. In all, 11 news crews were sent to cover the story, in which two firemen died and more than 50 people were injured. Footage of the accident site, both from the ground and the air, were provided to viewers and other CBS affiliates via WUSA-TV's satellite truck.

WUSA-TV was live from the scene of a shooting/suicide at a bank building in the Washington suburb of Chevy Chase. The station also got an interview with an individual who was on the phone with a bank employe when the shooting began.

In March, photojournalist Mike Fox captured dramatic footage of a shootout situation in which a police officer was shot and killed. He received a Best of Gannett (station's owner) award for the coverage.

Other highlights: coverage of the Labor Day riots in Virginia Beach, Va., including live and taped on-location reports during regular newscasts and a live special report; around-the-clock Hurricane Hugo coverage that included live and taped reports from Charleston, Myrtle Beach, Savannah and elsewhere, live aerial shots of the aftermath and a special report on the storm.

Following a tornado, **KOLR-TV Springfield, Mo.**, reporter Yvette Carvalho and photographer Gregg Mitchell captured the reaction of a woman whose trailer had been destroyed in the storm, which had killed one person and wiped out 60% of the homes in the southwest Missouri town of Butterfield.

After a riot nearly broke out following a Ku Klux Klan march in Pulaski, Tenn., KOLR-TV profiled the Grand Wizard of the Klan.

On May 7, **KDKA-TV Pittsburgh** covered live, start-to-finish, the Pittsburgh marathon, anchored by sports director John Sanders. The four-hour telecast required two helicopter pilots beaming microwave signals from the lead vehicles back to the station, 22 cameras in 27 locations, three Gyrozoom lenses, 9 microwave units, two production trucks and a satellite news vehicle.

A pre-race special, Marathon Countdown '89, provided a preview of the course and profiled the top competitors.

The average rating/share for the telecast was 11/38 (NSI).

After 33 years as an NBC affiliate, **WSVN-TV Miami** became an independent. To reposition itself in the market, the station expanded its news programming from three and a half hours to eight hours a day.

Sixteen days into WSVN-TV's new year and new life as "South Florida's News Station," the station found itself in the middle of a major story. It had been preparing to cover the festivities surrounding South Florida's hosting of the Super Bowl at Joe Robbie stadium in Miami. Then an assignment editor heard the radio call of a police-involved shooting in the Overtown section of Miami. A crew was dispatched to check out the shooting. During its 6:30 newscast, according to the station, it was the first to report that a Hispanic police officer had shot and killed a black man in Overtown and that the incident had touched off a riot. By the time of the station's 10 p.m. news, it had already aired several live special reports with dramatic images of rioting, angry crowds and flames. The rioting continued on and off around the clock. WSVN-TV's coverage followed suit with cut-ins, reports and newscasts. On two nights, the station's 10 p.m. news was uplinked by CNN and carried live as part of its coverage.

Wsvn-TV began its Hugo coverage when the storm was just a small image on a satellite map. Bob Soper was at the National Hurricane Center in Coral Gables, Fla., with reporters dispatched to possible landfall sites: Brian Cabell to San Juan, Susan Kelleher in Santa Domingo and Rick Chambers in the Bahamas. With Miami another possible landfall, the station began half-hour updates beginning at 9 a.m. and extending past midnight. At the station's normal 3 a.m. sign-off, the station showed a live satellite picture of the hurricane with coordinates updated through the night. When landfall was pinpointed farther north, the station's satellite truck and news crews followed, reporting live from North Florida, Savannah, and finally Charleston.

Covering Hurricane Hugo, the worst such storm in Carolina history, taxed the resources of **WSPA-TV Spartanburg, S.C.** The station planned its coverage days in advance, dispatching crews to the coast and keeping view-



Hurricane Hugo, WSPA-TV Spartanburg

ers abreast of evacuations and storm preparations. Using its satellite uplink truck, WSPA-TV produced 60 live and taped reports.

When a drifter kidnaped the two-week-old daughter of an Inman, S.C., couple, WSPA-TV followed the story as police pieced together the story over two weeks. It wasn't until a viewer, who had seen news accounts of the story, tipped the police to a woman fitting the description of the kidnaper that the baby and abductor were found. The reunion of parents and child was carried live by the station.

WOWK-TV Huntington, W.Va., took its newscast on the road in May, visiting area communities in three neighboring states. Each remote required three to five engineers, at least 10 production staffers and 15 to 20 members of the station's news team. The station used cellular phones for communication and faxed scripts to the remote locations to incorporate late-breaking news.

According to **KERO-TV Bakersfield, Calif.**, it scooped the competition with its coverage of a train that derailed in San Bernardino County, some three hours away by car, after it discovered that there was a Bakersfield connection: the crew was based in Bakersfield and the two men killed in the accident were also residents. The station got exclusive interviews with family members of both crewmen. Anchor-reporter Robin Mangarin was with one family when it got official notification of the death from the railroad.

On the 5 p.m. news, the station had the family interviews, a mood piece on the rail yard (anchor-reporter Lisa Kimble) and a live report via satellite from the crash site (reporter Lynn Sage), arranged through the CBS regional cooperative. According to the station, it also had

exclusive reports on the probability that the runaway train had been overloaded and that the engineer was a last-minute replacement with limited experience on that route.

WJAC-TV Johnstown, Pa., provided extensive coverage of a series of events commemorating the 100th anniversary of the Johnstown flood. Activities included parades, festivals, concerts and an air show on the Memorial Day, Fourth of July and Labor Day weekends. The station pooled its news and production personnel and equipment. Included in the coverage were two dozen "on location" live centennial updates of three to five minutes in length. In addition, the early newscast was expanded to an hour and anchored from the Flood Museum on the day of its opening. Department heads met regularly during the year to discuss the coverage beforehand, then critique it afterwards. The station has put together a videotape of the activities that it will market.

In a single week, the **WHAS-TV Louisville, Ky.**, news department covered four "major, national stories."

While news directors, including WHAS-TV's, gathered in Kansas City for the RTNDA convention, a kidnaping turned hostage/police standoff developed at a motel outside Louisville. The next morning there was an explosion in a Kentucky coal mine. The station dispatched crews in a helicopter and a satellite truck and had live reports on the 5:30 and 6 p.m. news, as well as feeding video to New York for CBS's evening news. At 8:30 the next morning, a former employe of the Standard Gravure Printing plant walked into the plant, next door to the WHAS-TV studios, and started shooting with an AK-47 assault rifle, killing eight people. Some of the plant employes sought refuge at the station when the shooting started. Photographer Ken Bradley grabbed his camera and was inside the plant videotaping the scene even before the shooter took his own life. A crew grabbed a spare Betacam and began taping outside the building. A studio camera was rolled out the back door to feed live pictures for the first of nine live interrupts on the shooting. The evening news was expanded to over an hour, with all hands pitching in, including anchor-reporter Melissa Swan, two days away from giving birth. The next day, while the staff was wrapping up sidebars and follow-ups, a railroad car loaded with chemicals exploded, forcing the evacuation of nearby neighborhoods.

The station received an RTNDA regional Best Spot News Award for its coverage of the 1988 crash of a church bus that left 27 dead.

Lieutenant Bill Nye from the East Aurora (N.Y.) Police Department organized a trip to the Soviet Union with other police officers to study their criminal justice and law enforcement. **WKBW-TV Buffalo, N.Y.**, could not afford to go along, so it did the next best thing: it gave the lieutenant a minicam and a few pointers. He returned with video of rides in Soviet police cars, the police training academy there, the view from inside a Soviet jail, booking rooms, police labs and more. The quality was not "professional" according to the station, but it produced a "very interesting" four-part series, "Red Heat," in May, and cost only the price of a few 8mm tapes.

WKBW-TV went that extra few thousand miles for its election coverage. All the way to Poland. With a large Polish community in Buffalo, the elections in Poland were of great interest. The station sent reporters, fluent in Polish, and a

photographer to Warsaw and Gdansk. They got an interview with Lech Walesa in his home and with U.S. heiress Barbara Johnson, who bought controlling interest in the Gdansk shipyards. The station produced a 10-part series and a half-hour special on the trip.

From March through September, the 27-person staff of **KTUU-TV Anchorage, Alaska**, was working on the Exxon Valdez oil spill story. In addition to live updates in every newscast and daily in-depth reports, the station produced a half-hour documentary that aired both statewide and on closed circuit TV to the Canadian parliament. To help defray the coverage costs (although the bills are not all in, it is believed they will come to about a quarter of a million dollars), the station later produced an hour documentary that it syndicated, and is selling the story of the wreck on videocassette. The documentary was screened for members of the United Nations and is being used as a teaching tool in some universities.

Ktuu-tv broke the story of the gray whales trapped in the ice near Barrow, Alaska, some 503 miles away. On Oct. 12, 1988, a Barrow biologist tipped the Associated Press about the whales, and the story came across the wire. The station had a complete package for its nightly news the next day, the first news crew of any kind on the scene, according to News Director Randy Upton. A version of that story aired on the *Today* show Oct. 14. Photographer Russ Weston was in Barrow for 21 days covering the story, and reporter Todd Pottinger reported daily via satellite for 18 days. The station had 21 satellite uplinks out of Barrow at a cost of \$7,500. It spent nearly \$30,000 on the coverage.

At the recent Alaska Broadcaster's Association banquet, the station took 12 awards out of 12 entries.

KPIX(TV) San Francisco sent reporters Sherry Hu and Dave Bryan to China in the wake of the uprising in Tiananmen Square, the only local team to make that trip, according to the station. Bryan went to Beijing on a tourist visa because the Chinese government was denying visas to journalists. He traveled alone, using a hidden super 8mm camera. Because of government threats, it was "almost impossible" to interview people on what had happened. Hu was sent to Hong Kong, where the massacre had "galvanized" the people in support of the student movement. From there she traveled to Guangzhou in southern China. Both were sensitive to the possible dangers to the people seen talking to them. "It was a difficult situation for a reporter," said Bryan. "You had to constantly ask yourself, 'Am I endangering lives?'" Hu had even greater cause for concern; a third generation Chinese American, she has family in China and feared they might be punished for her ac-



KPIX reporter Sherry Hu and cameraman Al Lopez in Hong Kong

tions. Hu was able to file live reports for the station's 6 and 11 p.m. news. Bryan, on the other hand, had to find more creative ways to get his story out. He filed phone reports, and any video he got was hand carried out of China to Tokyo or Hong Kong via "any passenger leaving on a plane that day." Both reporters provided coverage for the network and other affiliates, as well as to KPIX and KCBS(AM) San Francisco.

When two whales were trapped in icy waters off the Alaska coast, KPIX sent reporter Doug McConnell and crew to Anchorage, Alaska, for a two-day story that turned into a 10-day marathon, with McConnell filing stories twice daily to KPIX, the network and a host of CBS affiliates around the country. In addition to appearing on the 6 p.m. and 11 p.m. news, the coverage was supplied to *PM Magazine* and *Evening Magazine* (produced by KPIX-owner Group W). In addition, he and producer Dan Sexton produced a half-hour special, "Passage to Freedom," following his return to the station. The special saluted the Eskimos and Soviet ice breakers that proved the story's heroes. KPIX won a Gabriel for the special (as well as the Station of the Year award) and an RTNDA award for Best News Reporting.

KHON-TV Honolulu provided spot news coverage of the United Airlines accident in which a door blew off in flight and the plane made an emergency landing in Honolulu. It also produced a 30-minute special on the accident that aired the same day. The station sent a crew to Seattle to cover the National Transportation Safety Board inquiry into the accident, as well as to Washington, D.C., for a report on the NTSB laboratory.

A KHON-TV crew was in New York for an appearance by Imelda Marcos, who now resides in Hawaii, in federal court. The station "scooped the world" when it got an exclusive interview of her from her hotel room.

New Jersey Network is a statewide public television system seen over four UHF's, carried by the state's cable systems, and by systems in Pennsylvania, New York, Connecticut and Delaware. It produces a full-fledged newscast, *New Jersey Network News*, and has a full-time documentary unit (see "Investigative & Documentaries").

NJN sent a news team to Puerto Rico in the wake of Hurricane Hugo, profiling the impact of the storm, with an emphasis on the emotional rather than the physical toll.

On January 18, the body of Oregon's Department of Corrections director, Michael Francke, was found outside his office in Salem. **KOIN-TV Portland, Ore.**, immediately sent its two-person Salem bureau to the scene. In Portland, one crew was assessing the impact on state government, another covered the investigation and another the effects on Francke's plans to expand bed space in Oregon's prisons. According to the station, it was the only station to cover live the governor's announcement of the crime.

Since the murder, the station has reported on the discovery of the murder weapon, an autopsy report and the theory that it may have been a contract killing.

The city of Hattiesburg, Miss., had just opened its Dixie World Series. Congressman Larkin Smith, who had flown in for the occasion, told the crowd there that he had wanted to parachute into the stadium, but if he had, they would be looking for him all night. The statement turned out to be ironically prophetic. An hour

later, Smith's plane crashed—with people searching for his body throughout the night—and he was killed. **WDAM-TV Laurel, Miss.**, had covered the opening ceremonies, but sportscaster Bobby Finke had failed to tape Smith's statement. Finke found a woman from Tennessee who had recorded it with her home video camera. The station was able to air the footage, and to provide it to others.

Station general manager Cliff Brown is a former news director. When all the crews were busy with local elections, he was pressed into service to cover a hostage situation some 30 miles away in which a disgruntled former farm bureau director had barged into a board meeting, taking a dozen hostages. He brought back exclusive interviews and did on-the-scene reporting until four in the morning, and was back wearing his GM hat by 8:30.

The Associated Press recognized **KTKA-TV Topeka, Kan.**, for its coverage of the tornado that hit that city in November 1988. No one was killed, but there were many injured students at Topeka West High School. The station had the first word of serious injuries with its live interview with the school superintendent.

When Topeka installed a \$22 million Indy-type raceway, Heartland Topeka Park, the station provided series on the park and race coverage in its newscasts.

An exchange of reporters between **WXIA-TV Atlanta** and Soviet Georgian Television in Atlanta's sister city of Tblisi provided the opportunity for coverage of the dissension there. WXIA-TV reporter Simeon Smith and photographer Richard Crabbe were three weeks into their assignment in Tblisi when rioting broke out from protestors who advocate the secession of Georgia from the Soviet Union. Smith and Crabbe compiled reports on the deaths of several protestors at the hands of Soviet troops. The reports were sent to Moscow, where they were fed to the rest of the world via *NBC Nightly News* and WXIA-TV's newscasts. After the reports aired, the two reporters were forced to leave Tblisi for 10 days. When they were allowed to return, they were also allowed to report to the Georgian people about the demonstration. Smith, speaking in Russian, became the only American reporter to report the story to both countries. The other side of the coin saw Soviet reporter Nugzar Ruhadze come to Atlanta to report for WXIA-TV. His view of America included the bustle of Las Vegas, the unhustle of Minnesota streams, learning to play golf, a visit to Walt Disney World and the launching of the space shuttle. His stay, originally planned for two weeks, was extended twice, and eventually covered three months.

WXIA-TV tracked Hurricane Hugo from Miami to Charleston. A Gannett station, it was part of a network of news crews originating live coverage from three SNG trucks, coordinated by the Gan-



Hurricane Hugo on WXIA-TV Atlanta

nett Washington bureau. According to the station, it was the first in its market with live scenes of the storm's aftermath.

Blackwell is one of Richmond's roughest neighborhoods, beset by drugs, violence and crime. In August, **WXEX-TV Richmond, Va.**, took its 6 p.m. newscast to Blackwell to focus on the problems and possible solutions. A three-man reporting team spent two weeks on the streets, getting a behind-the-scenes look at the crime/drug network operating there. Other angles covered included police efforts, the neighborhood's history, the community's attempt to combat teen pregnancy and a live interview with the Richmond city manager, who announced a \$650,000 grant to revitalize the area.

St. Joseph, Mo., residents got a rude shock when they stepped into their showers on Feb. 7. Low water level in the Missouri River had left over 70,000 residents with little or no water, a problem that continued for three days before water was restored, and five before it was declared safe to drink. The **KQTV(TV) St. Joseph** news team was on the air with a live bulletin within minutes of the initial problem. Updates and crawls continued throughout the first day as the station was flooded with school and business cancellations. St. Joseph Mayor Blair Conley appeared live each night on the 6 and 10 p.m. news to update the situation and ask businesses to close to conserve water. Meteorologist Mike Bracciano monitored the river's depth, which was less than two feet in St. Joseph. Reporter Karen Eisele monitored the progress of workers at the river site. Other reports included concerns of area firefighters and hospitals, how families were dealing with the crisis, coverage of the governor's visit to the area, water availability in other communities and advice on how to avoid damage to appliances from lack of water.

When Hurricane Hugo was threatening, **WTVJ(TV) Miami** sent reporters to San Juan and Santa Domingo as the storm moved through the Caribbean. Both filed live and taped reports as the storm came through. When it became clear the storm would hit north of Florida, the station sent a reporter to Savannah and another to Charleston, along with the satellite truck. When Charleston became the landfall target, another reporter was sent, and the station expanded its news by a half hour for special coverage of the storm.

Each Tuesday night, "Is This a Great State or What?" airs as the two-minute "kicker" on the 6 p.m. news. Feature reporter John Holden has traveled the less beaten path to bring viewers "backwoods crackers, small town festivals and more," from oystering in the panhandle to a clown college. To keep expenses down, every two months Holden and a photographer take a car trip crisscrossing the state, stockpiling stories. The balance of the time, he concentrates on South Florida stories.

According to **WPTF-TV Raleigh-Durham, N.C.**, it was the first station in the market to offer its newscasts to local radio stations. In May 1989, four AM stations agreed to run the audio portions of the station's newscasts. The stations get a 30-minute news broadcast, offered twice daily. WPTF-TV installed receivers and antennas at the stations for free. Each of the stations is running promotions on WPTF-TV. According to WPTF-TV News Director Kevin Kelly, the radio

stations have provided tips on stories that his station would not otherwise have had. He also said he has received calls from several stations interested in starting a similar simulcast arrangement.

As Hurricane Hugo prepared to make landfall on the East Coast, **KSAT-TV San Antonio, Tex.**, got the word that another kind of disaster had befallen that state: a bus accident in south Texas had taken the lives of 19 students. A call was immediately placed to the ABC affiliate in Harlingen, **KRGV(TV)**, for details and to confirm the crash site. KSAT-TV immediately dispatched re-



Bus accident on KSAT-TV San Antonio

porter Jessie Degollado and reporter David Tarr, followed by the station's satellite truck. It was a five-and-a-half-hour drive to the crash site, but there is a Western Union microwave link that enabled KSAT-TV to get crash scene video from KRGV for use in the noon news.

San Antonio viewers saw their first live report from the site at the top of the 5 p.m. newscast. Degollado did live reports from the crash site for the 6 p.m. news, and from the site of the temporary morgue for the 10 p.m. news.

Because of Hugo, satellite time was at a premium, but because of the station's association with ABC's ABSAT, the station was able to get the top five minutes in each of its newscasts.

According to **KETV(TV) Omaha**, it was the first station outside of Sioux City to get a tip that an airliner was in trouble, thanks to the report of a ham radio operator. The station immediately alerted ABC, and prepared for satellite newsgathering of the impending crash. Within an hour of the crash, more than 100 miles from the station, it had interviews with rescuers and law enforcement people, and that evening aired what it said were the first taped interviews with survivors.

KETV chief photographer Scott Buer was arrested and charged with obstructing justice while taping exclusive footage of a hostage release. The station's coverage continued through the afternoon and evening and into the following day, when the gunman was shot and killed by police. The charges against Buer were dropped and, following that incident and others

involving police and news photographers, there were meetings with city officials over ways of reducing the tension between police and the media during breaking stories.

According to **KTVI(TV) St. Louis**, it was the only station in the market to get crews to the scene of the Sioux City plane crash. It chartered a plane and sent a crew, although they weren't sure they would make it in time for a report or that there would be available satellite facilities when they got there. They got a satellite window 15 minutes to airtime and their report aired. The newscast featured an on-set demonstration of what the DC-10 looked like and what had happened.

KTVI covered every angle of the investigation and indictment of a woman who was accused of murdering the second of two daughters, the first of whom had died mysteriously.

When a gas well blew up in a wooded area south of town, **WTOM-TV Cheboygan, Mich.**, moved its news truck as close to the site as possible. Authorities were evacuating nearby families, and the station broke into morning programming three times, telling viewers which roads to avoid and how dangerous the situation was. The weather anchor provided information on how far the winds could carry the lethal hydrogen sulfide. While the station was live from the scene, the fire department gave the all-clear signal, letting viewers know immediately that the situation had been resolved.

WJSU-TV Anniston, Ala. (ADI 192), tackled its first major live satellite project when its news anchors and midday talk show team went on location for two days at the annual Riverfest celebration in Gadsden, Ala. The station's 5, 6 and 10 p.m. newscasts and its noon public affairs show were uplinked from the banks of the river. The effort involved two months of planning and almost all of the station's 40 staffers.

WNBC-TV New York covered the crash of U.S. Air flight 5050 at LaGuardia Airport, New York, with periodic cut-ins in scheduled programming beginning at 11:30 p.m., then went on the air live at 2:30 a.m. with a half-hour newscast detailing the event. Reporter John Miller and crew were among the first on the scene and got exclusive footage of survivors escaping from the half-submerged plane and later interviews with some of the passengers. In the early morning, the station aired two live half-hour broadcasts. WNBC-TV had three overnight camera crews on the scene and a full newsroom for 24 hours after the story broke.

For the 25th anniversary of the murder of civil rights workers Andrew Goodman, Mickey Schwerner and James Chaney, reporter Gabe Pressman and producer Robert Weiner joined

Out of the blocks

Tribune-owned independent **WGNX-TV Atlanta** is in its first year of local news, a half hour at 10 p.m. seven nights a week. The station sent a crew to Washington to cover the presidential inauguration, and most recently spent a week in Charleston reporting on the devastation of Hurricane Hugo. According to the station, it was the first to bring the issue of two-officer patrols to the fore as a necessity in high-crime areas. The station produced investigative reports on the Eastern Airlines strike and on an Air Force radar system in Warner Robbins, Ga., that has turned into "a multimillion-dollar nightmare for taxpayers." According to the station, it was the first to uncover the Rob Lowe sex tapes story, sharing with national news organizations the lawsuit information that had been sealed by a judge's order.

the Chaney and Goodman families to cover a rally at Mt. Zion Church in Philadelphia, Miss., where the three were arrested and later murdered. He also reported live from Washington, where the families and civil rights activists met with President Bush.

WLVI-TV Boston photographers Ron Bath and John Franzgröte captured footage of a South Boston rooming house fire in January 1989.



Fire victim on WLVI-TV Boston

According to the station, that coverage led local officials to investigate the landlord for criminal neglect. Among those killed was a three-year-old child.

When the Morrill Park building burned at the Jackson Laboratories in Bar Harbor, Me., **WABI-TV Bangor, Me.**, was on top of the story, although the fire was located more than an hour away by car. Coverage began with live in-studio updates, then live reports on location, including the first video from the scene. According to the station, it was the first with news of the planned rebuilding efforts and with the news of employe layoffs because of the fire. The station aired a total of 23 reports on the story.

When the Shuttle Discovery blasted off for the country's return to space, **WESH-TV Orlando, Fla.**, had more than 70 staffers participating in live coverage of the event, having set up a portable studio atop the NBC building at Cape Canaveral. The coverage was anchored by long-time NASA reporter Steve Rondinaro and space specialist Dan Billow. They were joined by former Kennedy Space Center director Dick Smith as "analyst and color commentator," Florida congressman Bill Nelson and Utah Senator Jake Garn, both of whom have flown on shuttle missions, and astronauts Wally Schirra and Senator John Glenn (D-Ohio).

"One market's dessert is another's main course," is how WESH-TV put it. When Disney opened its new MGM Studios theme park, it was big news in Orlando, where the event means millions of dollars for the local economy, thousands of jobs and more people. WESH-TV anchored all its newscasts from the new studios and produced a special live program the day the park opened.

According to **WNCT-TV Greenville, N.C.**, it was the first to air reports on alleged sexual misconduct in a daycare center in Edenton, N.C., allegations still under investigation. Five people have since been charged with hundreds of counts involving staff and students.

The station committed to live coverage of the day-long Fourth of July activities in Greenville. Hours of planning went into arranging staff and live trucks for the coverage, which began with a two-hour broadcast from the town common and continued throughout the day with hourly reports. The noon news was devoted primarily to the live reports, as was the 6 p.m. news.

The station won Best Newscast award from the North Carolina Associated Press Broadcasters.

WHBQ-TV Memphis has set up a system to reward news staffers for breaking stories. A day off with pay is given to the person responsible for breaking the best story over a specified period of time. The news director and executive producer pick two or three candidates, then the whole newsroom votes. All staff members are eligible, and, according to the station, some of the best stories have come from tape editors and photographers.

When Memphis threw a huge party to celebrate the groundbreaking of a new building, the station devoted live coverage to the event on both its early and late newscasts, including reports from four separate remote locations. The story took weeks of advance planning, including backup plans in case of technical or other problems. The remote sites were designed not only as live locations, but as feed points for reporter packages and as live feed points so that the events could be recorded on site and at the station. Logistics called for reporter packages to be shot, edited on site and fed to the station well in advance of air time. A storm struck in midafternoon, but the material was in-house well ahead of it. The station was still able to go live from three of its four remotes.

Following the disappearance of Congressman Mickey Leland (D-Tex.), **KTRK-TV Houston** sent reporter Marvin Zindler, producer Lori Reingold and photographer Bob Dows to Ethiopia, where Leland's plane had gone down while he was on his way to visit a refugee camp. Reporter Wayne Dolcefino and photographer Tony Chapa headed to Washington to report on the vigil by Leland staff members.

The logistics were anything but easy. The station had to share the lone satellite uplink out of Ethiopia with other chroniclers on the national story, with the "old faithful" phone providing many of Zindler's reports. As the search was expanded, a second crew was sent to Washington, with reporter Tom Koch and photographer Kevin Allen joining what would become a death watch. When the wreckage of Leland's plane was finally discovered early on a Sunday morning, the station provided over three hours of live coverage of the story and reaction from Houston and Washington. The story was updated on both afternoon and evening newscasts, as well as in a 40-minute special. Coverage didn't stop there. The station went live for a memorial service later in the week from Leland's alma mater, Texas Southern University, and when his remains were returned to Andrews Air Force base near Washington.

In Buffalo, N.Y., a disturbed mother lost control, stabbing and then drowning her infant daughters and attacking her young son with a pickaxe. The woman's sister-in-law, who lives in Norfolk, Va., called NBC affiliate WAVY-TV Portsmouth, Va., asking for more information. With the help of WAVY-TV, **WGRZ-TV Buffalo** was able to get an exclusive interview with her. She revealed that she had called the social services department in Buffalo, warning them of her sister-in-law's instability and asking that the children be removed from the home for their own protection. There is currently a state investigation under way into the response procedures of the social services department.

Two Buffalo area teenagers were trying to "shoot the rapids" in a rain-swollen river. Their homemade raft capsized and they were strand-

ed, clinging to an overhanging tree branch. According to WGRZ-TV, it was the first on the scene and the only station to cut into regular programming with live shots of the successful rescue efforts.

WHIO-TV Dayton, Ohio, has added a new newscast at 5:30 entitled *First Edition*. The addition brings the station's news commitment to six half hours per day. The newscast is fast-paced, according to the station, leaving more in-depth stories for the 6 and 7 p.m. news. *First Edition* features a live report from a different Miami Valley location each day ("Roving Newscenter"), a human interest story and a sports feature.

The station has also mounted a camera on its tower, from which it can record "threatening weather fronts and fires or other environmental conditions" from up to eight miles away. The camera, with a 10x1 zoom lens and 280 degree rotation, is encased in a weatherproof housing, with heaters, fans and even a windshield wiper.

On Dec. 2, 1988, a cleaning truck that was parked behind a bakery in Green Bay, Wis., caught fire. The fire spread to the bakery. Due to the nature of the cleaning chemicals in the truck, there was the danger of an explosion. A major intersection was blocked off, and two rescue squads were called to the scene.

The call came over the scanner at 3:30 p.m. **WFRV-TV Green Bay** chief photographer Lee Hitter was able to get to the scene before firefighters closed it off. The story ran in the 5 p.m. news.

When a yacht exploded and burst into flames in Green Bay, a Memphis, Tenn., woman on vacation in the area captured some dramatic footage with her home video camera. A crew from WFRV-TV arrived to cover the story, and she offered them the video. It was used, along with the station's video, on the evening news.

KRON-TV San Francisco anchor-reporter Gary Rebstock and photographer Gary Mercer met with the Drug Enforcement Agency's "public enemy number one," Khun Sa, a drug overlord reportedly responsible for over 50% of the world's heroin traffic, at his headquarters in Burma's Shan State. While the DEA considers him the world's biggest dope dealer, he is revered in his Burmese home for the hospitals, schools and monasteries he has funded. In the three-part series, Rebstock profiled the drug dealer and his private army—an estimated 10,000 armed soldiers and 30,000 reserves.

Zhou Liming, one of the first Chinese diplomats to defect following Tiananmen Square, granted an exclusive interview to KRON-TV Asian affairs reporter Vic Lee. Liming, who had been vice consul of cultural affairs for the Chinese consulate in San Francisco, talked about his reasons for defecting and his "compelling reasons" for wanting to stay in the U.S.

It was a busy year for **WTVT(TV) Tampa, Fla.**, with the opening of new studios, new sets, a new graphics package from Boston-based Digital Images, the addition of new newscasts and anchor changes.

The reorganized department was tested by a disturbance at a housing project following the death of a drug suspect while in police custody. According to WTVT, it was first on the scene live, with an interview with a police spokesman. Live updates aired periodically between 9 p.m. and the regular 11 p.m. newscast.

When a chemical fire spewed toxic fumes over the waterfront of the busy port of Tampa,

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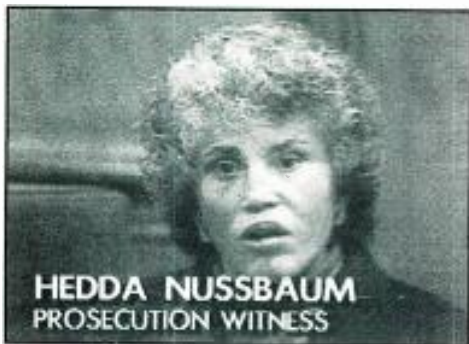
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reporters Rich Jaffe and Scott Peelen were dispatched to the scene, where residents were being evacuated and dozens of firefighters injured, two seriously. Peelen was sent to the hospital to report from there on the condition of the injured. Periodic updates were provided throughout the evening, with the two reporters live at 11 p.m. They remained at the scene through the night, and according to the station, it was the only one to report the hurried evacuation of a ship in the harbor. Reports were provided at 6:30, 7:25 and 8:25 a.m.

The station has also sent a news team to the state legislature for live reports on crucial issues such as abortion and gun control.

After **New York** passed a law allowing cameras in state courts, **WCBS-TV** decided to provide live coverage of the testimony in the murder trial of Lisa Steinberg by her adopted father, Joel Steinberg, and his live-in companion, Hedda Nussbaum. **WCBS-TV** was on the air for 21 hours in the following weeks, with an on-air team including anchors Jim Jensen, Carol Martin and



WCBS-TV's cameras in the court

Brian Williams and reporter Mary Murphy and legal expert Jack Ford. The studio team was in constant standby, with the broadcast of some courtroom events prohibited, often requiring hot switching from the courtroom to studio on no notice. The station preempted daytime programming throughout the trial.

When United Flight 232 crashed in Sioux City, Iowa, **KCCI-TV Des Moines** immediately flew two crews to the scene. Satellite services were arranged through CBS Newsnet and, according to the station, it was the first in Des Moines to go on with a live report from the scene. Regular programming was interrupted for live phone interviews with eyewitnesses. The 10 p.m. news was a smorgasbord of satellite reports, with the station taking a live feed from a reporter at the crash site, a live feed from Cedar Rapids, where the Vice President was addressing the Republican party of Iowa, a live Lotto broadcast and CBS feeds from the crash site.

It began at 4:40 p.m. on Friday, June 23. The captain of a tanker radioed the Coast Guard that his ship was damaged. Ten minutes later he was told to drop anchor. The World Prodigy tanker had hit a reef just south of Newport, R.I. **WJAR-TV Providence** led its 5:30 newscast with the story, and again at 6 p.m., including a live shot from the scene. The station continued to update the situation throughout the evening with live shots of the spill. The 11 p.m. news featured a live shot from the Coast Guard station with information about plans to contain the spill and close local beaches and harbors.

On Saturday, the station brought in extra crews and carried several live updates, including clean-up progress and beach closings. The Saturday 6 p.m. news was expanded to an hour

for the first time in "recent memory," and included live remotes from the Coast Guard station and an EPA temporary command post. The newscast also dealt with the threat to local fishermen and the tourist trade. The station followed up the story with a half-hour special live from Newport that examined the economic impact and legal ramifications of the spill.

KUTV(TV) Salt Lake City has used its Ku truck to go live from a number of hot news spots in the past, but it ranks its live shot from the eye of Hurricane Hugo as among the hottest.

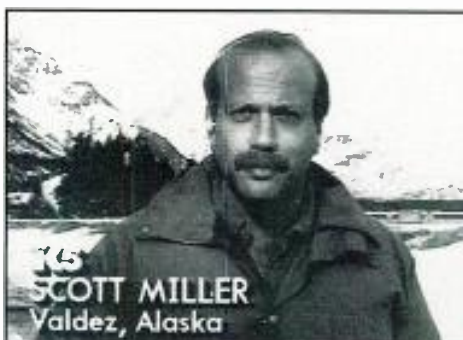
Kutv sent a two-man crew, reporter Bob Loy and photographer Rick Brown, to Georgia to assist the Conus newsgathering cooperative. They worked with Conus producer Ken Highberger.

They provided live shots from a number of Conus-affiliated stations and were in Charleston, S.C., for the storm's landfall. They continued to provide live footage until high winds forced the crew to take refuge behind a building.

From the onset of Pete Rose's trouble with baseball to his resignation as manager of the Cincinnati Reds, **WLWT(TV) Cincinnati** covered the saga. Before Rose's meeting with the late Bart Giamatti, the station produced a five-part series profiling the major players. When a temporary restraining order was filed by Rose, the station had the story, interrupting regular programming for a live report inside the courtroom as the judge awarded the restraining order. The station also interrupted regular programming to cover Giamatti's statement suspending Rose and his press conference afterward, as well as Rose's press conference from Cincinnati. Anchor Jerry Springer had an exclusive one-on-one interview with Rose lasting some 20 minutes. A one-hour special and expanded 11 p.m. news recapped the day's events.

When two tornados touched down in nearby Jarrell, Tex., **KXAN-TV Austin, Tex.**, was on the road in minutes, with crews tracking the storm and covering the injuries, damage, flooding and the devastation of flattened homes and businesses. Meteorologist Rich Knight worked around the clock tracking the storm. The station produced three special mini-newscasts that morning. In addition, KXAN-TV rented a satellite truck to broadcast live from Jarrell during its 6 and 10 p.m. newscasts.

According to **KING-TV Seattle**, it has the only full-time environmental reporter in the market. As such, it was one of the few local stations in the country to send a reporter to Alaska to cover the largest oil spill in history when the Exxon Valdez ran aground. Reporter Scott Miller followed up that local market exclusive with a return visit and a five-part series on the wrap-up of Exxon's clean-up efforts. Miller looked at the impact



KING-TV Seattle covers troubled waters

both on the Alaskan environment and economy and on that of Washington State.

Miller's environmental beat also saw him cover the battle between environmentalists and the logging industry over old growth forests in the Northwest and salmon poaching.

Among the other highlights of the year: Two Soviet journalists paid a reciprocal visit to **KING-TV**. Their stories included interviewing a Soviet army deserter, a comparison of education in the two countries and a look at the American work ethic; as part of its partnership with the U.S.S.R.'s Gosteleradio, anchor Jean Enersen filed a three-part report on glasnost, and reports on the rise of Baltic nationalism and the journey of Vietnam vets to the Soviet Union.

The arrest of Dorothea Montalvo Puente, suspected in the mass murders at a Sacramento, Calif., boarding house, began with a call to **KCBS-TV Los Angeles**, according to the station. The caller said he'd just met a woman who matched the description broadcast on the station. **KCBS-TV** alerted the police and met law enforcement officials at the motel where the suspect was staying. Puente at first denied her identity to police, but **KCBS-TV** cameraman Larry Greene helped them identify her. He had been on assignment covering the story, and recognized the address on her driver's license. The station received a first place from the Associated Press for its coverage. It also won awards for its coverage of a drug bust in Inglewood, Calif., and coverage of tide damage.

Hurricane Hugo made landfall at Charleston, S.C., but it caused extensive damage inland, including in **Charlotte, N.C.** **WSOC-TV** carried hourly and then half-hourly updates as the situation dictated. Updates on the hurricane's path, damage and emergency services continued despite the fact that its 354-foot tower was blown down. With 90% of the area's power out, **wsoc-TV** broadcast its updates continuously on its co-owned AM and FM stations for those with battery-operated radios.

Beginning in May 1989, 17 radio stations in North and South Carolina began carrying the audio portion of **wsoc-TV**. In addition, the radio station reporters have direct contact with **wsoc-TV**'s assignment desk, and if one of their stories is featured on the television station, that reporter's radio station receives on-air credit.

The Rapid City (S.D.) Central High School band traveled to the Soviet Union, Romania and Hungary last June, the first time such a large group from the area had traveled to the communist bloc. **KEVN-TV Rapid City** went along to cover the event. News director Dan Schillinger traveled with the group for three weeks, producing five spot stories and a half-hour special. Because satellite service from Moscow is "unreliable," according to the station, the station sent raw tape by plane to London each day. From there, it was Federal Expressed to Rapid City, where it was edited for air.

On July 19, 1989, a crippled United Airlines DC-10 en route from Denver to Chicago made an emergency crash landing at the Sioux City (Iowa) airport, killing 185 of 296 people. **KCAU-TV Sioux City** had approximately 30 minutes lead time on the crash. The station dispatched a crew to the airport and another to a point several miles east on speculation that the plane might not make it to the airport. Their first cut-in was at 4:05 p.m., moments after the crash. All station personnel were pressed into service for the coverage. The station had a live view of the smoke cloud from the roof of the station. An

eyewitness gave viewers a firsthand account of the crash. Shortly after, the station aired the first videotape from the crash scene.

The station's reporters gave live phone interviews to stations across the nation and the world. ABC also sent satellite trucks from neighboring stations to uplink KCAU-TV's video, with crews from *Good Morning America* and *Nightline* en route. By the time of the station's late news, a satellite truck from Kansas City was in place to uplink the first interviews with survivors during the late newscast. Immediately following, Ted Koppel interviewed survivors and the head of the local trauma center from the KCAU-TV studios. At 4 a.m., the *Good Morning America* crew arrived, and the station fed live interviews with survivors during the broadcast. A 30-minute special aired at 11:30 a.m. to update the story, a story which has continued for months afterwards with the NTSB investigation into the crash.

The week of Sept. 11 in Louisville was one most people would like to forget, and one that pushed to the limit the resources of **WAVE-TV Louisville, Ky.**

A disgruntled printing employe opened fire on co-workers, shooting 21 people before killing himself. Within minutes of the first shot, WAVE-TV photographers were on the scene. Two covered the scene outside the building as workers tried to escape and emergency crews helped the wounded. Another accompanied police inside the building while the gunman was still at large. The shooting started at 8:30. By 9 p.m., the station was live on the scene. By 11, it was feeding raw footage to stations across the country. By noon, it reported live from the scene and the hospital. Two packages and more raw tape were fed in the afternoon to network affiliates. A morning anchor stayed on all day to fill



Shooting victim, **WAVE-TV** Louisville

affiliate requests for tape and interviews, which were shot at the hospital, microwaved to the station and uplinked. According to the station, it was the first to interview a victim still in his hospital bed. The next day, it aired a half-hour memorial service for the dead.

In the same week, an 11-year-old boy was kidnaped in Indiana. Within 24 hours, WAVE-TV had talked to friends and family and had broadcast the boy's picture and that of his suspected abductor. Someone recognized the two as staying in a motel in Cave, Ky. Using a satellite truck, the station staked out the motel with the FBI, sending back hourly updates while another crew reported live from the boy's hometown. Updates continued throughout the day into the 6 p.m. news. The man eventually shot himself. Before the station could "catch its breath," a methane gas explosion in a western Kentucky mine killed 10 miners. The station flew one crew to the scene. Another traveled by car, along with a satellite truck.

The culmination of Notre Dame's national

championship football season was a major story for **WNDU-TV South Bend, Ind.** The station decided to make the 1,800-mile trip to Tempe, Ariz., where the team would meet undefeated Arizona. Two engineers, two sports anchors/reporters, two photographers and a producer were dispatched, with plans to do the entire sportscast in each of its daily newscasts, plus a half-hour special on the night before the game. The station brought a trailer, pulled by the satellite truck, carrying two editing benches, tripods, lights, batteries, cables and other support equipment. A transmission problem suffered by the satellite truck in New Mexico cost \$1,000 to repair. The day the station was to begin its live coverage, the satellite truck was still back in New Mexico being fixed. The NBC affiliate in Phoenix, **KPNX-TV**, let the station use its fixed uplink for three sportscasts from the roof of its building. The next day the truck arrived.

The city of Johnstown, Pa., celebrated the 100th anniversary of the great flood with a summer-long series of events. **WTAJ-TV Altoona, Pa.** covered the kickoff of the celebration, including a five-part look at the history of the flood, its impact and the resulting rebirth of the town. Coverage included an interview with the only living survivor of the flood and culminated with a satellite report live from Johnstown on the flood's anniversary.

KSDK-TV St. Louis expanded its early morning newscast, *Today in St. Louis*, from a half hour to an hour. The program features overnight updates on stories, weather and travel forecasts and features such as "Your Pet and the Vet," "Tales of the City," a money report, "almanac" report and "Dear Doris" advice column.

In addition to the 6 a.m. news, KSDK-TV produces a half hour of local news at noon, 5, 6 and 10 p.m., as well as five-minute updates at 7:25 and 8:25 a.m.

When racial tensions exploded at a nearby prison, KSDK-TV sent its satellite news vehicle and crew to the site for live reports at 5 and 6 p.m. Reporters talked with guards shortly after the uprising, in which one inmate was killed and 20 inmates and two guards were injured. The station also talked with the warden and did a follow-up with the family of the slain prisoner.

For a series on crack cocaine dealers, **KWTV-TV Oklahoma City** sent a crew along on police raids for three weeks. Viewers were "stunned," according to the station, by the hundreds of crack houses operating. The station followed up with a half-hour special on crack featuring the district attorney, police chief, former crack users, a neighborhood group and, via satellite, a social worker in Los Angeles who works with gangs. A weekly "Crack Update" was featured in the 10 p.m. news, with the latest on the drug war, including the addresses of crack houses busted. KWTV-TV formed a crack task force comprising 20 civic leaders, and it produced a drug/burglary prevention videotape for use by neighborhood associations.

Washington Mayor Marion Barry became the object of increased public attention when his associate, Charles Lewis, was arrested for drug possession. When the FBI followed Lewis to his hometown of St. Thomas in the Virgin Islands to set up a sting operation, **WTTG-TV Washington** went along. The station sent an anchor and photographer to St. Thomas to cover the sting and subsequent court proceedings, with Lewis facing a mandatory five-year sentence for possessing cocaine.

In July 1989, the Washington area suffered

the effects of a damaging summer storm that was compared in strength to a tornado. The



Storm damage on **WTTG-TV** Washington

storm left thousands without power and hundreds cutting their way out from under uprooted trees and other debris. The station sent out news crews immediately and produced a story on the devastation and how emergency crews handled it.

On April 11, 1989, a fire broke out in a two-story house in **Peoria, Ill.** According to **WHOI-TV** there, it had exclusive footage of the blaze, which killed nine people, eight of them children. The station interrupted its morning program with updates, then carried the fire chief's news conference releasing the names of the victims and other information. On the evening news, that station aired four reports, plus a live report from the scene of the fire with the chief and a live report from the coroner's news conference on his investigation. The station continued its coverage in the following days, through the investigation of the fire and the subsequent arrest of the arsonist.

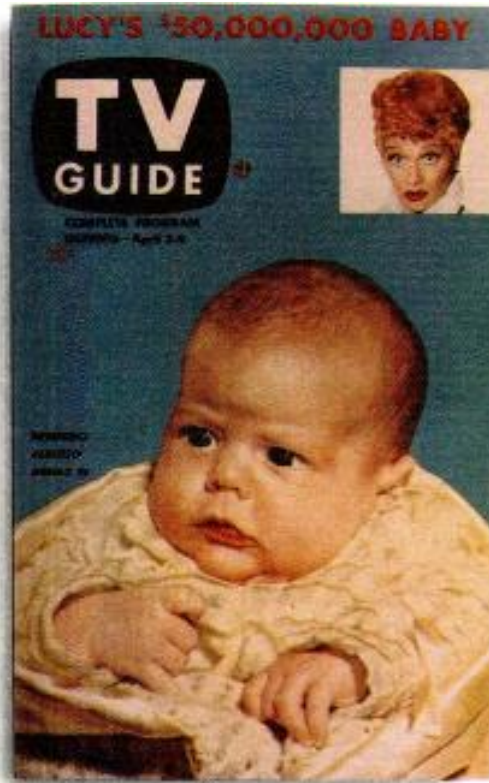
According to the station, CNN, ABC, NBC and more than a dozen Midwest stations used its footage of the fire.

WHO-TV Des Moines received a first place award from the Iowa Broadcast News Association for its spot coverage of a multiple shooting. A disgruntled independent trucker opened fire on the management of the company that was repossessing his truck. According to WHO-TV, it was first with the story, with a live interview with the suspect's wife via satellite from Kansas City.

According to WHO-TV Des Moines, it became the first Central Iowa station to close-caption its major newscasts when it did so for its 6 and 10 p.m. news in January 1989.

On Sept. 27, 1988, wire services reported that a tour plane had crashed in the Grand Canyon. Within 15 minutes, **KPNX-TV Phoenix** had its news helicopter and satellite uplink truck en route. The noon news opened with a live phone report from the hospital where the victims were treated; 10 people died. According to the station, it had the first broadcast reporter on the scene. Two crews were sent to the crash site by chartered plane, and a third was sent to the hospital. Live cut-ins were broadcast throughout the day, with live reports on the 5 p.m., 6 p.m. and 10 p.m. newscasts (the last an expanded newscast featuring several sidebar stories). The station also provided footage to CNN and other NBC affiliates.

When a baby was kidnaped from a local hospital, **WSAZ-TV Huntington, W.Va.**, began a series of live reports and, according to the station, was the first with the news of the baby's return 48 hours later, carrying the report in its 6:30 a.m. news. By the 6 p.m. newscast, the station



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had prepared sidebars for the story, including the information that the accused woman had faked being pregnant to friends and co-workers just before kidnapping the baby. The story won the station a Best Spot News award from the West Virginia Associated Press Broadcasters.

When four men were arrested on murder charges in Matamoros, Mexico, **WFAA-TV Dallas** sent three reporter-photographer teams to the city 615 miles away, along with a satellite truck. Authorities discovered that 15 people had been tortured and killed as part of a satanic cult that involved drugs and human sacrifice. The station fed back daily reports and live footage as bodies were discovered, and later produced a series on satanism and youth.

Last year, **WWOR-TV Secaucus, N.J. (New York)**, changed its format dramatically, taking an "environmental" or journalism verite approach to the news. Each evening, the news planning meetings are videotaped, edited, then presented as the news opening. Rather than anchors teasing upcoming stories, any one of the 97 behind-the-scenes news staffers may appear on air, talking about what they do, story angles, their length and the order of broadcast.



News verité on **WWOR-TV New York**

Throughout the newscast, anchor Roland Smith will travel to various relevant newsroom venues: a reporter's desk, the control room, or the station's microwave receive room, for example. Bumper shots into commercial breaks show camera and teleprompter operators and writers, even the microwave van outside the station. The station reports "great" viewer interest in the approach, and queries from as far away as Japan and Germany.

A fire begun in a cotton gin in Altus, Okla.,

spread to the surrounding community, destroying 21 homes, four mobile homes and seven businesses. The town's chief cash crop suffered a \$2 million loss. **KOCO-TV Oklahoma City's** crew braved the flames and high winds to capture the intensity and drama of the fire more than a hundred miles away. Without an SNG system, it did so by way of a complicated microwave relay system. Reporters talked with victims whose homes were lost or damaged, and told viewers of the help that was on the way.

When **WFMY-TV Greensboro, N.C.**, received word from co-owned **WUSA-TV Washington** that a Washington to Charlotte, N.C., U.S. Air flight was having trouble with its landing gear and was being rerouted to Greensboro, the advance warning gave it time to set up an ENG truck at the end of the runway to capture dramatic live shots of the "touch and go" touchdown, as the plane made several passes in an attempt to jar the gear loose, and finally radioed that it would make a crash landing. According to **WFMY-TV**, it was the only station to carry the entire procedure live. The footage was consequently aired by CBS and ABC in their evening newscasts, as well as in reports on the 10 Gannett-owned TV stations.

Investigative & Documentary



A year after launching its 10 p.m. newscast, **WUAB-TV Cleveland** began *Issues '89*, a monthly five-part series. A reporter or anchor and videographer were assigned a topic, with time off from the daily news effort to research it.

Among the *Issues '89* series: "No Vacancy" (above), on overcrowded prisons and jails; "Hope for the Homeless," parts of which were used by HBO on its Comic Relief III special, according to the station, and "The Tiniest Cry," a look at cocaine-addicted babies.

In August, **wusa(tv) Washington** investigative reporter Mark Feldstein revealed that convicted drug dealer Charles Lewis had told federal authorities he had smoked crack cocaine with Washington Mayor Marion Barry. Barry subsequently denied he had ever used the drug and denied the reports, which Feldstein attributed to "sources involved in the investigation." Other Barry-related investigations included the city council's urging that the mayor not seek a fourth term; Barry's payment of a \$500 fine for violating the city's financial disclosure law, and allegations of a police cover-up of an investigation into the mayor's alleged drug use.

In a two-part series, the station uncovered allegations that a local minister had sexually abused children at a city-approved daycare facility, and that the city had not responded to the problem. Former consumer reporter Ellen Kingsley discovered a nationwide scam in which salespeople in vans pressured motorists and pedestrians to buy overpriced stereo speakers. Kingsley documented potentially serious problems in the hearing aid market.

A half-hour prime time documentary in December 1989 looked at the impact of homelessness on children, the fastest growing segment of the homeless population. Much of the story is told through the eyes of four homeless families.

WTVJ(TV) Miami investigated the "lavish" lifestyle of Miami pastor and former televangelist David Epley. Among the station's discoveries: Epley lives in a \$3.7 million Miami Beach mansion with tennis court, servants' quarters, a

boathouse and a \$70,000 boat, all in the church's name and paid for by donations, according to the station; there are two other properties in the church's and Epley's name, with the church paying the utilities; he once had a live-in tennis coach and a French chef; Epley sends flyers containing testimonies and pictures of people he claims to have healed, but the station documented a number of cases in which the people pictured proved to be members of Epley's family or church employes; Epley claimed he read each letter personally and prayed for the person, but the station interviewed people who claimed to know that to be false, and talked of a computerized operation in which hired readers determine the disease, enter a code (for the specific need or disease) into a computer, and the letters are mass produced.

Following President Bush's Sept. 4 speech "declaring war" on drugs, WRVJ aired a one-hour live *Nightline*-type special with guests from all over the country, including convicted cocaine dealer and former Miami Dolphin Mercury Morris and the newly appointed drug czar live on the set. The night before the broadcast, one of the station's reporters was caught in a crossfire of Columbian gunfire in the Medellin airport, and the night of the report he was able to feed a live report showing peasants smoking crack on camera and sending the message to the U.S. that drugs are the way of life there.

WAVE-TV Louisville, Ky., produced a half-hour documentary, *The Ann Gotlib Story*, looking at the case of a missing child whose disappearance seven years earlier had been the subject of an ongoing investigation. Reporter Greg Donaldson and photographer Mike Theobald spent three months following the paper trail, following leads and talking to the last people to see her. They traveled cross country, interviewing people who claimed to have seen her. The investigation uncovered a diary the girl had kept, and a book she had been reading about a young boy's fantasy of running away. The documentary presented theories about her disappearance, and showed the efforts of those still searching for her. The documentary included reenactments using a girl chosen from a local modeling agency who resembled Gotlib. Those shots were clearly labeled and shot with a haze filter.

Senior reporter Bryon Harris of **WFAA-TV Dallas** has spent the last two and a half years investigating the savings and loan crisis in the nation and particularly in Texas. In January 1989, WFAA-TV broadcast *Other People's Money*, an hour-long documentary written, produced and reported by Harris. The documentary detailed who got hurt, who hurt them, how it happened, who benefited and who will be picking up the pieces—and the tab. Harris traveled to Oregon, Colorado, California, Washington and elsewhere to illustrate a difficult-to-illustrate story. "How do you photograph ethics, conflicts of interest, loan transactions and financial investments?" as the station put it. The documentary won a Texas Headliners Foundation award.

Among the specials and mini-documentaries incorporated into **KMSP-TV Minneapolis's** hour-long news format were ones on the juvenile justice system, the sale of Northwest airlines and the crash of United flight 232 in Sioux City, Iowa, including live reports from the scene.

In August, the hour-long *Burning Mad* looked at the issue of garbage incineration. The documentary is being used by city and county governments whose task it is to help determine the future of the industry in Minnesota.

In October 1988, **WRAL-TV Raleigh, N.C.**, began a year-long project to educate its viewers on the threats to the state's coastal environment. *Troubled Waters* was an in-depth look at erosion, waste and development along the coast, with the input of coastal residents, fishermen, environmentalists, state officials and developers. The documentary was followed by a half-hour town meeting. The station kept the issue alive with weekly "Save Our Sounds" reports by reporter Bill Leslie. In addition, the station published a 32-page color magazine with information on how to help fight coastal pollution. A Save Our Sounds volunteer organization was formed, which hosted several events, including a two-day "coastal celebration."

Troubled Waters won the RTNDA's Edward R. Murrow award for best documentary.

Noncommercial **WGBH-TV Boston's** 10 p.m. news "broke new ground" in a story on influence peddling in state government. The station's investigative team, led by reporters David Boeri and Christy George, found evidence apparently linking the Massachusetts senate president with payoffs in the building of a downtown office tower. The story was full of "legal twists and financial turns" that made it difficult to tell on television, with none of the principals agreeing to be interviewed. According to WGBH-TV, no other local station pursued the story. Prompted by the investigation, the state's attorney general called for a U.S. Justice Department investigation. The story culminated in a half-hour documentary. *Boston Magazine* named Boeri Best Political Reporter for the story.

On the documentary side: *Vietnam Present Tense* looked at that nation since the U.S. left in 1975. Journalist Seth Rolbein visited the country, producing a half-hour chronicle of her personal journey into the daily life, and economic destitution, of the country. *Bozotto: Fighting Words* was a portrait of the Boston labor leader Domenic Bozotto, head of the hotel and restaurant workers union during intense contract negotiations.

WKYC-TV Cleveland medical reporter Eileen Korey spotlighted area physicians facing malpractice suits in a five-part series that led to changes in the state's informed consent law and the loss of a doctor's license. One segment of "When Doctors Do Wrong" featured the chief of surgery at Cleveland's Grace hospital, who was under investigation by the federal government for performing allegedly unnecessary and potentially dangerous surgery. Korey found that Medicare had refused to pay for any of the doctor's operations over a four-year period and that he had been recently sued at least eight times, including two cases in which the patient died. After the report, the state medical board suspended the doctor's license, the hospital removed him as chief of surgery and he subsequently resigned from the staff.

Reporter Paul Orlousky headed a month-long investigation, "For a Few Dollars More," that showed that a Cleveland policeman who was also owner of a local bar spent long hours there while supposedly on duty, as did 11 other policemen. Two days after it aired, the bar owner resigned from the force. After an investigation by the city, 14 officers, from patrolman to captain, were suspended for loitering in the bar on duty.

Reporter Hank Plante is **KPIX(TV) San Francisco's** lead reporter on *AIDS Lifeline*, the station's ongoing investigation of the AIDS crisis. *Aids Lifeline*, which originated at KPIX, is syndi-



KPIX San Francisco reporter Hank Plante interviews AIDS patient

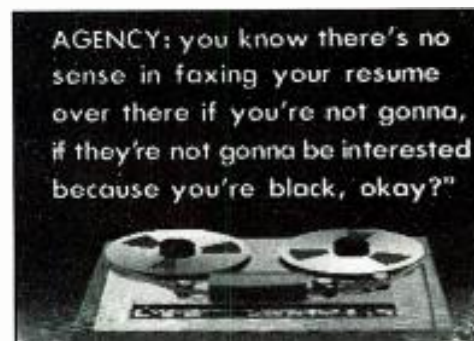
cated to more than 50 markets. Among Plante's stories: AIDS may not be 100% fatal for people infected with the HIV virus; prisoners with AIDS in the Vacaville Prison medical facility were being discriminated against (the ACLU is fighting the policy); underground testing of compound Q by a group that felt the FDA was going too slowly on AIDS research. Plante was the first to report the results that the compound was promising.

In a four-part series, "Unfair Game," KPIX looked at the issue of animal rights. Reporter Loren Nancarrow examined the fate of some animals sold through exotic animal auctions, including how exotic animals in captivity were being abused during the auction; how transportation, feeding and caging conditions were not up to code, and how ill-equipped and sometimes unwilling new owners were to care for their rare charges. As a result of the series, the San Francisco Zoo instituted new policies on buying zoo animals.

WBZ-TV Boston's investigative team produced a five-part series on nurses addicted to drugs. Reporter Pam Moore looked into the potential consequences of the problem, as well as the contributing factors of understaffing and overworking. Moore interviewed a drug-addicted nurse who continued to work despite convictions on drug charges, and families of patients put at risk by impaired nurses.

Reporter Brad Willis reported on teenage gambling and the availability of state lottery games to underage gamblers. Willis and videographer Dennis Jamison traveled to Guatemala with a team of Massachusetts doctors to document relief efforts and examine the political turmoil. They gained an exclusive interview with the president of Guatemala and received a Gabriel award for their efforts.

A four-part investigative series by **WCBS-TV New York** revealed that a local employment agency had a hidden "racist" agenda when recruiting support staff for local businesses. The series, from reporter Mary Murphy, focused on a tape-recorded conversation between a young



Incriminating tape, WCBS-TV New York

black woman and the recruiting agency. In one section of the tape, the agency explained that employees specify they want "A-A, which means all-American, white, blonde hair, blue eyes." When the woman said she was black, she was told "there's no sense in faxing your resume over there if you're black." With tape player in hand and crew in tow, Murphy confronted the agency head with the tape. A week later, the New York Bias Commission launched an inquiry into the agency.

In "Police Vests," reporter Mike Taubbi revealed that the standard issue bullet-proof vests could not stand up to the automatic weapons used by drug dealers, and that the vests had been chosen over more protective vests for budget reasons. The evidence was graphically presented at a local shooting gallery. Mayor Ed Koch and members of the Fraternal Order of Police were outraged. The ineffective vests were replaced and the police department conducted an internal investigation.

A call to **WMAZ-TV Macon, Ga.**, led to an exclusive investigative series by reporter Dodie Cantrell revealing that many U.S. Army recruits were purchasing high school diplomas from a local diploma mill. In the four-part series, Cantrell found that high school dropouts and others without diplomas were being encouraged by area recruiters to enter Briarwood Academy, pay a fee between \$150 and \$300 and take a test. Everyone passed, then those who passed a military exam were enlisted. The practice helped recruiters meet the high goals set in the region. Further, the investigation found that the Navy, Air Force, Marines and Coast Guard were all using the practice.

The Army investigated, then fired, several recruiters.



DISTORTION

"Fifty-four percent of the public thinks news organizations get the facts straight, but 44 percent thinks news stories are often inaccurate...."

"Only 23 percent of the business executives...said news organizations get the facts straight, while 77 percent said the press is often inaccurate."

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Executive Editor Bill Tribble received an AP documentary-public affairs award for his documentary *The Troubled Years*, reviewing the 25 years of struggle since the birth of the civil rights movement.

"Crime Crackdown" premiered in February 1989 as a month-long **KOMO-TV Seattle** news series. Reports included seven hours of original programming on various aspects of crime, including preventing auto theft, starting a community watch program, campus crime prevention, rape protection, the drug problem, assault weapons, medical examiners and dozens more. The stories aired in the 5, 6:30 and 11 p.m. newscasts six days a week throughout the month. The campaign was supplemented by two hours of public affairs programming on safety and crime prevention and 140 PSAs for local crime prevention organizations.

Each crime story was assigned a reporter and separate field producer. Crime statistics and crime fighting tips were verified with various police agencies.

WCAU-TV Philadelphia anchor Larry Kane recently traveled to Poland to see what changes had occurred since Solidarity's rise to power in August 1989. The result was a five-part special report, "Let Freedom Ring," that aired daily in the station's 5:30 and 11 p.m. news. Kane spoke with Lech Walesa, communist party members, farmers, union leaders and even a woman who had just moved back to Poland after living 19 years in Philadelphia.

The politics, social structure, health care, education and economic development of Africa were examined in a one-hour special, *An American Lion in Africa*, that followed Philadelphia minister Dr. Leon Sullivan as he visited Ghana, Cote Ivoire, the Cameroons and Central Africa, accompanied by reporter Harvey Clark. Rather than move country to country, the special was compiled thematically according to the issues listed above.

WTVF-TV Nashville does year-round biweekly *Focus Five* investigative reports. Two such reports, by reporter Tom Gasparoli and photographer Michael Redd, uncovered problems with the school bus system.

In "Who's Behind the Wheel," bus drivers were profiled, among them one with a lengthy criminal record, another with a history of driving safety violations, another who was driving with a suspended license, two more implicated in a case of sexual misconduct involving three teenage girls and another who had led a faction of the Ku Klux Klan.

As a result of the investigation, the state's Public Safety commission plans to look into the situation.

In a lengthy investigation, **WHBQ-TV Memphis** collected the names of the people who drive school buses in the county, then checked the names with the police and courts. The station found a number of criminal charges, including drinking and driving, leaving accident scenes, reckless driving and others. The series led to a call for better background checks on those entrusted with the safety of children.

In another series, medical reporter Don Wood investigated the city-run ambulance service and found that there were not enough ambulances or people to handle the increasing work load, and, as a result, the paramedics were "overworked, overstressed and underpaid," with the resulting turnover in personnel high. Following the series—aired live nightly—more money was allocated for more ambulances and equipment.

WTVG-TV Toledo, Ohio, reporter Jim Harpen and chief photographer Roger Gluckin spent six weeks investigating youth gang activities. Their undercover report revealed heavy drug activity and a link to two Los Angeles-based street gangs. A half-hour special on abortion aired the day of the Supreme Court's *Webster* decision on abortion. Anchor Brenda Hines hosted *A Question of Conscience*, which presented in-depth reports on the impact of the case.

WSVN-TV Miami's investigation determined that 1,509 cabs in Dade County were unsafe and uninsured. According to the station, state officials knew of the problem and did nothing, and some local officials had ties to the cab company. After the investigation was shown at a commission meeting, new laws were passed and the cabs are now insured and inspected. Another investigation documented that all the carbon dioxide manufactured in Florida—and used in sodas, water supplies, beer and frozen foods—was contaminated with radon and lead. According to the station, state officials again did nothing. After the investigation, a \$6 million carbon dioxide plant was closed and the state official who should have been monitoring the situation was replaced. The station found South Florida tow trucks getting away with murder, literally "stealing" cars from parking lots and holding them for hundreds of dollars in towing fees. After the investigation, new laws were passed. Also on the auto front, car owners were being defrauded by agents who sold the wrong insurance or add-ons such as unnecessary but expensive life insurance and auto clubs. After the investigation, the state sent investigators to south Florida to "clean up the mess," with 30 agencies closed and seven insurance agents arrested.

The investigative team at **WWOR-TV Secaucus, N.J. (New York)**, consists of three full-time employees—a reporter, producer and associate producer—plus contributing photographers and editors. "Without Just Cause" was a four-part series in which the station monitored how New Jersey State Police stop motorists for traffic violations on the turnpike, then search them for drugs. The station found that a disproportionate number of minorities were subject to such stops. The State Police denied racial "targeting."

As a result of the report, the State Police reviewed their records and found the station was correct about the number of searches. Other probes have been proposed.

Among the other investigative stories over the past 12 months: a report on welfare fraud that led directly to action by the state; a story on how farm animals are used as tax shelters, then neglected, and a story about mothers and their children on the run from abusive fathers.

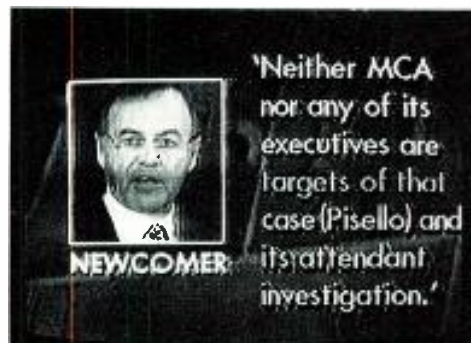
KERO-TV Bakersfield, Calif., has adopted an umbrella format for major news pieces. According to the station, research has shown that viewers won't commit to the several days it takes to cover a major story in series form. Instead, the station takes a topic and divides it into several long form segments on stand-alone subjects that can run independently, promoted as a whole.

A story on homelessness was broken down into chronic and temporary homelessness. A piece on a woman who was on the streets, with no money to pay for medication to treat severe depression, was contrasted with an "able-bodied 'career'" homeless person.

Before the uprising in China, KERO-TV sent

anchor-reporter Robin Mangarin and director-photographer Carlos Espinoza to China with a group of Bakersfield heart surgeons to provide clinics for Chinese surgeons. The result of the visit was two documentaries, one dealing with the medical angle, the other with the people of China.

In *MCA and the Mob*, **KCBS-TV Los Angeles** explored the supposed connections between that company and various organized crime members. The national media picked up the story, and indictments are expected, according to the station. News director Erik Sorenson,



managing editor Michael Singer and reporter Chris Blatchford were awarded a Peabody for investigative reporting for the story. In May of this year, **KCBS-TV** reported that Columbian drug dealers are headquartered in Southern California. In the five-part report, the station was able to show viewers a drug deal in progress. A three-part series, "Gang Godfathers," showed a new breed of international crime leader stemming from local gangs. Blatchford profiled three men who use the city as a base of international

drug operations, including the first video of a local gang rally attended by 500 members of 30 rival gangs, including their instruction in how to conduct a drive-by shooting. According to the station, community leaders and residents praised the series, and law enforcement officials credited it with advancing their investigations.

Carrying a briefcase containing a large knife, reporter Harvey Levin proceeded through X-ray machines at Los Angeles International Airport. Two days after the investigation, the FAA initiated an investigation of the security system, using **KCBS-TV** tapes in the investigation.

In June, **KHON-TV Honolulu** examined the widespread purchases of Hawaiian real estate by Japanese investors. In "Hawaii For Sale," the station talked to government officials, real estate executives, economists and people who can't afford a house in the inflated market. The program was also aired on **NHK**, the Japanese Broadcasting Corp., in Japan.

Independent **WTTG-TV Washington** aired an hour-long special report, *The Color of Death*, in which black and white D.C. residents came together to discuss how they feel about each other and the drugs, violence and murder that have put an unwanted spotlight on the city. The report was the third prime time report in a series on drug issues in the community. According to the station, it was flooded with calls and letters from viewers requesting the special be repeated, which the station did. On a nightly basis, the station airs *City Under Siege*, a half-hour report on drugs that "offers rewards and assists law enforcement agencies." The program has included reports from Europe, South America, the Far East and from international conferences

and summits. In addition to keeping a death and drug watch on the beleaguered city, the program also covers the upside—the youth groups, camps, clinics and other efforts that help keep kids off drugs.

Young, Female...Missing, was a special on **WNEV-TV Boston** that explored the families of missing and runaway women. Included in the five-part series was the investigation of 20-year-old Cheryl Kelly of Chelsea, Mass. Through the series, Chelsea police learned that the woman's Social Security number had not been used since her disappearance. The woman's former



'Fear' reporter Miles O'Brien (!) and anchor Lester Strong

boyfriend was later arrested and charged with her murder. Police officials credited the station with an assist in the investigation.

In May 1989, **WNEV-TV** aired a 10-part series and special on gang violence in Boston. Reporters and producers spent six months researching the series, visiting the inner city and traveling to Los Angeles, where there are reportedly 70,000 gang members. Hosted by anchor Les-

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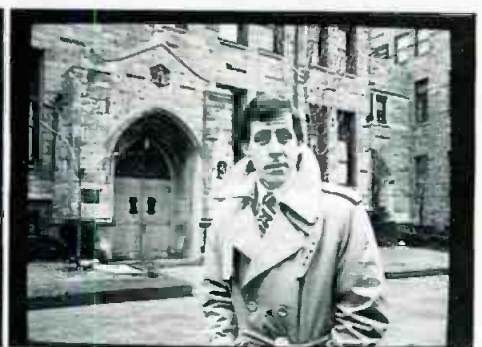
Source: Hofstra Business Research Institute, 1989
Owens Cablemetrics, 1988/1989
Frank N. Magid Associates, Inc. 1987



illegal dumping



upset councilman



tracking a wayward priest

Nowhere to hide. WJW-TV Cleveland's investigative reporters have been busy. An investigation by investigative team reporter Carl Monday showed how employees of a Cleveland suburb had buried toxic waste in a closed city landfill, including pictures of the actual dumping and records proving the city had broken state and federal laws. Two city workers were suspended and the EPA ordered excavation of the site, unearthing 15 barrels of waste.

Thousands of dollars in food that was supposed to be distributed to Cleveland's poor was being appropriated by the director of a local hunger center. A camera hidden in a box of laundry detergent was used to record the director's use of federal funds to buy meat and fish for her own table. The report has prompted a sheriff's department investigation.

An investigation of a local fast oil/fluid change business found their speed was in part due to the fact that they were not replacing oil filters but simply wiping off old ones and that they were using colored water rather than windshield wiper solution when replacing that fluid.

A Cleveland city councilman reacted violently when con-

fronted by reporter Tom Meyer with the allegation that he was "masquerading" as an attorney. Meyer got the councilman to admit on camera that he was not a lawyer, but also produced documents signed by the councilman as "attorney at law." The story prompted an investigation by the city prosecutor.

Meyer also exposed a Catholic priest who was acting as a financial adviser and in the process bilking elderly clients of their life savings. The priest was indicted and subsequently convicted of grand theft.

Other investigations from Meyer and Monday included:

- A Cleveland City Hall personnel director who had dozens of family members on the city payroll.
- The investigation of a Cleveland area teacher accused of molesting his students led to a grand jury indictment.
- A test of school water coolers for lead contamination led to their removal.
- A Cuyoga County Child Support director was fired after the investigative team reported her son was years behind in his child support payments.

ter Strong and reporter Miles O'Brien, the series featured law enforcement personnel, social service workers, probation officers, gang members past and present, and members of neighborhoods plagued by gang activity.

In October 1988, WNEV-TV explored the ethical questions raised by advancements in reproductive technology. "The Baby Makers" posed the questions: Is reproductive technology out of control? Is the technology leading the ethics? Hosted by anchor Diana Williams, the special featured couples who have turned to in vitro fertilization, fertility drugs and surrogate mothers, as well as the stories of the first legal surrogate mother and Mary Beth Whitehead Gould, mother of baby M.

Huntsville, Ala., is the home of the Marshall Space Flight Center, where the Saturn V moon rocket was built and tested. July 15 marked the 20th anniversary of the Apollo 11 moon landing. **WAAY-TV** began its coverage of the anniversary several weeks in advance with a series of reports about NASA and Huntsville's future in space. The coverage culminated with a two-hour prime time special, *Footprints on the Moon*. The station went live from the Alabama Space and Rocket Center in Huntsville for the salute to all those who contributed to the moon rocket's success. Over 50 people from news, production, engineering, programming and promotion were involved in the effort.

With the rash of airplane equipment problems, Jeff Hirsh, reporter for **WLWT(TV) Cincinnati**, investigated the age of the airline fleet flying into and out of the Greater Cincinnati Airport. He sent interns to the airport to write down the registration number of every plane taking off or

landing there during a 24-hour period. Over 300 aircraft were identified. Hirsh sent the information to the FAA with a request of the age of each aircraft. The investigation revealed that the average age was relatively low.

A crew from **KPNX-TV Phoenix** followed four Vietnam veterans on their return to that country after 20 years. One veteran, Mike McDonald, pilots the station's helicopter. The veterans visited with the people, toured a network of tunnels used by the Viet Cong and raised an American flag on a Vietnamese beach. From the pilgrimage, producer Susan Berry, reporter Cary Pfeffer and photographer Howard Shepherd produced a half-hour documentary, *Full Circle: Return to Vietnam*.

The station received a Gabriel award, an international Angel award and a Rocky Mountain Emmy for its documentary, *The Hunger Next Door*. Producer Bert Sass and photographer Gary Stafford spent three months chronicling the struggles of three families to feed themselves. **KPNX-TV** worked with state agencies and private groups to set up phone banks for people willing to help the hungry. The program aired in prime time and generated several hundred contributions of food, money and other assistance.

Music is big business in **Austin, Tex.** **KXAN-TV** produced two half-hour specials on the local music scene. Two producers, who doubled as writer-reporters, and a photographer-editor spent two months researching and producing the specials. Their goals: to make the shows visually appealing without turning them into music videos, and to let the players speak for themselves. The shows were "visually exciting," according to the station, with people at

clubs, on stage, in rehearsal, walking down the street or in a roof garden. Neither show had much reporter narration. After several requests, **KXAN-TV** marketed VHS copies of both programs.

WBNG-TV Binghamton, N.Y., went to the Soviet Union to cover the performance of a local high school choir in several Soviet cities, including a sister city of Binghamton. Senior correspondent Greg Catlin and producer Mark Prustito gathered material in Moscow, Leningrad and elsewhere for an hour-long special and three news series.

Back home, the station found houses burning to the ground because victims could not get through to the fire department. In a special five-part series, "911: The Unlisted Number," viewers saw a family lose its house because help couldn't be reached and heard why local fire officials were against a centralized emergency 911 number. The county is now installing a 911 service.

Noncommercial **KCET(TV) Los Angeles** produces five-minute documentaries ("Take Five: Arts" and "Take Five: Science") that are broadcast individually and compiled into half-hour specials that air quarterly. "Arts" segments, produced by Joseph Kwong, have included one on language, featuring the body language of a noted choreographer and the spoken language of a radio monologist, and "Songs of the City," which profiled four Southern California-based musicians. The "Science" mini-documentaries, produced and hosted by Roger Bingham, explore the area's high tech industries, engineers, scientists and technicians. Those profiled have included a chemist who was first to predict

chlorofluorocarbon damage to the ozone layer and a molecular geneticist doing AIDS research.

By the Year 2000 is a weekly series that looks at critical issues such as pollution, traffic, and health care as they relate to the future.

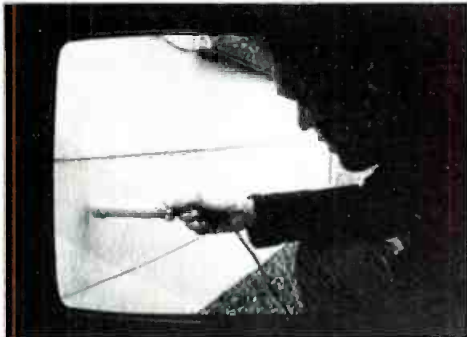
Gang violence and drugs were the focus of a series and half-hour special on **KING-TV Seattle**. In the four-part series, reporter Linda Byron showed the gang "invasion," how police are responding and how the neighborhood has been affected. In the half-hour special, Byron showed how people are fighting back to reclaim their neighborhoods from the gangs. Anchor-reporter Joyce Taylor followed up on the next night's 6 p.m. news with a report including news of a needle exchange program established by one downtown man.

Other prime time news specials included a profile of killer Ted Bundy, a behind-the-scenes look at a political campaign, and a series of debates for gubernatorial, congressional and other races.

KING-TV focused on development in the Seattle area in both daily coverage and in a five-part series on the real estate boom and another on unwelcome development and developers. In April, the station aired live a prime time debate on the merits of a program that would limit the height and density of skyscrapers in Seattle. And in August, it aired another prime time program on the last "great" undeveloped valley in the area on the eve of a county council vote to decide whether or not to allow it to be developed.

Each year, residents of Mackinaw City, Mich., stage a pageant recreating the events that marked the turning of Fort Michilimackinac from British to French control. To put a twist on the story, **WPBN-TV Traverse City, Mich.-WTOM-TV Cheboygan, Mich.**, recruited "voyagers," people who dress in period costume and recreate the lifestyle of the time, for an hour documentary from the reconstructed fort. Reporters guided viewers through 18th century activities, from building a fire to throwing a tomahawk. The result was living history, plus an opportunity to promote the area on the eve of tourist season, the number-one business in the station's coverage area.

KSAT-TV San Antonio, Tex., reporter Hollis Grizzard's six-month investigation into the uranium industry in south Texas resulted in a five-part series. Grizzard found sloppy state and federal regulation had led to radioactive contamination of water, soil and air, particularly in Karnes County, Tex., the site of several uranium mines. The investigation discovered an unusual number of rare birth defects in babies born around uranium mines, and that state officials had known for 10 years, but had not informed the residents, that six private homes in Karnes were contaminated with radioactivity



Radioactive homes, KSAT-TV San Antonio

above the limits set by the EPA.

The series helped prompt changes in state regulations concerning uranium mining. The legislature has appropriated \$250,000 to study the possible health effects on the population, and the federal government is moving to clean up the contaminated homes.

WJAR-TV Providence, R.I.'s, investigative team produces three or four half-hour *Ten Inside* specials each year, in addition to a number of investigative reports. The specials allow the reporters to "get their teeth" into longer-format investigative pieces. *Who's in Charge* looked at the status of the local Mafia following the death of one of its reputed leaders. The report included exclusive video of a meeting between mob members, plus interviews with the FBI, U.S. attorney's office and other law enforce-

ment officials. *A Poisoned Generation* was a four-part series on lead contamination in many older homes. *Skinheads* dealt with the group of young racists, and featured interviews with five group members who expressed their views on eliminating blacks and Jews from American society. Following the series, a local newspaper editorial praised the station for bringing to light the skinhead movement in Rhode Island. In *State Cheat*, a tip led investigative team members to an inspector at the state labor department who was improperly out of state at a gun-owners convention, while falsifying records to show he was in Providence inspecting construction projects. The investigation led to his suspension and a revamping of the procedures for tracking inspectors.

KEYT-TV Santa Barbara, Calif., reporter and

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Vietnam Veteran King Harris, along with photographer David Cronshaw, accompanied 19 other veterans to the Soviet Union to meet with veterans of the war in Afghanistan, a war that left behind it post-war stresses such as suicide, alcohol and drug abuse and guilt. According to Harris, it proved a healing time for both sides, "once considered enemies, now very much friends who have come to the realization that we are all alike and that there must be alternatives to tragic wars like Vietnam and Afghanistan." From their two-week stay, Harris and Cronshaw produced an hour-long documentary, *Brothers in Arms*, which aired in prime time just after the Soviet withdrawal from Afghanistan. Following the broadcast, 20/20 crews (KEYT-TV is an ABC affiliate) did a story on the same topic.

A circuit court judge and his wife, a city councilman planning to run for mayor of Biloxi, Miss., were murdered, execution style. Three years later, **WLBT-TV Jackson, Miss.**, reporter Ed Bryson learned that an inmate of Angola prison was linked to the murder. In an interview from prison with the station, inmate Bobby Fabian said that he, two other inmates and the judge's former law partner, now mayor of Biloxi, had arranged the contract killing of the couple. The mayor denied any involvement and threatened to sue the station if it did not retract the story. The station did not retract the story and the mayor is considering a suit. A state investigation has been launched, and a federal grand jury was recently convened in Jackson.

WLBT presented a prime time one-hour live special, *Suffer the Little Children*, on crimes against the young, including rape, incest and abuse.

WABI-TV Bangor, Me., reporter Crystal Canney's coverage of a fire in the town of Greenfield led to changes in local fire protection. She noted that while there were trucks from neighboring towns, there were none from Greenfield. Her report included video of the Greenfield trucks sitting idly in the fire station. Residents of the town were surprised by the news their volunteer firefighters had all quit. Since the report, the fire station has been reactivated and new volunteers are being trained.

In May, **WXEX-TV Richmond, Va.**, aired a 12-part series examining all aspects of Virginia's environment. The reports covered air and water quality; the deterioration of forests; beaches and the Chesapeake Bay; solid, toxic and medical wastes; acid rain; the greenhouse effect and nuclear power. The series, which included 12 station editorials, concluded with a one-hour prime time Town Meeting. The series also featured a viewer's guide that was distributed in the Richmond area and included hotline numbers of key agencies to call about suspected environmental problems.

In November 1988, **wxEX-TV** aired an eight-part series profiling four area families. Four reporter-photographer teams lived for a week with each of four families, one a typical suburban family, one in the inner city, a third with a single parent and the fourth homeless. The series was accompanied by a viewer's guide offering names and phone numbers of family-related agencies.

Fox-owned independent **KRIV(TV) Houston** moved its prime time newscast from 7 p.m. to 9 p.m. on July 10 to accommodate Fox prime time entertainment programming. According to the station, that move doubled its rating.

Two documentaries, *City Under Siege* (Gold award) and *City Under Siege Update* (Gold

"Jury Award" for documentary photography), won top honors at the Houston International Film Festival. The station later began running *City* (the concept for the show came from co-owned WTTG(TV) Washington) as a weekly half hour at 9:30 p.m., following its newscast.



AIDS Brigade, WLVI-TV Boston

In an investigative report, **WLVI-TV Boston** reporter Henry Eaton profiled former drug addict John Parker, who is waging an illegal one-man campaign to provide clean needles to chronic intravenous drug abusers. The report focused on Parker's attempts to stop the spread of AIDS and on the state bureaucracy that he must fight.

Noncommercial **WMVS(TV)-WMVT(TV) Milwaukee** launched a series of perspective pieces, *Emphasis Wisconsin*, hosted by former commercial TV anchor John McCullough and distributed to stations throughout the state's public television system. Each piece covered a single topic, using preproduced mini-documentaries and interviews with state and national experts linked via satellite. Each edition of the series requires over 20 staffers to handle the satellite feeds and coordinate the mix for distribution.

WHCC-TV Rochester, N.Y., aired a one-hour, prime time special, *Town Meeting: AIDS in Rochester*, consisting of a documentary on one man's struggle with the disease, followed by a live discussion between members of a panel and a studio audience of about 200. In the documentary, the station told the story of John Washburn, a former school superintendent who had AIDS. Station anchors went with Washburn as he visited his doctors and spent time with his family. In the discussion section, educators, government officials, AIDS victims and AIDS health care workers made up the panel. Six months after the broadcast, Washburn died and the documentary was rebroadcast. According to the station, there was not a single complaint that the station had preempted a viewer's favorite prime time show, even though in one case it was the popular *Murder, She Wrote*.

When a mental patient "walked away" from a hospital and stabbed an 8-year-old girl to death, **WFSB-TV Hartford, Conn.**, investigated how the incident could have happened. Reporters looked at the state's mental health system and made some disturbing discoveries: The patient had had a violent history, including a prior stabbing; his family had expressed concerns about his unsettled condition, and the hospital had a history of walk-aways. The hospital has since tightened its security for patients with violent histories.

In "Rest in Peace?" reporter Jeffrey Cole probed the state's funeral industry. Following a tip, he found that the administrator of a public cemetery was taking kickbacks from area merchants and that some funeral directors make false claims and violate Federal Trade Commission rules. He also talked with a woman who

had sued a funeral home for losing her father's remains.

In July, **KTVU(TV) San Francisco** undertook a major series that was developed into an hour-long, prime time documentary: *Hearst: The Citizen King*. Set in San Francisco, where William Randolph Hearst launched his first newspaper, the *Examiner*, and at the Hearst castle on the California coast, the series included an interview with William Hearst III, the paper's current publisher. The special included home movies and private archival footage of Hearst during his presidential campaign, his romance of actress Marion Davies and his own movie-making efforts.

Commemorating the 50th anniversary of the San Francisco World's Fair and Exposition, KTVU produced a series titled "A Fair to Remember," including color home movies of the 1939 fair on Treasure Island in San Francisco Bay. The series was compiled into a half-hour documentary that was repeated twice because of viewer interest.

KTVU(TV) St. Louis devoted an hour of prime time to the problems of street gangs and gang involvement in drugs. For *Young Guns: Gangs in St. Louis*, crews were sent to gang-plagued Los Angeles to show them the possible shape of things to come. Another focus was Omaha, a Midwestern city that was trying to deal, "without much success," with its gang problem. Weeks were spent probing the gang activity in St. Louis. The documentary was followed by a town meeting during which civic, business and government leaders answered questions. The station's reporting led to a community effort to organize a task force to help stop gang activity.

Earthwatch: Project Survival was another prime time documentary that served as the focus of the station's effort to heighten awareness of environmental issues. It dealt with air and water pollution as they related to the city, including issues like the threat to the ozone layer and the debate over pesticides. The show was heavily promoted, with related stories in newscasts leading up to its airdate. An environmental hotline was set up and peopled by environmental experts. The station also offered a mailing with phone numbers of watchdog groups and health departments. Schools requested copies of the documentary as a teaching aid.

On the 10th anniversary of the Three Mile Island nuclear power plant accident, **KYW-TV Philadelphia** aired a half-hour special anchored by Steve Bell that looked back at the incident, using footage from the station's coverage at the time.

When **KYW-TV Philadelphia** reporter Walt Hunter revealed unsafe conditions at the city's JFK Stadium, an upcoming Rolling Stones concert was canceled and the venue later changed.

After five months of investigation producing 30 hours of tape, **KADY-TV Oxnard, Calif.**, produced an hour documentary, *Dangerous Company*, on the concentration of prison facilities in the area. Over 8,000 criminals are housed in four penal facilities in the region, which the station says has become a dumping ground for urban area criminals. *Dangerous Company* looked inside the California Men's Colony, Atascadero State Hospital for the Criminally Insane, Lompoc Federal Prison Camp and Lompoc Federal Penitentiary at the overcrowded life lived by prisoners, guards and wardens. With California beginning what is billed as the largest prison construction program ever, 15 more pris-

ons by 1995, there are bitter battles over where the prisons will be located. The special, which originally aired July 29, was rerun Sept. 18.

Aug. 11 was the day the highway tolls were abolished in **Jacksonville, Fla.** Three years before, **WJXT(TV)** had aired a half-hour special that examined why there were tolls, and suggested alternative ways of collecting revenue. Four hundred news stories later, Jacksonville voters chose to give themselves a higher sales tax and abolish the tolls. When the tolls were eliminated, the station started its coverage at 6:30 a.m. to show the final rush hour with tolls. Throughout the morning, the station aired live cut-ins as the city readied for the switch. When the mayor stepped into a crane carrying the wrecking ball, **wjxt** was there to capture live the demolition of the first toll booth, and to show the first cars crossing the now untolled bridge. At 8 p.m., a prime time special looked at the history of the tolls and the long-fought war to get rid of them, showed the traffic problems as the toll booths were being demolished, and provided interviews with the mayor, the chairman of the transportation authority, and others.

The station devoted two hours of prime time to a special, *Crack Crisis: A Cry for Action*, about the drug problem in Jacksonville, featuring a documentary followed by a live town meeting featuring the governor, a U.S. senator and the state attorney general.

Those still living in the area of the Three Mile Island nuclear plant still wonder about the long-term effects of the accident there in 1979. Non-commercial **WTF-TV Harrisburg, Pa.**, one of only a few noncommercial stations with a daily newscast, marked the 10th anniversary of the accident with a five-part series, "TMI: A Health Report." Part I examined the lawsuits stemming from the accident. Part II reviewed the accident itself, how much radiation was released and where it fell. Part III looked at claims by residents of radiation's effect on plants and animals. Part IV dealt with cancer rates and possible links. Part V reviewed clean-up efforts.

WHAS-TV Louisville, Ky., aired a two-hour, prime time special Oct. 18 called *Cracking Down on Drugs*. Medical reporter Jean West hosted the special from the Zion Baptist Church, where 100 representatives of Louisville area neighborhood associations were gathered. Police reporter John McGrath and reporter Chuck Olmstead prepared a package of special pieces for the program, including one in which McGrath accompanied narcotics officers on the streets. McGrath introduced his segments from the International Association of Chiefs of Police convention, which was coincidentally meeting in Louisville the week of the special's airing. He followed the reports with interviews with international experts on law enforcement and the drug problem. Reporter Mark Hebert was live by satellite from a rural community where marijuana is the largest cash crop. West and a crew also spent two nights in an emergency room where drug overdose victims are brought for treatment.

An investigative story by **WTFX-TV Philadelphia** reporter Jacqueline Boulden uncovered structural problems at JFK stadium that led to its eventual closing. According to the station, the report revealed that the problems were ignored by city officials, and that they potentially could have resulted in many deaths.

"Prisoners of Fear" was a series of half-hour specials on the fear of crime. Camera crews manned the front lines, with one crew attacked

by drug dealers while on patrol with the Guardian Angels. Another crew interviewed crack users in a crack house, while another on patrol with Philadelphia police helped spot a robbery suspect and followed the police while the arrest was made.

WHIO-TV Dayton, Ohio, anchor Deborah Cunniff and photographer Denny Cheatham reported from Central America on the training of Ohio National Guardsmen in Honduras. They also reported from Costa Rica, El Salvador, Guatemala and Panama.

Photographer Denny Cheatham went along with 11 Dayton businessmen on their annual cattle drive, herding 200 head from Billings, Mont., to Lovell, Wyo., on the Old Sioux Trail. The drive started six years ago with two men, and has grown into an annual event for men living out their dreams of the Old West. Cheatham's "unique perspective on the businessmen captured them herding, sitting around the campfire, tossing cow chips and talking about the history of the trail."

Roberta Baskin's three-part series on Dioxin for **WJLA-TV Washington** traced the checkered past—Agent Orange, Love Canal—and dangerous present of the lethal chemical. Her investigation showed that Dioxin can be found in such common household items as diapers, paper products, some foods, exhaust fumes and even in mother's milk. A congressional hearing was



WJLA-TV's Paul Berry (l) with Mayor Barry

called as a result of Baskin's report, and copies of her research were requested by the FDA.

A three-part series, *Endangered Species*, culminated in a one-hour documentary on the problems facing the American black male. From crack streets to corporate America, Ford looked at the statistics showing black men making up 50% of the prison population when they represent only 6% of the total population and the fact that it is the only ethnic group in the U.S. with a declining life expectancy. Included in the special was an interview with a former drug dealer in which he indicated how poverty and the lack of male role models have boosted black male crime and death rates. Ford also looked at the stereotypical image of black males as unintelligent and untrustworthy and the hurdles it presents for blacks in corporate America.

The station has also begun a half-hour interview program, *In Person*, hosted by Paul Berry and combining live interviews, features and on-location reports. Among the guests on the program have been controversial Washington mayor Marion Barry and drug czar William Bennett.

Following the Supreme Court's decision in the *Webster* case, **WJZ-TV Baltimore** invited pro life and pro choice representatives to walk a mile in each other's moccasins. For reports that aired July 5 and 6, 1989, pro life advocate Laura

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Gifford spent a day covering the pro choice argument, while the president of the Maryland chapter of the National Abortion Rights Action League, Karen Strickler, did the same for the pro life side. When the report of each woman aired, the other was on the set to respond.

Belvedere Avenue is a six-block-square area of decaying row houses. It is a place of poverty and violence, peopled mostly by drug dealers. In a five-part series, reporter Sandra Pinckney examined the area, its problems, people and the signs of hope that flourish in the blighted landscape.

In a three-part series, "The Ghosts of Columbus," **WCMH-TV Columbus, Ohio**, told via reenactment several ghost stories that involved Columbus venues and were either based in folklore or on eyewitness accounts. The video was shot on location, with reporter Bob Singleton providing live on-location intros and outros. The series aired in the 11 p.m. news during the week leading up to Halloween.

According to **WNBC-TV New York**, investigative reporter John Miller broke the exclusive story of an alleged gang rape of a retarded girl by some local high school students (one student was the son of a local police lieutenant). Miller followed up on the story and eventually local officials called for an investigation. Miller worked with New Jersey bureau producer Maria Quinn.

Reporter Gabe Pressman found that New York City's Mayor Ed Koch owned stock in 10 companies with ties to South Africa. The next day the mayor sold seven of the stocks and explained the other holdings in a release.

Reporter Perri Peltz got an exclusive interview with a Passaic, N.J., woman who had survived a two-week "nightmare" stranded at sea. The woman had refused to be interviewed on TV, including ABC's *20/20*, but from her bed she told **WNBC-TV** viewers of the harrowing experience.

KDKA-TV Pittsburgh's "On Assignment" is a monthly special documenting conflicting sides of a controversial issue. The first such special dealt with protests at area abortion clinics. One crew spent the day inside a clinic documenting the preparations for the protesters outside. The other crew spent the day with the pro-life and pro-choice protesters. Another special dealt with overcrowding in the Allegheny County Jail. A judge issued an order limiting the number of inmates. Each day, prison officials were required to release prisoners. A crew spent the day with the officials, observing the judgment calls and "administrative nightmare." Another crew was at the court, documenting the legal process that puts prisoners on the street.

In April, **KDKA-TV Pittsburgh** began producing a Crimestoppers segment for its 11 p.m. newscast. According to the station, it is the first cooperative effort between local media and the police department to solve crimes.

WTHR-TV Indianapolis's troubleshooter unit found that auto thieves were being routinely released. After the police announced a crackdown on auto thefts, the station's investigation showed, to the police's dismay, that 90% of the auto theft cases were plea bargained to misdemeanors, allowing self-admitted thieves to continue stealing cars, some as many as three a night, and some having been in and out of jail 20 times.

The station produced a prime time special on the months-long campaign for governor. Crews were assigned to each candidate to cover the public and private developments in each camp.

The Making of the Governor aired in prime time on election eve. The documentary is now used in political science and history classes, according to the station.

Jane Sachs decided to produce a live hour special on the crack problem in the market. The problem was that her station, **WTTT-TV Columbus, Ohio**, is an independent that "doesn't do news and rarely airs local specials."

Because the station had only one field camera, Sachs was given use of it only on Fridays. Despite those limitations, she made calls, did research, promotion, reported, produced and hosted the program, in addition to recruiting people from throughout the station to act as crew the night of the special.

In a three-part series, "Chasing the Child-snatchers," **KRON-TV San Francisco** reporter Tom DeVries examined the impact of missing children on their families. He profiled the family of a child who had been missing for five years before his body was found. Included was foot-



DeVries and missing children

age from a video shot in 1986 of a meeting in jail between the family and their son's alleged killer. DeVries also sat in on an FBI training session on searching for missing children and examined ways to help prevent child abductions.

KRON-TV photographer-producer Ken Swartz traveled to Belgium for a story on the reunion of a group of holocaust survivors, including one from San Rafael, Calif., at a chateau where he and others were sheltered from the Nazis.

KPTV(TV) Portland, Ore., produced three major investigative series. The first focused on the U.S. Army depot in Northeastern Oregon, where the Army has stored and disposed of ammunition and nerve gas since the 1940's. Congress ordered the base closed, but residents of a nearby community were shocked to learn that the Army was planning to leave thousands of acres of the base contaminated with hazardous waste. A second investigation detailed the impact of years of budget cuts in Portland's fire bureau. The investigation revealed that the city has a death rate from fire 30% higher than the national average. It documented a sharp rise in fires, property loss and firefighter injuries. A third went inside Oregon's death row for interviews with inmates.

To beef up its investigative reporting, **WXYZ-TV Detroit** has instituted a roving assignment editor who is out of the station for at least half the day, meeting face to face with sources and developing new contacts, then passing the information to reporters. Since the policy was adopted, the number of investigative reports has increased 300%.

On May 13, 600 soldiers from Louisiana's Fort Polk were sent to Panama after violence broke out surrounding "elections" there. At the same

time, Panamanian leader Manuel Noriega made it extremely difficult for American journalists to get visas. Nonetheless, **KPLC-TV Lake Charles, La.**, newsmen Paul Murphy and photographer Bobby Wall were able to obtain them and were, according to the station, the first to do so after the crackdown. The two spent six days in Panama, covering the troops and interviewing Panamanian officials and anti-government activists. They provided daily live updates by phone. When they returned, the station aired a five-part series and an hour-long special.

WJET-TV Erie, Pa., began the 10th anniversary of its news department with the airing of three live, prime time documentaries, a first for the station and, according to the station, for the market.

The first documentary was a review of the political career of retiring Erie Mayor Louis J. Tullio, who was interviewed live on the program. Another, produced and anchored by weekend anchor Lou Baxter, was a medical report geared to help viewers reduce their risk of heart disease. The program featured two cardiologists who talked with Baxter about heart disease. Another panel of doctors manned phone banks for viewer questions.

"A Region on the Rise," was a one-hour investigative report by **WLYH-TV Lebanon, Pa.**, on the "massive" growth taking place in the station's viewing area. The report outlined how the south central Pennsylvania area was being flooded with hundreds of new companies and thousands of new residents. The program also looked at what effect the growth was having on the area's rural character as farms were being converted into housing developments and shopping malls. Expecting to find a division between developers and environmentalists, the station says it instead found a cooperation beginning to evidence itself between the two.

KOLR-TV Springfield, Mo., reporter Dave Barber discovered that a ring of dog bunchers (so-called for the way they pack the dogs into their trucks) were stealing pets from backyards and streets to sell for laboratory research. Authorities estimated that 25,000 dogs fall prey to the gang each year. Following a tip, Barber developed contacts and visited auctions where the dogs were sold. His three-part series, "Preying on Pets," looked at the crime through the eyes of victimized dog owners, captured a dog dealer on hidden camera, followed law enforcement efforts and offered advice on protecting pets. Dave McGee was primary photographer for the series.

Sports director Scott Opfer and reporter Dan Lucy reported on the use of anabolic steroids by Southwest Missouri athletes. They talked with athletes who use the drugs and with drug sellers. The five-part series, "Anabolic Athletes," drew praise from the PTA, local schools, the state's Just Say No campaign and others.

On Sept. 13, 1989, abortion clinic operator Dr. Arnold Bickham was arrested after a government investigation into allegations that he practiced without a license. He was later indicted. In June, **WBBM-TV Chicago** had aired a one-hour documentary, *Under the Knife*. Reported by Pam Zekman, and the result of five years of investigation, the special dealt with doctors who operate outpatient surgery clinics, including Dr. Bickham.

As part of an ongoing series profiling young scientists, reporter Bill Kurtis talked with pedi-

ric surgeon Marletta Reynolds, a pioneer in heart/lung surgery for newborns at Chicago's Children's Memorial Hospital. The documentary also followed Dr. Reynolds to a reunion of children who had been helped by the doctor's pioneering work.

WBAL-TV Baltimore went to state penitentiaries and clinics where inmates with AIDS were being treated, following particularly the case of an inmate who had complained of poor treatment. The station found that the private contractor who takes care of AIDS-related treatment was doing an inadequate job due to the growing number of AIDS cases, and that the medical staff was improperly trained.

The station took an in-depth look at the use of steroids, focusing on the government's role in production and distribution. Its investigation revealed that the Food and Drug Administration has allowed steroid manufacturing and importation to proceed "virtually unchecked." It documented the need for \$6 million a year for steroids in legitimate use, but found that the government allowed \$200 million to be legally imported in 1988, not including amounts produced by 26 U.S. drug companies, amounts they do not have to disclose by law.

A **KWTV(TV) Oklahoma City** investigation revealed that the Drug Enforcement Agency had been lax in its enforcement of a major chemical supplier. The station was able to buy for \$300 from a storefront operation enough chemicals to make \$150,000 worth of speed. Although the operation was illegal under DEA regulations, the agency had not shut it down. In fact, the DEA conceded the operation was supplying it with names and license numbers so it could bust the buyers, although it had no knowledge of the station-engineered buy. The station took its information to the regional DEA headquarters in Dallas, where managers of that office publicly apologized for not keeping close enough tabs on the operation. The supply company has since been shut down and the DEA is reviewing its Oklahoma operations.

A **KWTV** investigation of a local ambulance service revealed that people were literally dying because of inadequate response time. Frequent breakdowns of old equipment, financial woes and a lack of oversight added to the problems.

Since the report aired, the executive director of the service has resigned and the city council is preparing to dissolve the trust that funds the service.

Noncommercial **New Jersey Network's** documentary unit, Target New Jersey, produced at least six hour-long documentaries per year that have aired both locally and nationally over PBS. Projects over the past 12 months have included *Sun of Man*, exploring the potential of nuclear fusion as an alternative energy source. According to NJN, the program included the first interview by a Western journalist with Andrei Sakharov on the subject of nuclear energy. The documentary was also carried nationally on PBS. *Seas under Siege*, shot on location in New Jersey, the Pacific Northwest and Sweden, dealt with ocean pollution. *Reliving the Lindbergh Case*, hosted by Edwin Newman, explored the "Crime of the Century," using archival footage and interviews with Bruno Hauptmann's widow and other surviving participants in the trial. *AIDS: The Women Speak Up*, was a half-hour documentary that looked at the impact of the disease on women, who make up 20% of the AIDS-infected population in New Jersey.

According to **WANE-TV Fort Wayne, Ind.**, the

city is referred to by police as the "crack capital of Indiana." The station aired a live town meeting from a local library. It featured reports on the drug's impact on the crime rate, police efforts to fight the epidemic, the attraction to youth, what schools are doing and the disorganization of the community's effort to deal with the problem. Each report was followed by panel discussions and questions from a live audience. A live remote from a crack neighborhood allowed residents to question community leaders.

WLKY-TV Louisville, Ky., aired a five-part series and prime time special on one of the state's most controversial and divisive issues: tobacco. It is the state's largest cash crop. The state also has the highest lung cancer rate in the nation. The report, "Ashes to Ashes," looked at the politics of tobacco, including an interview with the governor, who raises tobacco, and an interview with a lung cancer victim who died shortly after the report aired.

On June 8, 1989, **KOIN-TV Portland, Ore.**, broadcast *Wildforest Wars*, a documentary on the use of forest land. Reporter Eric Mason and photographer Gary Kahne showed how logging old-growth trees is key to the survival of the logging industry, and how environmentalists want to protect those forests as places of beauty and home to wildlife. The station "put faces" on the debate: showing environmentalists perched in trees to protect them and loggers arguing "with their fists" when confronted with protesters blocking roads.

In "Conception or Deception," **WRC-TV Washington** consumer reporter Lea Thompson reported on an infertility specialist who duped women into believing they were pregnant when they weren't. As a direct result of the piece, the doctor was barred from practicing medicine for five years.

WRC-TV last year launched a tip line for viewers to call with newsworthy items or who had taken home videos of news events for possible inclusion in the station's newscasts.

WTVT(TV) Tampa, Fla.'s *Closer Look* series took viewers inside the neonatal care unit of Tampa General Hospital for a three-part series, "The Cradle Crisis," on the efforts of hospital staff to save two premature babies. Reporter Ann Dwyer and producer Joyce Cagney received a Gabriel Award from the National Catholic Association of Broadcasters for the story.

"Wednesday's Child" is an investigative series with a public affairs slant. Its spotlight on children waiting to be adopted has led to the subsequent adoption of a number of children. Reporter Deanna Lawrence was honored by

Florida Governor Bob Martinez for her "Wednesday's Child" report on a program supervised by the Florida Department of Health and Rehabilitative Services that involves churches in finding homes for orphaned black children.

WGRZ-TV Buffalo, N.Y., investigative reporter John Pauly, acting on a tip, found several old transformers being stored at a housing project, some leaking PCB's. After a confrontation with the housing authority director, the state was called in to assess the problem. The transformers were deemed a health hazard and moved.

WTVD(TV) Durham, N.C., reporter George Mallet and photographer Ted Silver traveled to the Soviet Union to cover events surrounding the Moscow Peace Festival concert, organized by the anti-drug group Make A Difference. With assistance from the ABC Moscow, London and New York bureaus, the station was able to air daily reports. It also produced a 30-minute special, *Rockin from Raleigh to Russia*, that aired the following week and is being made available to local schools.

WSET-TV Lynchburg, Va., sent its 6 p.m. news producer to a local hardware store with \$400 in cash to see what kind of semi-automatic weaponry he could get. A reporter and photographer were staked out in an unmarked car nearby. He returned with an AK-47 assault rifle and ammunition, having, by law, only been required to produce a driver's license and sign a statement that he had no criminal record and was not insane. The whole process took less than 10 minutes. The producer described the purchase for the first segment of the report, with a sidebar from the station's Washington bureau on the NRA reaction to growing anti-gun sentiment, and an interview with a policeman on the easy availability of such weapons. Following the program, the weapon was donated to the police department for use in training.

WWLP(TV) Springfield, Mass., sent an anchor and two photographers to Turkey to "eat, sleep and fly" with a Massachusetts Air National Guard unit on maneuvers there. Another crew was flown to Istanbul to focus on Turkey's culture and religion. The two crews combined footage for a series of reports.

In addition, one crew drove across Turkey for a series on the roots of then Democratic presidential candidate Michael Dukakis. The crew located the town where his grandparents lived, then went to the Greek island of Lesbos, home of his parents. A crew was also sent to Kennebunkport to trace the roots of candidate Bush.

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WSAZ-TV Huntington, W.Va., began a series of week-long specials targeting various counties within or adjacent to its ADI. The station began by meeting with community leaders in each county to find out what they felt would be the most important areas to focus on during the "Celebrate" week. The station promotes the visit for a week beforehand. Then it rents a satellite uplink truck for the week to present its midday and 6 p.m. news on location. The cost in satellite time alone runs into several thousand dollars, according to the station.

Viewer response, according to the station, has been "extremely positive." One unexpected benefit: One of the adjacent counties profiled has recently been reincorporated into the Huntington-Charleston ADI.

In its hour-long documentary aired in May 1989, *Laurie Dann: The Untold Story*, **WGN-TV Chicago** looked back at the events of May 1988, when a mentally disturbed woman fatally shot one boy and wounded several other children at a Winnetka, Ill., elementary school. The program documented a day-long drama that included attempted mass murders by poison and arson in addition to the shooting. Reporter Rick Rosenthal detailed the bizarre behavior of a

woman who wore rubber gloves while riding elevators for hours at a time, who had purchased guns and stolen poison, a woman who had given the FBI cause for concern and prompted local police to ask that she turn in her guns.

In a six-part series, *Families in Touch: Understanding AIDS*, Rosenthal and reporter-anchor Pat Harvey looked at AIDS education for youth. The series coincided with a 16-page *Sunday Chicago Times* supplement, funded by the Centers for Disease Control and the Illinois Department of Public Health.

In a six-part report, "Eat, Drink and be Wary," **KSDK-TV St. Louis** visited the kitchens of area restaurants for problems that could lead to food-borne illness. Investigative reporter Rich Isome accompanied health inspectors, who found rodent droppings, unsafe food temperatures and unclean work areas. He revealed which restaurants consistently receive poor marks, showed how some restaurants work to meet health standards and showed how consumers can play a role in the inspection process.

Reporter Jody Davis discovered that a promi-

nent grocery chain in the area was altering the freshness dates on its meats. Davis purchased relabeled products, then talked with employees (shown only in silhouette) who confirmed the scam. The reports prompted an investigation by the attorney general's office and a subsequent change in policy at area stores, according to the station.

WHP-TV Harrisburg, Pa., had a challenge. It was preparing to launch a large promotional effort: new news set, logos, music and identity. The station was also producing the daily Pennsylvania lottery drawing. That left little room in the station while the new news sets were being built. The solution? The station took its newscast on the road. Over 16 days, WHP-TV produced 39 newscasts and the Labor Day telethon. Among the venues were the state capitol, a hospital, shopping malls and the airport. Included were live interviews with the governor, a pilot and a clerk. The new sets and image were promoted with shots of the construction progress. One microwave truck, two Ikegami field cameras and a portable JVC switcher were used by the director, producer, audio man, live technician and two camera operators on site. Extra costs for the remote were about \$6,500.

Public Affairs



WUSA(TV) Washington launched a stationwide antidrug and violence campaign, "We've Had Enough." The campaign began with a two-hour prime time special, *A State of Emergency*, featuring a station-commissioned poll on attitudes toward the city's growing problems and stories on their impact on the city's image, local economy, tourism and health services. Phone lines were opened to viewer calls, with Mayor Marion Barry on hand to answer questions. The second prime time special took a look at what is being done to battle drug-related violence. The station has a hotline in place for viewers to call with tips on possible drug trafficking. One tip led to an exclusive story about off-duty police officers being paid substantial money to rid a particular building complex of drug-related crime. The station has also aired numerous news series dealing with the problem and editorialized on the subject.

According to a survey, transportation is the number-one problem cited by San Francisco Bay Area residents. In February 1989, **KPIX(TV) San Francisco** presented a month-long Beat the Back Up campaign in conjunction with all major area transit agencies. The campaign was intended to promote awareness of current problems and prepare a plan for the future. It also encouraged commuters to take public transportation. CBS affiliate KPIX, in conjunction with KCBS(AM), aired a series of news reports, editorials and PSA's on the issue, culminating in a model commute day when residents were encouraged to take public transportation or car pool. In addition, a number of area business and municipalities offered employees flexible hours. The campaign won a national award from the American Transit Association. The campaign served as a model for one done in Boston by co-owned WBZ-TV.

Among its other public service efforts, KPIX(TV) co-sponsored a Reporter for a Day essay contest as a part of the 1988 Mayor's Youth Conference for the city of San Jose, with the winner earning a spot reporting on the conference for the 6 p.m. news. It was a part of the station's ongoing Take the Time for Kids' Sake campaign, a stationwide effort to promote the rewards of community action and involvement.

WBZ-TV Boston was the originating station for the Time to Care public service campaign now syndicated in over 90 markets. The goal of the campaign is to recognize those who exemplify principles of caring and inspiring others to improve the quality of life in their communities. Now in its second year, the campaign is focusing on specific issues. For example, in July, the station devoted a month-long effort to combat traffic problems, and in September launched



According to WABC-TV New York, it had the only prime time mayoral debate in the campaign, shown above.

Project Earth to raise awareness on environmental issues.

Beat the Back-Up Day was targeted for July 26, when New England commuters were encouraged to take public transportation. Ridership on subway, buses and trains increased for the day. According to the station, signs played a major part in promoting the campaign, with banners placed at strategic commuter locations. Also supporting the campaign were news specials and series, PSA's, editorials, 20,000 "alternate route" brochures and 90,000 Beat the Back-Up buttons.

Project Earth included a half-hour special, *Climate out of Control*, on the greenhouse effect. Coastsweep '89, in conjunction with the Coastal Zone Management Department, encouraged viewers to help clean up area beaches. There were also PSA's, specials, news series and editorials.

Who Cares was a program employing comedy to encourage more volunteerism among youth. The station hired a comedian and sent him to nine area schools.

Children having children is a growing concern in Texas, which ranks first in the country in the number of births to girls under the age of 14. Each year the state pays a billion dollars to care for these families. **KXAN-TV Austin, Tex.**, devoted two weeks in May to a teen pregnancy education project. Three reporters and two producers were responsible for a 10-part series. The project, three months in the making, featured nightly reports on teenage mothers, drop-outs, unemployment, child abuse, repeat pregnancies and teen fathers. Following the series, the station produced an hour, live, prime time forum featuring panelists taking questions from the audience, moderated by a station anchor. The show was done from the ballroom of a local hotel, and required a four-person camera crew, three-person production crew and seven-person engineering crew. The project cost \$1,500.

WPTF-TV Raleigh-Durham, N.C., has given its viewers a voice in program decisionmaking. On its 6 and 11 p.m. newscasts, the station asks viewers to call a 900 number and choose between two possible NFL games to be shown the following Sunday. The votes are tabulated, and on Wednesday's 6 and 11 p.m. newscasts, the station's sports anchor announces the winner. On doubleheader days, viewers pick both games. The "Pick of the Week" is sponsored and in its second year.

North Carolina scored 50th out of 50 states on SAT scores, one out of four North Carolina adults can't read at a high school level, teacher salaries are low, and the student drop-out rate is high. WPTF-TV produced a five-part series ex-

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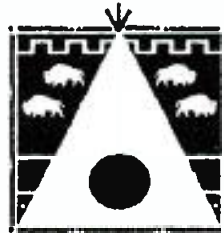
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ploring the problems, as well as a half-hour documentary in prime time. The state's department of community colleges now uses the material in its program promoting literacy. The station also produced a series of PSA's featuring its anchor team.

In fall 1988, **KLUB-TV Davenport, Iowa**, was approached by the local Junior League and a group that helps victims of domestic violence to help in the production of a 20-minute educational program on teenage dating violence. The station developed storylines and worked with students to produce four vignettes examining date rape, family violence, breaking up and intervention. There was no script, only story guidelines, allowing for improvisation and spontaneity by the student actors. The finished product, "Love Struck: The Reality of Teen Dating Violence," will be used in junior and senior high schools in the Quad Cities area.

The station also decided to produce a prime time special on the subject for broadcast, *Broken Hearts: The Tragedy of Teen Dating Violence*. The hour-long program looked at the physical and emotional abuse in teenage dating relationships, as evidenced by the story of a 15-year-old girl who was murdered by her 19-year-old boyfriend, a story told through school pic-

tures, home movies and through the words of a friend who had loved and lost them both.

In conjunction with a month-long news series on crime, **KOMO-TV Seattle** produced a "Crime Crackdown" brochure that was distributed to 30,000 viewers and supplemental handouts on consumer scams and rip-offs, one directed at senior citizens and one with specific tips for the disabled. An audio version was also produced for the visually impaired. The station also installed a crime information hotline for viewers to get additional information, obtain a referral, ask questions or request printed materials. More than 4,000 calls were received.

KOMO-TV developed a community outreach campaign to alert people to the importance of breast cancer education and early detection. A prime time documentary, *Why Me?*, was the focus of the campaign and examined treatment and recovery. A 13-minute breast self-examination tape was distributed, with the American Cancer Society serving as consultant. PSA's and a two-part news report supplemented the campaign, as did two hour-long regular programs devoted to the topic, including an interview with actress Ann Jillian about her battle with the disease.

Six women contacted KOMO-TV to tell it that

the program led to their detection of breast cancer in its early, treatable stage.

As part of an effort requested by Secretary of Transportation Elizabeth Dole and the National Association of Broadcasters, in May 1989, **WSOC-TV Charlotte, N.C.**, set up a phone bank to connect teenagers looking for summer jobs with employers looking for teenagers. Over the five-day project, 3,800 calls were processed, with over 200 companies offering jobs.

And Justice for All was a one-hour prime time news program on **WLBT-TV Jackson, Miss.**, that examined the plight of crime victims in Mississippi. "Are victims treated like second-class citizens?" the station asked. The answer in many cases was yes. The special originated from the Senate Judiciary Committee Room of the State Capitol building in Jackson. In conjunction with the program, the State Attorney General's office held town meetings across the state.

WFAA-TV Dallas aired *Town Meeting* in January 1989, a live 90-minute in-studio discussion of public education in Texas, whose challenges include a court-ordered overhaul of its funding mechanism, a battle between state and local

We do windows



By Ellen Hansen, public affairs director, KING-TV Seattle

Early this year, KING-TV launched Project Home Team, a long-term, stationwide campaign that seeks to improve the quality of life in our area. One problem that threatens that quality of life is the growing number of working poor—people who work full or part time but cannot afford health care, housing and child care. A series of meetings with community leaders reinforced our decision to focus our first effort on the plight of these families.

We joined forces with the Seattle Housing Resources Group, a nonprofit developer-manager of low-income housing. They had taken over the management of a 164-unit apartment building in south Seattle, the King Way Apartments (so named because they are located on Martin Luther King Way). The complex had been developed in the 1960's as luxury housing for Boeing workers, was mismanaged and had fallen into disrepair. With funding from the Washington State Housing Trust Fund, the resources group renovated 100 units, making them available to low-income families with at least one working member. The 950-square-foot, two-bedroom apartments are rent stabilized at \$375 per month. Forty units had been occupied and ruined by drug dealers and other problem tenants. Those units were to remain vacant for two or three years until SHRG could afford to renovate them. KING decided to take on a community-based renovation of these units.

We created a PSA asking for volunteers and materials, airing the spot for three weeks prior to the first of four Saturday "work parties." The initial response was gratifying, and has since grown overwhelming. The first three work parties boasted a total of nearly 500 volunteers who painted 30 units, weeded and pruned the grounds, spread yards of bark, installed lighting fixtures, removed old carpeting and painted balconies. Teams of workers from such companies as Boeing, Hawaiian Airlines, General Electric, Safeco Insurance, Weyerhaeuser and Security Pacific Bank joined with imaginative teams of individuals to create a truly community effort. SHRG estimated that the painting alone had saved \$500 in labor costs per apartment.

Local businesses donated paint, fixtures, vinyl, bedding, plants, window blinds and food to feed the hungry workers. Members of SHRG planned and supervised each Saturday's tasks, buying the necessary tools and materials not donated. KING-TV staff were on hand at each work party to coordinate. Teams of volunteers from the station also participated.

KING-TV also coordinated the project underwriting, securing corporation and foundation funds for creating a children's play area and improving the grounds. Major donors of materials and funds received on-air recognition in public service announcements and/or promotional spots.

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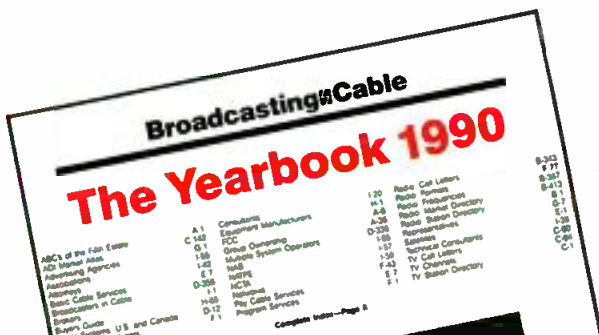
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officials over control of grades and a problem with poor performance by minorities. The station prepared background reports, followed by a discussion among interested parties including the speaker of the State House, the state education commissioner, two members of the board of education, a student, a football coach, a businessman, community leaders and others. The program won its 10:30-midnight time period, according to the station.

When budget cuts threatened to shut down the National Weather Service station in **Fort Wayne, Ind.**, **WANE-TV** meteorologist Erik Salna spearheaded a campaign to block the move. Salna and other weather anchors in the area carried 34,000 letters and a petition with 20,000 signatures to Washington.

The NWS agreed not to reduce its staff, and Salna was nominated for the NWS's Broadcaster of the Year award.

For the second year, **WANE-TV** conducted a week-long blood drive in association with the Red Cross. The theme was *M*A*S*H*, with people dressed up as the various characters. The station broadcast live cut-ins throughout the day.

"Family Health Report" airs twice weekly on the 6 p.m. newscast, focusing on health information for parents, including interviews with pediatricians and child health specialists.

KCOP-TV Los Angeles tried to better a tragic situation following the "brutal" beating of a balloon vendor by two men who took his balloons and refused to pay for them. The man, 28-year-old Augustin Ruiz, was critically injured, leaving his family of nine without means of support. **KCOP-TV's** Larry Attebery found that Ruiz's family doesn't qualify for the state's Victim Aid Program because the district attorney's office was forced to drop attempted murder charges against the two suspects arrested in the case: a crucial witness failed to appear at a preliminary hearing. Ruiz's family received \$75 from the Victim Crime Emergency Program, but no further aid was forthcoming because Ruiz had no Social Security number.

After the station reported the family's plight, Attebery said the station would be glad to act as a clearinghouse for any help the community would like to offer. The response was "overwhelming," with the station collecting about \$20,000 for the family.

WWOR-TV Secaucus, N.J. (New York), covered the state of the state address by the New Jersey governor live, devoting two hours in the afternoon to the speech and analysis of its import. A half-hour special followed the evening newscast, dispatching reporters to report on the issues covered, including medical waste washing ashore on New Jersey beaches and insurance rates. The station also produced a report card comparing what the governor had promised in his last state of the state speech with what he had delivered.

KYW-TV Philadelphia began offering "real time" closed captioning of local news for the hearing impaired in May 1989. The first such newscast was open captioned to demonstrate to all viewers what the captioned news looked like. The captioning is done live, while the newscast is airing, so that hearing impaired viewers can see both the scripted portions and live reports.

Anchor Steve Bell headed a holiday toy drive, with a story about homeless children sparking viewer response of about 5,000 gifts for underprivileged children.



KYW-TV Philadelphia closed captioning

For one week in May, the station teamed with six area hospitals to hold "the most extensive blood cholesterol screening program" in the tri-state area.

In January, **WHIO-TV Dayton, Ohio**, joined with the Boy Scouts for the city's first Scouting for Food campaign. In the effort, 5,000 scouts went door to door to deliver 100,000 empty food bags and, one week later, collect donated items. **WHIO-TV** weather anchor Dave Freeman acted as spokesman for the campaign. The station recorded the scouts as they walked their routes, airing their comments on citizenship and community service. The food drive netted 925,000 items. According to the station, that was more than any other nonemergency food drive in the region's history.

A marketwide drug information project on **KWTV(TV) Waco, Tex.**, began with a two-hour live town meeting preempting the station's 6 p.m. newscast and access program and carrying over into an hour of prime time. A panel of counselors, police officials and others, including a prison inmate, discussed the problem before a live audience. A number of people stayed after the broadcast to exchange notes and ideas, according to the station. That program was followed by a second, 30-minute informational special, again preempting the 6 p.m. newscast. A third program, again live, was an hour-long special on legalization. A panel comprising both sides of the issue was assembled and "let loose." The show included a 900 number for viewer response to the question of legalization.

WSSET-TV Lynchburg, Va., committed to covering the area athletes participating in the Special Olympics as closely as it follows other area high school and college athletes. The station's "Healthwatch" reporter followed the athletes through training, through the summer and winter area games, then to the international games in Reno. According to the station, it was the only one in Virginia to supply such coverage.

With May breast cancer awareness month, **WLWT(TV) Cincinnati** committed to informing its audience of the importance of early detection. It ran a five-part series in each of its daily newscasts: 6:30 a.m., noon, 5:30 and 11. An information packet compiled by the American Cancer Society, and including a plastic shower card with breast examination instructions, was available from the station, with volunteers from the Cancer Society and a local hospital answering phones at the station to take requests for the packets. Some 20,000 cards were distributed over a five-day period by the station and by a hospital van dispatched to Kroger stores.

In conjunction with NBC's ongoing umbrella campaign for education, *The More You Know*, the station has made education a primary focus

of its public service efforts. That effort has included PSA's, two prime time specials—*Who's Teaching Our Kids*, dealing with the learning environment, and *Are Your Kids at Risk?*, providing advice to parents about dealing with peer pressure problems—and a feature on the first school year for a new teacher.

The city of **Richmond, Va.**, has one of the highest murder rates in the country, with many of the murderers and victims young people. **WXEX-TV** broadcast a one-hour prime time town meeting, *Stop the Killing*, from Richmond City Council chambers. Some 200 people attended, including police, prosecutors, ministers, educators, county administrators, city council members, parents, children and others.

WXEX-TV uses an "11 at 11" format for its late news, featuring 11 minutes of uninterrupted news, weather and sports. The second half of the newscast is often devoted to discussions of key issues with community newsmakers. Interviews have included the new Richmond school superintendent and the new police chief.

WTVG(TV) Toledo, Ohio, anchor Jeanine Lauber co-hosted Prom Gala '89, sponsored by the station and benefiting Mothers Against Drunk Driving and Just Say No to Drugs. Almost 4,000 students attended the event, which encouraged them to have a drug-free prom celebration. "The Eye Test" was a four-week effort to help viewers detect early vision problems. Of the viewers who took the test, 62% failed. Problems discovered included cataracts, glaucoma and diabetic retinopathy.

WLVI-TV Boston has conducted a year-long cholesterol awareness campaign designed to provide practical information on lowering cholesterol levels. The campaign was sponsored by a local pharmacy chain, which offered four free screenings during the year. The station's contribution, with 10 p.m. news anchor Darlene McCarthy serving as spokeswoman, included 30 PSA's, four multipart series, an hour-long documentary and ongoing reports within regular newscasts.

Following the lead of a campaign in New York that led to an 18-month trial of cameras in the courtroom, **WCAU-TV Philadelphia** joined in a campaign to open Pennsylvania courts to the Fifth Estate. To that end, **WCAU-TV** VP and general manager, Stephen Cohen, chairman of the Cameras in the Courtroom campaign, testified before the state senate's judiciary committee and addressed the house of delegates of the Pennsylvania Bar Association to familiarize them with the issue and the case being made.

WTHR(TV) Indianapolis took a "solution-oriented" approach to highlighting problems in education, including weekly reports in newscasts, monthly specials and quarterly live programs. The station also sought the input of a professional and student advisory board on the project, which was undertaken in conjunction with NBC's *The More You Know* campaign.

KMTV(TV) Omaha aired a five-week campaign against illegal drugs, "The Drug Dilemma."

The station assembled a group of local experts on drugs and their effects. With their help, **KMTV** developed a drug awareness test. The questions were asked on air each night during the 6 p.m. news and the answers given during the 10 p.m. news, along with an explanation of the answer. The test was also produced in print-

ed form and handed out by the Omaha public school system to 100,000 students. Other elements of the project included on-air interviews with various experts on the drug problem and a daily story at 5 p.m. looking at different aspects of the problem.

KRON-TV San Francisco broadcast a one-hour, live special featuring President Bush's speech to children about drugs, followed by a satellite interview with the state's superintendent of schools, a live report from Washington and reports from three area schools where students watched, then discussed, the President's speech.

In conjunction with its broadcast of "In Concert Against AIDS," a six-hour, prime time special featuring concert footage, celebrity interviews, educational and contribution requests, the station aired seven special reports on a variety of AIDS-related topics, including a hospice program, AIDS among minorities, a profile of the AIDS concert organizer, research, effects on immigration and the personal story of a man who has lived seven years with the disease.

Other community efforts included a one-hour, prime time special to encourage volunteerism; a five-hour benefit for a children's hospital, and the sixth annual Awards for Those Who Care, honoring eight Bay Area volunteers.

WPBN-TV Traverse City, Mich.-WTOM-TV Cheboygan, Mich., launched two long-running series, one to salute volunteers and the other to recognize community leaders. The first, "Care Force Salute," is a weekly feature on volunteers, which are also turned into PSA's on volunteering. The second, "Signature Series," takes a more in-depth look at noted Northern Michigan people. The series has profiled painters, writers, developers and politicians among others.

WTVJ(TV) Miami launched "A Matter of Pride," a public service campaign aimed at heightening awareness of environmental issues. Included in the four-month campaign were news series and reports on breaking environmental stories, PSA's on tips to help preserve the environment, including recycling, special programs and community projects. The first such community project was a recycling education program in conjunction with Waste Management Inc. of Florida and area school systems.

The station has added a consumer help center staffed with a consumer reporter and 50 volunteers. Viewers call in with problems and consumer segments air daily on topics ranging from new product reports to troubleshooting.

Following an epidemic of drownings and near drownings in **Phoenix** that left 20 dead, most of them children, **KPNX-TV**, channel 12 there, organized 12 Lifesaver Saturday in conjunction with the Phoenix fire department, the American



KPNX-TV 'Lifesaver Saturday'

Heart Association and two corporate sponsors. The day-long event trained over 9,000 people in CPR. It was a stationwide effort: The promotion department produced a series of spots on the importance of CPR; production handled on-site cut-ins the day of the event; sales recruited corporate sponsors; community affairs coordinated over 1,000 volunteers. Over 12,000 people attended.

The station has received letters from people who used the technique to help save someone's life, and plans for next year's 12 Lifesaver Saturday are already in the works.

WKBW-TV Buffalo, N.Y., runs a "Hometown Hero" feature that runs weekly and profiles a local person who has made a unique contribution to the community. "Western New York's Best" is also a weekly feature highlighting a

volunteer. The station has gotten dozens of letters from viewers with suggestions for subjects of these features.

WMAZ-TV Macon, Ga., received the Associated Press Radio-Television award for Editorial Excellence. The winning entry was an editorial taking the Macon City Council to task for considering censoring "The Last Temptation of Christ." The editorial, delivered by station vice president and general manager Don McGouirk, suggested that the marketplace was the proper venue for deciding whether the public does or does not want to see the film.

KARE-TV Minneapolis aired a 44-part news series/six-month public affairs project. The series, "Beyond Crack Street," followed the trail of crack from coca leaves in Bolivia, through Co-

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TBN President Paul Crouch (2nd from left) with Hughes' representatives (l-r) Bob Del Deo, Jim Romo, and Jerry Farrell.

lombia, Los Angeles, Des Moines and into Minnesota. The campaign, Crack Down, included a booklet describing the behavior of a user, providing parental tips, showing how to identify a crack house and what to do. Some 200,000 copies of the book were distributed by schools, police departments, chambers of commerce and health organizations.

In April 1989, a news and community affairs documentary, *Crash Course*, profiled five people disabled by auto accidents in which they or others had been drinking. The program was presented at high schools, accompanied by a two-day curriculum outline for drivers' education classes.

For the fifth year, **WOWK-TV Huntington, W.Va.**, turned its studio and lobby into a blood bank. During the drive's 22 hours, nearly 300 units of blood were collected, the most successful "Donorvision" event yet. Wowk-TV medical reporter Phil Benson did live cut-ins each day, inviting people to donate blood at the station.

More than 6,000 people filled Harris Riverfront Park for a day-long Kid Care Fair co-sponsored by wowk-TV and the Cabell Huntington Hospital. The fair featured 34 booths holding displays on a variety of health care topics, plus a fire truck, ambulance and Healthnet helicopter. The station arranged for visitors to get free blood pressure and blood sugar tests, blood oxygen fetal monitoring and electrocardiograms.

KCCI-TV Des Moines covers a lot of territory. For the month of May, the station went "on the road," visiting communities in its ADI and reporting on the "positive" things happening in those communities. The station leased a satellite truck and sent an anchor, reporter, photographer and field producer to cover the towns. They also talked with community groups about issues affecting them and listened to residents' feedback on local news coverage.

The noncommercial **New Jersey Network, Trenton, N.J.**, undertook several public affairs efforts in the past year, including an AIDS Helpline in conjunction with a half-hour documentary on the subject, and an auto insurance call-in program. The network also provided "extensive" coverage of the election process, including sponsoring two primary debates and broadcasting three others. NJN broadcast live call-in programs with the leading candidates, as well as giving air time to the third-party candidate. And on another topic, NJN invited a panel of educators, administrators and parents to address a series of hypothetical situations on various education issues.

One of Maryland's hottest issues has been gun control. **WBAL-TV Baltimore** covered the issue in newscasts and produced a one-hour live prime time special simulcast on the station's co-owned AM, with call-in capability on both stations.

For Your Health is a monthly half-hour show featuring the station's medical reporter and dealing with topics ranging from headaches to phobias.

KDKA-TV Pittsburgh raised over \$500,000 in its annual Julius's Turkeys campaign. In the campaign, which was begun in 1982, commentator Al Julius asks viewers to match the turkeys on their table with a donation that would pay for a turkey for a needy family. The 1988 campaign raised enough money for 50,800 turkeys, which were distributed by the Greater Pittsburgh Com-

munity Foodbank to recipients in Pennsylvania, Ohio, Maryland and West Virginia.

KTSP-TV Phoenix photographer Gilbert Zermeno was working on a story about a day in the life of a fireman when the fire department got a call about a little girl who had fallen into her family's backyard pool. Gilbert went along and captured video of the paramedics trying to save the three-year-old. They did, but she can no longer walk or talk. The tape became the "centerpiece" of the day's newscast, but it also became the catalyst for something more: a summer-long effort spearheaded by the station to help prevent child drownings. The day following the accident, the station aired a half-hour special on drownings, including information on how to safeguard backyard pools. The station also undertook a six-week campaign to teach area residents CPR, sponsoring classes that certified over 1,000 people in that time.

KEYT-TV Santa Barbara, Calif., produced a local, 14-hour telethon hosted by rock singer Kenny Loggins and anchors Paula Lopez and Roger Cooper. More than \$100,000 and 7,000 toys were collected for local families in need. The telethon required 10 cameras, remotes from two shopping centers, a roving live van,



KEYT-TV Telethon

plus a three-camera outdoor set on a hill overlooking Santa Barbara.

The station also undertook a six-month campaign to educate the public on the consequences of drinking and driving. It was prompted by a tragic accident in which four bicyclists were run down by an alleged drunk driver. The campaign began just before the Fourth of July holiday, with the airing of a special, originally on PBS, called *The Toll, the Tears*. It was followed by a month-long series on the prevalence of alcohol, the reaction of victims and drivers, legislation, the price for drunk driving and possible solutions, including a locally created designated driver program.

WTVT-TV Tampa, Fla., operates a Crime Stopper's program in conjunction with the county sheriff's office. According to the station, since the program was launched a little over a year ago, it has:

- Recovered \$15,000 in stolen property and drugs;
- Helped in 37 arrests (clearing 92 cases) from "Most Wanted" spots airing in the noon and 6 p.m. news;
- Solved two "major" crimes through reenactments on the station's "Crime of the Week," which airs in the Friday 6 p.m. and Sunday 11 p.m. newscasts.

WTVT has also made a major commitment, and contribution, to the March of Dimes Walk-America fundraising walk for the organization's Birth Defects Foundation. Among those contri-

butions were on-air promos, PSA's and news features totaling about \$1 million in donated air time; a \$5,000 corporate donation; the development of a 5K run that produced an additional \$5,000; a walker recruitment campaign involving staff and viewers; personal volunteer hours by anchors and other employees, and live news coverage of the event and awards ceremonies.

One of **WGRZ-TV Buffalo, N.Y.**'s most successful projects has been a one-hour special medical call-in show. The program was divided into four subject areas. For each area there was a packaged report on the problem, followed by a panel of doctors set up to answer questions about the segment. And throughout the show 20 other doctors fielded calls from the audience about any health topic. It was a cooperative effort with the Erie County Medical Society.

As a part of the NBC network's The More You Know campaign promoting education, **WJAR-TV Providence, R.I.**, has used all its on-air talent in the production of PSA's to deliver their personal messages about a number of related issues. The station also features The More You Know reports in its regular newscasts and has produced three documentaries on the subject. It received the 1989 Media Award from the Rhode Island chapter of the National Education Association for "recognizing the importance of public education and promoting support for education and teachers."

One of **KDRV-TV Medford, Ore.**'s major efforts in the past year was its combined news/public affairs project: "KDRV's War on Drugs: A Call to Action." The campaign was divided into on-air and off-air elements. The on-air portion consisted of a series of reports airing in the station's 5, 6 and 11 p.m. newscasts. The series dealt with where cocaine comes from, how it is manufactured and who harvests it, explored local efforts to stem drug traffic and showed the impact of drugs on local schools. The station also devoted a two-hour block of prime time to present an hour-long documentary on cocaine, followed by an hour-long "town hall" program with drug experts and audience and phone-in viewer questions.

WHBQ-TV Memphis has taken telephone polling a step further, by carrying the results directly to those who can use the information. When a local suburb was planning an anti-smoking ordinance, the station gave its viewers the chance to vote yes or no on it, then took the results to the mayor and city council. This provides the station with a good follow-up story and lets the audience know their opinions can have an impact. Most callers favored the ordinance, and it passed a few weeks later.

WTAJ-TV Altoona, Pa., reporter Dave Buonfiglio produced a series, "Daycare Dilemma," that showed the importance of parental awareness and education about daycare centers. The series dealt with the difficulties of finding the right daycare center, the laws that regulate them, their cost and the concerns of parents and daycare operators. The station also distributed a pamphlet to viewers that included tips on choosing a daycare center.

A series of tax information spots on the station's noon news received an award from the regional IRS division.

As part of its ongoing participation in the national For Kids' Sake campaign, **WGN-TV Chicago** aired a one-hour special, *Drop Everything and Read*; hosted an afternoon of storytelling and



WGN-TV Chicago anchor Pat Harvey has an attentive audience

puppet shows at a local library, where WGN-TV news personalities read stories and talked about reading as a vital part of life, and distributed more than 60,000 Bozo bookmarks and pamphlets.

Ready to Go is a daily, live children's program produced by WNEV-TV Boston. The program, which airs Monday through Friday from 7 to 8 a.m., is the only one of its kind produced by a commercial station, according to WNEV-TV. It presents news, weather, interviews and trivia. It also conducts a phone-in poll daily, gathering young people's views on a host of topics. For one such poll, children responded to the question of whether people should be allowed to own assault weapons. The result was 431 against, 91 for. In March, the program received an award from Action for Children's Television.

In fall 1988, WJW-TV Cleveland joined with the United Way of Northeast Ohio to launch what the station says is the first 24-hour teen hotline in the country. "Guidelines" provides teenagers with access to 30 taped messages on a variety of topics on both local and toll-free in-state lines. The service also points teenagers toward counseling and further information. The system has received an average 25,000 calls per month, and some 300,000 to date. In conjunction with the hotline, 500 posters have been distributed to schools, and 150,000 wallet cards were given out. PSA's continue, with over \$200,000 in air time already committed to the project.

WJW-TV joined with the American Cancer Society and the Cleveland Academy of Dermatologists to sponsor a day-long nine-county free cancer screening. Some 30 dermatologists at 13 facilities screened 2,700 people.

WESH-TV Orlando, Fla., has dedicated a segment of its 5:30 p.m. newscast to "good" news. Former sportscaster Bill Shafer hosts the segment. It gives the anchors a chance to "relax and have a little fun at the end of the newscast," and showcases stories "that all stations cover but frequently scatter throughout the newscast."

KCBS-TV Los Angeles has devoted more than 40 hours of local programming to help reduce prejudice by making people aware of it. The campaign, A World of Difference (the pilot program was started in Boston) is in conjunction with the Anti-Defamation League and Southern California Human Relations Coalition. The station's contribution included specials, PSA's and segments in news and public affairs programs. Among the special programs for the project, which aired in prime, prime access and other time periods, was *Racism: Screams of Hatred, Tears of Despair*, a prime time special on how prejudice has changed in terms of visibility and who is affected; *Racism: What is the Right*



'Racism: What is the Right Thing?'

Thing?, a town hall meeting that gathered 200 high school students, along with community leaders and experts, to discuss the students' attitudes toward racism, in response to audience questions, and *Kid's Beat*, with area youth serving as anchors and reporters for a program that used the format of a traditional newscast to teach them about fighting prejudice. The station also mailed 35,000 study guides to area schools.

KCRG-TV Cedar Rapids, Iowa, organized four community service projects over the last year: a clothing drive that collected over 10 tons of clothes for needy children; food drives that fed some 3,000 families; a children's coat campaign, and the newest project, Our House, in which the station is coordinating the repair of a house donated through a transitional housing program, which will be ready to give to a homeless family in January 1990.

Special Assignment is a one-hour prime time monthly public affairs program on WSPA-TV Spartanburg, S.C., which devotes a full staff of writers, producers, reporters and videographers to the program. Topics have included a profile of the state's senior senator, Strom Thurmond; a look at politics through the eyes of Republican National Party Chairman Lee Atwater, and the Southern Baptist Convention in Las Vegas.

In the aftermath of Hurricane Hugo, the station's Operation Care collected over 600 tons of food and supplies for storm-ravaged areas.

The plight of the homeless was explored in a half-hour special on WCJB-TV Gainesville, Fla., which featured interviews with homeless people, a look at how they live, and how they might be able to live better. After the show aired, a shelter in Ocala received a \$3,000 donation. The station also received three calls from people who wanted to help an 18-year-old man featured on the show.

WFMY-TV Greensboro, N.C., has initiated a program, 2 Those Who Care, to recognize volunteers. As part of the year-long salute, there was a black tie banquet honoring those volunteers selected, and a live, hour-long broadcast on their efforts. Winners received a statuette and a \$500 check for the charity of their choice. In addition, the winners were profiled on the station's daily morning broadcast, *The Good Morning Show*.

KSDK-TV St. Louis has launched a series of health-related projects on cholesterol, colorectal cancer, high blood pressure and osteoporosis, with a week-long news series on each airing in the late news, with companion stories on each day's 6 a.m., noon, 5 p.m. and 6 p.m. news. Hotlines were installed, height/weight and blood pressure checks were made available at local shopping malls, and information packets were distributed. The station went live



KSDK-TV cholesterol screening

from all the test sites to show results and interview participants. To date, 27,590 people have been screened for cholesterol.

With Mississippi's educational system consistently at the bottom of the pack, WDAM-TV Laurel-Hattiesburg, Miss., is in the fifth year of a program, "Top of the Class," that salutes area high school valedictorians and salutatorians and encourages good students to take pride in that fact. Top students from 45 area schools are brought to the University of Southern Mississippi for the taping of promotional spots and a 30-minute show.

A Face of AIDS was KTVI-TV St. Louis's half-hour chronicle of the last year in the life of a young St. Louis man with AIDS. Medical reporter Lisa Allen and photographer Mark Brueggemann met with David DeRaedt on many occasions between April 1988 and April 1989 to document the physical and emotional toll on its victims. They visited him at home and in the hospital and talked about everything from his sex life to his concerns about those who do not take the threat of the disease seriously.

In March 1989, WRC-TV Washington kicked off a city-wide anti-drug campaign, "Drug-Free Zones," in cooperation with the Blue Cross and Blue Shield National Capital Area. The campaign, which will run for a minimum of two years, according to the station, includes on-air editorials, PSA's, documentaries, news specials and on-air promotions.

In June, WRC-TV and the sponsors of its Beautiful Babies...Right From the Start campaign—began in 1987—donated its mobile unit, Mom Van II, to the D.C. government. The van was started to transport low-income pregnant and drug addicted women to health clinics.

For the second year in a row, the news and production departments at KSAT-TV San Antonio have joined to produce a two-hour, prime time special, *Lifeline*, this year focusing on four health topics: pain, cancer, allergies and adolescent behavioral problems. Medical reporter Angela Vierville and anchors Bob Salter and Marilyn Moritz hosted the special, which combined 12 packaged reports, assorted medical quizzes and live interviews. A phone bank was staffed by area physicians, with viewers urged to "Call Doc" with their medical questions. More than 2,000 calls were received.

The U.S. Fish and Wildlife Service presented its Service Citizen's award to WTKR-TV Norfolk, Va., for its extensive campaign to raise viewer consciousness about the Chesapeake Bay, and steps they can take to reduce pollution and conserve water. The station produced and aired over 600 PSA's, a two-hour prime time discussion program, a half-hour prime time special and 25 news reports on the bay.

Cable

According to **News 12 Long Island**, the 24-hour cable news service had its share of exclusives, from hostage situations to propane plant explosions to shocking murders.

But there was more hopeful news as well, and that is the focus of its submission to this report.

News 12 developed a PSA campaign, "Bring a Friend to Lunch," encouraging high school students to donate to the hungry the amount of money they would spend on lunch for a friend. Over a two-week period, over \$12,000 was raised for the Interfaith Nutrition Network (INN). The project earned the service a Gold Medalion Award from the Broadcast Promotion and Marketing Executives for public service, special project.

After its viewing area was cited in a statewide study as having a high incidence of breast cancer, News 12 carried a five-part report on the disease and made low-cost mammograms available. A two-part report on colo-rectal cancer was supported by colo-rectal test kits.

A 15-part series on drug problems and solutions culminated in a special "town meeting" program, *No Quick Fix*, that featured a panel of experts moderated by News 12's Melba Tolliver.

News 12 promoted the March of Dimes Walkathon in its programming and contributed celebrity walkers to the effort. The March of Dimes credited the service with generating markedly increased turnout at one of the walk sites, where about 700 walkers had been expected and 2,000 showed up.

Last year marked the third annual Scholar Athlete Awards, co-sponsored by the cable service, to honor youth who excelled in both areas.

Alzheimer's: *Life's Slow Fade to Black*, was a two-part report on the disabling disease, followed by a benefit performance of the musical "42nd Street." Over \$45,000 was raised for community outreach groups that aid victims and their families.

News 12 participated in a number of congressional election debates, with its anchors and reporters joining others in the efforts, co-sponsored by the League of Women Voters.

Anchor Doug Geed won an Emmy for a humorous report on the problems posed to local homeowners by persistent woodpeckers, and News 12 picked up several other awards including an Associated Press Broadcasters Award and awards from the Long Island Press Club.

In 1989, **Media General Of Fairfax (Va.)'s** Channel 8 News launched its first major "issues" campaign—"Affording Fairfax: The Challenge of the 90's." Fairfax County is one of the richest in the nation, and due to its proximity to Washington and booming economy, housing prices are also among the nation's highest. The housing boom is causing traffic congestion, fueling a labor shortage, creating a daycare crunch and pushing residents out of their long-time homes.

The campaign, whose goal was to raise awareness that affordable housing issues are the concerns of everyone, not just low-income families, began with an hour-long documentary, followed by a series of special reports in nightly newscasts as well as a series of infomercials.

Viacom San Francisco's Viacom 6 produces a

number of prime time news and public affairs programs, including *City Desk*, a live news analysis focusing on top stories of the week; *Viewpoint*, in which host Alan Kay interviews city officials; *San Francisco International*, featuring international news; sports reports, a monthly debate on current issues such as restoring the historic Chinatown district and banning semiautomatic weapons; *San Francisco Business Watch*, a monthly magazine program on such topics as forecasts of an impending office space crisis, revitalizing the fishing industry and foreign ownership of city assets, and *Helping Hands*, a weekly series on AIDS issues, including stories on the San Francisco Department of Health, national and international AIDS conferences, experimental treatments and care-giver "burnout."

One of the newer entries in the local cable news business is **Montgomery (Md.) Community Television's News 21 Countyline**. The public access corporation operates both a noncommercial access channel and a commercial local origination channel. The news department, built from scratch with a limited budget, comprises a news director, anchor, assignment editor, two reporters, two photographers and one part-time desk assistant. The public access classroom was converted into a newsroom/studio. For mobility and communication, the program relies on Hyundai hatchbacks and display telephone beepers. The control room boasts a Grass Valley switcher, character generator, still store, three studio cameras and four VTR's and ENG equipment.

"Some of the early shows were disastrous," according to News Director Alexander Likowski. "With only two crews and no budget for overtime, every shot had to count, and many of those went wide." But after only three months on the air, the channel produced a five-part series on homelessness that was shown by request to a special meeting of county government officials. All news items pertain "directly" to Montgomery County, with a local angle sought for all national and international stories. According to Likowski, the station's biggest boost so far was its two Society of Professional Journalists regional awards for TV news production, spot news and photojournalism.

Two representatives from St. Thomas—St. Johns Cable in the Virgin Islands recently visited the news operation, on a "scouting mission" to rebuild their cable operation destroyed by Hurricane Hugo—asked Likowski what he thought were the key factors in the success of his local cable news operation. His answer was motivation and a sense of purpose. "We don't have a dozen news crews and a garage full of microwave trucks," he said, "but we do have a group of talented and eager journalists who understand that news really is local, and we get the job done."

Cablevision of Baton Rouge produces an hour-long, weekly *Lawline* program with information about the law and how citizens are affected by the law. One five-part series of the program focused on drunk driving. "DWI...The Legal Aspects," detailed the arrest, trial and sentencing of those convicted of DWI. "DWI Impaired" covered the physical and psychological problems. "DWI...Use, Abuse, Addiction" focused on the

problem as it particularly related to teenagers. The fourth, "DWI...Take Care," combined points made in the others as they applied to a specific case in which a drunk driver had killed a youth. "DWI...How Are We Doing?" highlighted legal changes, changes in societal awareness and the personal changes in recovering alcoholics.

Lawline employs both lawyers and laypeople both on the set and via telephone. Each program airs live and is repeated once, with videotape copies available through the local library. So far, 35 schools and three other cable systems have requested copies of the DWI series.

The DWI series was underwritten by the local chapter of Students Against Driving Drunk and a local chemical dependency unit. A local ambulance company donated a mock crash, unannounced, at a local high school. Footage from the mock crash was used in the live call-in portion of the program.

Producer-director Ata Tabeshian of **Cox Cable of Hampton Roads, Va.**, produced a 30-minute documentary on the life and work of flight deck personnel, average age 19, who orchestrate the launchings and landings of aircraft on the small floating airstrip. "The Young Peace Keepers" shows the lives of the hundreds of men whose thousands of hours' work keeps planes aloft and pilots alive.

Cablevision News 12 of Norwalk, Conn., delivers a live, half-hour newscast to 160,000 subscribers. It is a local newscast, but occasionally puts a local twist on a national or international story. For example, in April, News 12 sent a reporter, photographer and producer to Soviet Armenia, scene of a devastating earthquake, accompanying a locally based international relief organization, *Americares*, delivering medical supplies. They told the stories of some survivors who had been taken to Connecticut hospitals for treatment and were being reunited with their families. They told stories of near death experiences and daring rescues, all within the context of the *Americares* effort and how and where the donated money was being used.

In May, News 12 discovered that the Norwalk YMCA had been shut down, due to asbestos removal. Further investigation revealed it was being removed improperly. After the investigation, the YMCA rectified the problem with the removal system.

When a suburban housewife's body was found strangled and burned behind a convenience store, News 12 went live with the story and also had exclusive video of the funeral.

The channel learned that a Stamford insurance agent was selling auto insurance to high-risk drivers, but not turning the money or customer information over to the insurer. News 12 interviewed the agent, who promised to "make good" on the policies.

News 12 traveled to New York City when a New Jersey man was arrested in the beating death of a visiting Westport, Conn., writer. The channel got an exclusive jail cell interview with the suspect, who revealed the events surrounding the beating and said he wanted to pay for his crime.

By John Eggerton

Fate of fairness doctrine resting with Supreme Court

FCC, media groups ask high court to deny petition for review of decision affirming repeal of doctrine

With Congress having failed to act on fairness doctrine legislation, the question as to whether the doctrine is to be restored as a feature of broadcast regulation becomes one for the Supreme Court. In August, a number of citizen groups petitioned the high court to review a decision of the U.S. Court of Appeals in Washington affirming the FCC's order repealing the doctrine. But with Congress appearing to be on its way to enacting a fairness doctrine bill, the petitioners said it might not be necessary for the high court to consider their briefs. Congress adjourned two weeks ago without acting on the measure, however. So the Supreme Court now has two sets of arguments to consider—the petitioners' and those filed over the past two weeks by the commission and a group of media organizations led by CBS. They are urging the court to deny the request for review.

The commission and its allies dispute the petitioners' contention that the fairness doctrine—which required broadcasters to cover controversial issues of public importance and to deal with them in a balanced manner—was statutorily mandated. They say the only two circuit courts of appeal to consider the question have held that the doctrine is not mandated by Section 315 of the Communications Act. The commission also dismisses the petitioners' argument that the public interest standard of the Communications Act requires the retention of the fairness doctrine and that the commission's decision, left undisturbed, would "invalidate...the entire public interest regulatory scheme at renewal." "By its own terms and as affirmed by the court of appeals," the commission says, its decision "does not affect any other aspect of the regulatory scheme."

And CBS and the other media groups—the National Association of Broadcasters, the Radio-Television News Directors Association and the Reporters Committee for Freedom of the Press—argue that the case does not present a constitutional issue. The commission had found that the doctrine's second prong violated the First Amendment. But the appeals court did not reach that question; it affirmed the commission solely on the basis of the commission's finding, as a policy matter, that the doctrine no longer served the public interest. As a result, the commission says in its brief, the Supreme Court need not consider "whether *Red Lion's* constitutional analysis remains good law"—that is, whether the Supreme Court was correct 20 years ago in upholding the constitutionality of the fairness doc-

trine in its landmark *Red Lion Broadcasting Co. v. FCC*.

The case, ironically, grows out of the commission's decision in 1984 holding that Meredith Corp.'s WTVH(TV) Syracuse, N.Y., violated the fairness doctrine in airing a number of commercials endorsing the construction of a nuclear power plant in the area. On appeal, the court of appeals upheld the commission's conclusion that WTVH had not satisfied the requirements of the doctrine. However, the court remanded the case to the commission to consider Meredith's constitutional challenge. The court noted that the commission in its "Fairness Report" in 1985 had cast "grave legal doubt on the fairness doctrine." And on remand, the commission decided that the doctrine "violates the First Amendment and contravenes the public interest."

One of the major issues in the case involves the question of whether Congress wrote the doctrine into law in 1959 when it exempted news and news-related programming from the equal-opportunities law, or Section 315(a). The amendment—offered

by Senator William Proxmire (D-Wis.)—states that its liberalizing language should not be construed as relieving broadcasters "from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." The petitioners say that was intended to codify the doctrine and that, as a result, the commission is powerless to repeal it.

Not so, say the commission and its allies. They cite decisions of the U.S. Court of Appeals, in 1987, and the U.S. Court of Appeals for the First Circuit, in 1975, holding that the doctrine is not mandated by Section 315(a). They also rely in part on the legislative history of the 1959 amendment as interpreted by the Supreme Court in *Red Lion*. They say the Senate and House conferees working on the legislation were concerned not with writing new statutory obligations but with insuring that the exemptions to Section 315 that were being enacted were not read to abrogate the commission's authority to enforce the fairness

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doctrine. "As this court concluded in *Red Lion*," the media groups' brief says, "the conferees modified the Proxmire amendment from a 'positive statement' to 'merely approving language.'"

The petitioners' argument regarding what they say is the threat to the public interest standard involves the theory that the commission is seeking to subvert the public trustee model of broadcast regulation established by the Communications Act of 1934

and substitute for it a print model. But the commission says that, "in their dire predictions regarding the effect of the commission's decision on the broadcast industry, petitioners greatly overstate the reach of the decision and ignore the express and inherent limits on the commission's reasoning." The commission adds that, "by its own terms and as affirmed by the court of appeals, that decision is limited to the fairness doctrine itself...." Indeed, the commission

notes that repeal of the doctrine does not even affect policies closely related to it, such as the political editorial rules.

Those are among the issues related to the fairness doctrine that have had Congress's intense interest for several years. But when Congress, hurrying to adjourn for the holidays two weeks ago, stripped from the budget reconciliation package a measure to write the fairness doctrine into law, it bucked them over to the Supreme Court. —LZ

Senators praise Sikes FCC for indecency action

In letter to FCC chairman, group of legislators, including Senator Inouye, call enforcement balanced

A group of 33 senators led by Pete Domenici (R-N.M.) and including Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) sent a letter to FCC Chairman Alfred Sikes expressing their support for the FCC's "constitutional" crackdown on broadcast indecency.

In the letter dated Nov. 17, but not received until last Monday (Nov. 27), the senators said the FCC's enforcement actions "strike an appropriate balance between protection of the First Amendment

and the need to protect our nation's children from harmful material."

The broadcasts that have been the targets of the FCC's actions have been "egregious," the senators said. "These violations demanded the strong disciplinary actions that the FCC imposed," they said. "Frankly, we do not believe that the FCC had any less intrusive means to prevent children from being exposed to this indecent material."

The senators also lauded Sikes for fulfilling the promise he made during his confirmation hearing to act "quickly and decisively...to stem the tide of indecent radio broadcasts."

Most broadcasters "act responsibly," the senators said. "It is unfortunate that a few broadcasters, obviously in search of higher ratings and consequently larger profits, have chosen to act in an irresponsible manner. We would hope that the broadcast industry would control its members rather than relying on the FCC to police the industry."

"Absent self-regulation by the broadcast industry, however, we hope that the FCC will continue to take strong action against those broadcasters who continue to air indecent broadcasts that may be heard by children," they said.

Although the letter was addressed to Sikes, it was FCC Commissioner James Quello who brought up the letter at the start of last week's open commission meeting and read parts of it. Quello, a strong ally of Sikes in his anti-indecency efforts, said he thought the public should be aware of the broad-based congressional support for what the FCC was doing. Noting that it had been signed by 33 senators, Quello said: "It would have been signed by a lot more if not for the recess." (On Nov. 22, Congress recessed until after the first of the year.)

Commissioner Andrew Barrett, who has signed off on the FCC's anti-indecency actions, said he too fully supports the FCC's anti-indecency efforts. However, the commissioner said, the FCC should keep in mind that "the responsibility is not ours to be the parents of America's children."

Since assuming the chairmanship last August, Sikes has initiated anti-indecency action against 12 radio stations. Of those, five have been fined—the heaviest amounted to \$10,000—and seven received letters of inquiry that could lead to fines.

By way of comparison, during the two-year tenure of Sikes's predecessor, Dennis Patrick, the FCC fined just one station (KZKC-TV Kansas City, Mo.).

In addition to Inouye, the group of senators included six other members of the Senate Communications Subcommittee: Albert Gore (D-Tenn.), Lloyd Bentsen (D-Tex.), John Breaux (D-La.), Ted Stevens (R-Alaska), Conrad Burns (R-Mont.) and Slade Gorton (R-Wash.).

Senator Jesse Helms (R-N.C.), who pushed through legislation last year requiring the FCC to enforce an indecency ban 24 hours a day, also signed on to the letter-

—HAJ

Stamp of approval

In affirming the renewal of KOFY-TV San Francisco, Calif., the FCC put an end to a two-and-a-half-year battle between KOFY-TV's owner, Jim Gabbert, and a local citizen group and affirmed its policy of voiding so-called citizen agreements that restrict a licensee's control over its station.

The Coalition to Save the City had asked the FCC to reconsider its renewal a year ago of KOFY-TV's license, contending, among other things, that Gabbert reneged on parts of an agreement with the coalition concerning the programming of Gabbert's KOFY-FM (formerly KKCY-FM or, as it was known, the City). The coalition said failing to adhere to the agreement constituted misrepresentation.

In rejecting the coalition's arguments, James Brown, acting chief of the video services division of the FCC, said a licensee "is not bound to fixed unchangeable terms in areas where flexibility to serve the public interest is required." In fact, Brown said, the licensee is "obliged to unilaterally modify any prior practice or proposal when in the reasonable exercise of its good faith judgment it believes the public interest so requires."

Erwin Krasnow, Gabbert's Washington counsel, said the FCC action is "not new law," but is significant. Whenever a new FCC administration comes in, he said, there is always some question about how far it will go in protecting licensees' authority of their stations.

The coalition had challenged Gabbert's acquisition of KOFY-FM in July 1987, but withdrew its opposition after entering into the agreement with Gabbert.

The sale of KOFY-FM along with its companion AM to Viacom for \$19.5 million is now pending. And, according to Krasnow, the transaction has not been challenged by anyone.

Closing in

The FCC has approved the sale of the remaining nine radio stations from Legacy-Metropolitan to Group W Radio (BROADCASTING, April 24). The first station to be approved was WMMR(FM) Philadelphia ("In Brief," Nov. 27).

The closing of the deal is scheduled for Dec. 4 and is worth roughly \$385 million. Stations being purchased are WNEW-FM New York; KTWV-FM Los Angeles; WLLZ(FM) Detroit; WCPT(AM) Alexandria and WCXR(FM) Woodbridge, both Virginia (Washington); KILT-AM-FM Houston, and KDWB(AM) St. Paul and KDWB-FM Richfield (Minneapolis-St. Paul), both Minnesota.

FCC approval of the deal also comes within the timeframe set by creditors that sued Metropolitan earlier this year, seeking to "rescind certain integrated corporate transactions" that occurred last December (BROADCASTING, Aug. 14). According to the creditors' attorney, if FCC approval and closing of the deal were "consummated" by Dec. 15, the creditors would settle the suit simultaneously.

FCC's Pepper to head its think tank, OPP

Author of study of future role of telcos in TV business takes over from John Haring, who becomes chief economist

The author of a study suggesting that telephone companies be allowed to offer television services in competition with cable and broadcasting has been tapped to head the FCC's in-house think tank, the Office of Plans and Policy, the FCC announced last week.

Robert Pepper, 41, acting deputy chief of OPP since last February and a one-time aide to former FCC Commissioner Patricia Diaz Dennis, was appointed Office of Plans and Policy chief by FCC Chairman Alfred Sikes with the concurrence of the other commissioners.

Pepper succeeds John Haring, who has made a lateral move into the newly created job of chief economist. Haring will technically remain a part of OPP, but, according to Pepper, he will report directly to Chairman Sikes.

Haring is one of two high-level policy-makers and advisers to survive the transition from FCC Chairman Dennis Patrick to Sikes. The other is Ralph Haller, chief of the Private Radio Bureau.

Pepper is best known for the 106-page report he wrote as an OPP policy analyst on the future role of the telephone companies in the television business that was released just one year ago last week (BROADCASTING, Nov. 28, 1988).

The report said the telcos will eventually install broadband fiber network capable of carrying voice and video to all homes and businesses regardless of whether they are allowed to provide some of the programming over the networks.

"While this view probably is correct in the long run, it fails to recognize the utility of allowing local exchange carriers the ability to 'prime the pump' by insuring the availability of broadband services and, therefore, stimulating the development and growth of competitive services," the Pepper paper said. "The question should not be whether local exchange carriers should be permitted to have a role in content provision, but, rather, the terms and conditions under which they should be permitted to enter."

Pepper will have to modify his views if he wants to bring them into line with those of Sikes, who believes that the telcos should be encouraged to build broadband fiber networks without being allowed to provide programming.

Prior to joining the FCC in 1986, Pepper spent a year as director of the Annenberg Washington Program in Communications Policy Studies and three years at the National Telecommunications and Information Administration. His credentials include a doctorate in communications from the University of Wisconsin-Madison that he received in 1975.

-HAJ

Syndex shortcut. KBHK(TV) San Francisco has created a one-page form that provides a shortcut in providing cable operators with verification that broadcasters have gained syndicated exclusivity in programming contracts. Larry Kamer, a consultant to the station, said 95% of the station's program suppliers have signed off on the form, with the remaining having one or two questions on the form.

The form is designed to provide a one-page verification, so broadcasters don't have to go through the expense of copying programming contracts for cable operators and making massive deletions of parts of the contract that are not applicable. Kamer said the station was "pleasantly surprised" by the reaction in Hollywood. And there was equally enthusiastic response from cable operators and broadcasters in the Bay Area, he said, which have been working on ways to make implementation of syndex smooth. Kamer said the station developed the form separately, but took it to the task force once it received a positive response in Hollywood (BROADCASTING, Nov. 27).

"The next challenge is the PR challenge," said Kamer, primarily the joint effort by broadcasters and cable operators to explain syndex to the media and subscribers. For instance, he described, a PSA he'd seen from the National Cable Television Association as "extremely inflammatory." On the other hand, cable operators report that a PSA they've seen from the National Association of Broadcasters was also distorted. To come up with wording to describe syndex, dropping of stations and blackouts, etc., that both sides are comfortable with, said Kamer, will be a major challenge.

□

BOC bill. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) signaled his interest in considering legislation next year that would free Bell operating companies from a restriction in the modified final judgment (MFJ) that prohibits telcos from manufacturing equipment. Hollings introduced a bill prior to adjournment that would lift that restriction. "After much consideration, I believe that Congress should consider whether to lift this restriction in order to enhance the nation's industrial competitiveness," Hollings said when offering the legislation. Unlike legislation pending in the House, Hollings's measure does not permit BOC's to offer information services. Instead, the senator would leave intact the prohibition in the MFJ that bars telcos from providing such services.

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Foster and Franco out at Microband

Founders of wireless cable firm are going to court over their "departure"

Wireless cable pioneers Mark Foster and Don Franco have left their top management posts at Microband Companies Inc., the wireless cable company they founded, following a falling out with financial backers.

For reasons that are still unclear and are now the subject of litigation, Foster and Franco relinquished their jobs on Nov. 10 as chairman and president, respectively.

J. Patrick Dugan, a former cable executive who had been acting as a financial consultant to Microband, was installed promptly as president and chief executive officer.

Foster, who with Franco had formed Microband in 1971 to pursue the single-channel MDS business and later to exploit wireless cable, or multichannel MMDS, had little to say about the upheaval. "There was difficulty between management and investors for awhile, but this was unexpected," he said.

Foster said their "departure" from the company could not be accurately characterized as either as their being fired or their quitting. "We reached an untenable position and left the company," he said.

According to a press release issued by Foster and Franco, their "departure" from Microband is "the subject of a legal dispute between ourselves and the majority shareholders and certain lenders and directors of the company."

TA Communications Partners, a Boston-based venture capital fund, is the majority shareholder of Microband; New York Life is the lead lender.

Foster told BROADCASTING that he and Franco have filed suit against TA and others in the Supreme Court of New York, but would not divulge the nature of their complaint or the requested damages. As of last Wednesday (Nov. 29), a copy of the complaint had not yet been filed with the court.

Richard Churchill, general partner, TA Communications, through his secretary, declined to comment on the situation.

Like Foster, Dugan kept his comments short and vague. Asked why Foster and Franco are not longer with the company, he said, "There was a disagreement about how [Microband] was being managed."

Wireless cable operators use a mix of MDS, MMDS, ITFS and OFS microwave channels to broadcast up to 30 channels of scrambled cable programs to subscribers. To receive the 2 ghz microwave signals and descramble them, subscribers must be equipped with a special antenna, tuner and descrambler.

According to the Wireless Cable Association, there are now between 20 and 30



Franco (l) and Foster in happier times

systems across the country serving some 300,000 subscribers.

At the WCA convention in Washington in September, Foster said Microband's three systems served about 92,000 subscribers, many in apartment buildings and other multi-unit dwellings. According to Foster's counts, the 16-channel New York system served 42,000 subscribers; the 11-channel Detroit system, 30,000, and the 14-channel Washington system, 20,000.

At the time, Foster gave no hint that progress of the three startup operations was anything other than good. But Dugan last week acknowledged that Microband is "struggling," adding that the problems are "not serious" and manageable. "We are growing too fast in some areas and not fast enough in others," he said.

Dugan knows the cable business, having worked at Warner Cable and later Warner Amex Cable Communications between 1974 and 1982. He was chief financial officer of Warner Amex when he left the company. Since 1982 he has served as the senior vice president, finance, for Ramada Inc. and as president of a firm that owned two radio stations for a time in the southeast.

Dugan said his substitution for Foster and Franco was the only change made in top management. And, he said, he does not anticipate any others.

The other top executives include Raymond Lacroix, senior vice president and chief financial officer; William Hoffman, vice president-general counsel; Bruce Mann, vice president, marketing, and Jeff Carlson, executive director, multi-unit housing and commercial services.

Foster and Franco began pressing the FCC in the early 1980's to open up additional channels for microwave distribution as it became clear that single-channel MDS could not survive in competition from cable and home video.

When the FCC finally modified its rules to permit television broadcasting, under various conditions, over all 33 MDS, ITFS and OFS channels in each market, Foster and Franco began lining up blocks of channels in major markets in anticipation of launching what they (and later others) began calling "wireless cable" services.

TA Communications and lenders lined up by TA provided the money Foster and Franco needed to make their plans reality.

Undaunted, Foster and Franco are already embarked on a new enterprise, Frontier Communications Corp.

According to Foster, Frontier is developing interactive services along the lines of PPV television, home shopping and electronic yellow pages. Central to the planning is the belief that such services must rely on the terminals already in virtually every American home, the telephone and the television set, Foster said. "Anything that requires a new, very expensive terminal in the home is a problem," he said.

Foster said Frontier has some "specific" businesses in mind and is looking for backers.

Foster envisions the interactive services being delivered via telephone, satellite and, of course, wireless cable. Microwave is "going to be very much a part of the plans I am talking about," he said. "We spent 20 years creating an industry. We are not going to walk away from it now." —HAJ

Cable looks to the 90's

The upcoming decade is the focus of the annual Western Cable Show

Next week nearly 10,000 cable industry attendees will be looking toward the next decade, as the California Cable Television Association sponsors the annual Western Cable Show in Anaheim, Calif., Dec. 13-15.

The convention's theme is "Creating a New Decade of Television," and panel session attendees will be provided a host of issues, including sports, telco entry into TV, reregulation and relations with broadcasters.

Attendance is pacing last year's total of 9,600. The number of exhibitors is also close to last year's 223, 215 at the latest count.

Cable week activities kick off with a pay-per-view conference sponsored by the Cable Television Administration & Marketing Society. The conference will hear from Robert Klingensmith, president, video division, Paramount Pictures, as well as from others who will discuss PPV planning and retail marketing.

Tuesday, the Western Show kicks off with an opening session built around the conference's theme and moderated by CNBC's John McLaughlin. On the dias will be Turner Broadcasting Chairman Ted Turner, Tele-Communications Inc. President John Malone and Ron Howard, co-chairman of Imagine Entertainment.

Afternoon sessions focus on international markets for programmers, featuring Nimrod Kovacs, president, NJK International; Tim Clott, senior vice president, Paramount Pictures; Jim Dovey, president, United Artists; Tom Freston, chairman, MTV Networks, and Stephen Selby, with the Hong Kong government. Other sessions include cable in the classroom, fiber planning and promotion.

Tuesday morning kicks off with a regional sports panel session that will be moderated by Peter Barton, TCI senior vice president. The panel includes Terry McGuirk, president, Turner Cable Network Sales; sports announcer Charlie Jones; Roger Werner, ESPN president; Marc Lustgarten, president, Rainbow Programming Enterprises, and John Severino, president and chief executive officer, Prime Ticket.

Later Tuesday morning sessions address cable system pricing with Brian Deevy, senior vice president, Daniels & Associates; Leo Hindery, managing general partner, Intermedia Associates; Mary Kukowski, vice president, Bear Stearns, and John Waller, president, Waller Capital. The pay TV session will feature Robert Miron, president, Newhouse Broadcasting; HBO President Thayer Bigelow; Showtime Networks President Tony Cox, and William Mechanic, president, international theatrical distribution and worldwide video for Disney.

CNN anchor Catherine Crier will be the luncheon speaker.

Tuesday afternoon sessions include



HDTV, common ground between broadcasters and cable operators, marketing, and the workforce in the year 2000.

A highlight on Friday morning will be a basic cable panel session featuring Glenn Jones, chairman of Jones Intercable; Dick Behrs, president, The Comedy Channel; Fred Silverman, president, Fred Silverman Group, and a consultant to HA!; Laurie Silvers, co-founder and chief executive officer, Science Fiction Channel, and Mike

Wheeler, president of FNN. Other Friday morning sessions include advertising, syndex and an FCC panel. Friday's closing session will be on telcos and TV.

In related activities, the Los Angeles chapter of Minorities in Cable will host a programming panel and fundraising breakfast on Friday morning at the Anaheim Marriott. And TBS will host a 5K fun run on Thursday at 7 a.m. outside the Marriott to promote the Goodwill Games. —MS

INTV's Los Angeles celebration

Group's annual convention next month will highlight independents' gains

Independent television's success at capturing a larger audience at the expense of the networks will serve as a centerpiece for the annual Association of Independent Television Stations convention in Los Angeles on Jan. 3-6, 1990.

More than 1,500 independent station executives will gather at the Century Plaza to share ideas, discuss the current state of independent television and celebrate the industry's audience gains. FCC Chairman Al Sikes will be a keynoter at a Friday luncheon, and Phil Goodman, president of Western Media Corp., is the featured speaker at Wednesday's marketing luncheon. Goodman believes that as the baby boomers age, they will retain their youthful lifestyle and that the younger demographic will still be profitable. This is especially important to independent stations whose demographics skew younger.

INTV's theme, "Independent Television: Where The Network Audience Has Gone," will be highlighted during the opening session Wednesday morning (Jan. 3) when the association unveils its \$350,000 promotional campaign aimed at advertisers. INTV hired Minneapolis ad agency Fallon-McElligott to develop a series of ads that underscore the progress independents have made in competing for audience. The ads will appear in advertising-oriented trade publications throughout 1990. INTV's outgoing president, Preston Padden, describes the ads as "pugnacious and aggressive."

The opening session will also serve as a backdrop for Padden to formally step down from the presidency (BROADCASTING, Nov. 20). His successor is expected to be firmly

ensconced when the convention convenes. INTV Chairman John Serrao of WATL(TV) Atlanta will give a state of the industry address, and Milton Maltz of Malrite Communications will provide an update on the Free TV campaign. Up next is a panel moderated by Paul Kagan of Paul Kagan Associates that will feature some of the newer independent station group owners.

Later Wednesday morning, a panel featuring USA Network's Kay Koplovitz, Major League Baseball's Bryan Burns and Columbia Pictures's Barry Thurston will take a look at the future. Cluster Television is sponsoring an opening night party from 10 p.m. until midnight.

On Thursday, the convention kicks off with a series of breakfast meetings for general managers, program directors and sales managers. Two concurrent sessions follow, one called "1990 Census: Are You Ready?" and another on how to build an effective retail sales operation, entitled "Where Did We Go Wrong?" Tom Guay, president of National Decisions Systems, will discuss what is likely to happen to demographics with the 1990 census. A panel on value-added marketing is also planned that morning. INTV's promotion awards luncheon will be held Thursday afternoon.

Slated for Friday morning is a public policy power breakfast with senior Hill and FCC staff. Next, a panel of FCC commissioners will query industry leaders on a host of issues. Members of Congress will participate in a Friday session moderated by Maury Povich, host of Fox Television's *A Current Affair*. Friday night, Raleigh Studios, an independent studio, is hosting a party at its studio.

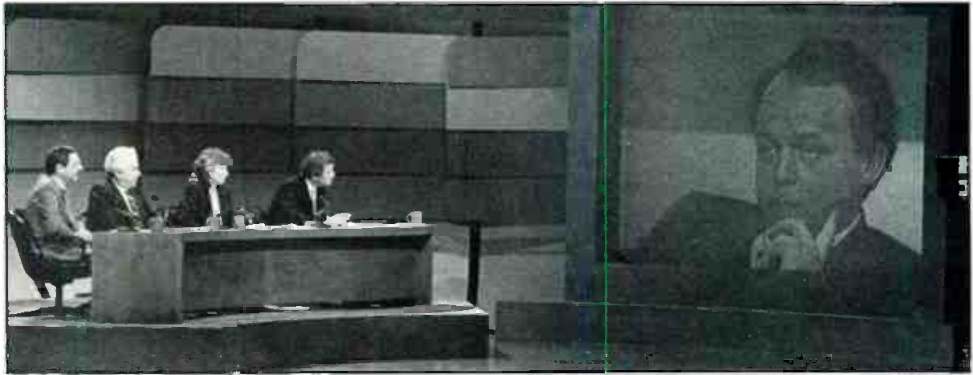
The convention wraps up on Saturday with two morning sessions: "Reps versus Unwired Networks" and "Kids Wars."

Joining the lofty with the real

Imagine a class taught by CBS President Emeritus Frank Stanton, NBC News President Michael Gartner and George Bush's former campaign director, Roger Ailes. Or one led by *60 Minutes* correspondent Mike Wallace, Turner Broadcasting System Chairman Ted Turner or NBC News correspondent Mary Alice Williams. Thanks to the New York City-based Center for Communication, such instruction is a reality.

For the past nine-plus years, the center has enlisted the expertise of industry veterans to add some real world perspective to the education of the next generation of industry leaders. Or, as the center's newly elected chairman of the board, Burton Staniar (chairman and chief executive officer of Westinghouse Broadcasting Co.), said: "To reach out to students on a practical basis, to let them know—blemishes and all—what the media world is about."

Since the center's inception in June 1980, it has been headed by Stanton, followed by the late Thornton Bradshaw, former RCA chairman, and currently by the newly elected Staniar (BROADCASTING, Oct. 30). In that time, some 23,000 university students and faculty members have



Above: The center went international with its 'U.S.A.-U.S.S.R. Spacebridge.' Below: the late Thornton Bradshaw (l), at the center's awards luncheon honoring CBS founder William S. Paley.



heard almost 1,300 industry leaders during some 330 seminars encompassing a broad spectrum: print and broadcast journalism; advertising and public relations; book and magazine publishing; marketing, and new technologies.

"Things are changing so quickly in all areas of the communications industry," says the center's executive director, Catherine Gay, "that it was felt that professors...would have a hard time keeping abreast of all the changes. As a result, that would have an impact...ultimately on the students as they came out to enter the industries.

"Another thing that was taken into consideration," said Gay, "was that so often, students get out of school really well versed in theory, but not as well-grounded in the day-to-day realities of the working world. So the center aims both to keep everyone abreast of what's going on in all the industries and give them a heavy dose of reality."

Of the 28-person center board, in addition to Staniar, 13 are prominent members of the Fifth Estate: William Baker, president, WNET(TV) New York; Robert Batscha, president, Museum of Broadcasting; Frank Bennack, president, The Hearst Corp.; Frank Biondi, president, Viacom International Inc.; Louis Boccardi, president, Associated Press; David Burke, president, CBS News; John Chancellor, senior commentator, NBC News; Julian Goodman, director, Gannett Co. Inc.; Eugene Lothery, vice president, programming, CBS Television Stations Division; Newton Minow, former FCC chairman and partner, Sidley & Austin; Irwin Segelstein, former vice chairman, NBC; Frank Stanton, and Robert Wright, president, NBC.

As the lines between the communication industries blur, the center provides another service, as it brings together leaders from the industry to focus on—"usually, in a nonthreatening environment"—very "topical, very central issues that are affecting our businesses," said Staniar. In addition to being nonprofit, the center has no point of view, he said. "It is not an advocate for



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LOOK FOR EXCITING NEW ELEMENTS FOR THE '90-'91 SEASON!



Center Chairman Burton Staniar, chairman and CEO, Westinghouse Broadcasting, and Catherine Gay, center executive director. Right: Katharine Graham, chairman, Washington Post Co., and Grant Tinker, president, GTG Entertainment, who received 1989 Annual Communication Award. Graham was similarly honored two years before.

right, left, up or down. It is a center for communications and for discussions of the issues, with a focus on the students and the next leaders to be attracted to the industry. But, by its very nature, it brings together the leaders of the industry to do that, and often in a very open, candid, I think helpful way."

In addition to seminars offered in New York, thousands of students nationwide participate via center teleconferences, videotapes and seminar transcripts.

The center's seminars also have expanded past U.S. borders, attracting an international audience via videotape or satellite

teleconferencing or both. One such project was the *U.S.A.-U.S.S.R. Spacebridge*, a two-hour dialogue among journalists and studio audiences in San Francisco, Moscow, the Soviet State of Georgia and Boston, co-moderated by ABC anchor Peter Jennings and Soviet commentator Vladimir Pozner in April 1987. It was downlinked to 50 universities in 21 states, said Gay. An edited version was later shown on a number of Public Broadcasting Service stations and on Soviet television.

Among upcoming center projects is an "All Day Career Conference" (Dec. 5), focusing on resumes and interviews, "cre-

ative job searching" and "how to move up in your first job." Scheduled for next spring is a special project focusing on "Minorities in the Communications Industries." Included in the two- or three-day seminar will be 14-16 sessions emphasizing training, development, promotion and retention of minorities in the communications industries. Portions of the seminar will be broadcast on PBS's Adult Learning Satellite Service, PBS affiliates and other groups.

The Center for Communication was born of an idea by Margaret Kennedy, currently research associate, *Columbia Journalism Review*, and president of Margaret H. Kennedy and Associates, and Robert Batscha, with help from Frank Stanton, subsequently elected the center's first chairman, who put together the organization's first board of directors.

Gay became part of the mission briefly during its initial months, on a freelance basis. Then, after a brief stint consulting for HBO's program publicity department, she was hired full time as the center's program director in March 1981. She was promoted to executive director about a year later.

Asked if the center has enough money to support its mission, Staniar said it does, "but that's always a constant challenge." One of his goals in coming years, he said, is to see the center's financial base "significantly enhanced with an endowment" to minimize the need for year-to-year fundraising.

Staniar would also like to see the number of students reached by the center "expanded significantly," something he thinks can be accomplished electronically. "Our ability today in the industry to bounce signals off satellites is well known and all sorts of people are doing that sort of thing. So that is one option that we will certainly be exploring. We can also go to various cities, and it might well be a combination of that. I don't think the game plan is fully set yet," he said.

It's also possible, he said, that "we'll see more global involvement because that is the way the media business is headed. I think if we could achieve those goals, I'd be delighted."

-SD

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Slippage in HDTV testing schedule

Delay in development of format converter is holding up transmission system work by FCC ATS advisory committee

Nobody wants to say it out loud, but it has become clear that the testing schedule for proposed high-definition television transmission systems set by the FCC's advisory committee on advanced television services (ATS) will not be met.

When the schedule was set two months ago by ATS Chairman Richard Wiley, it seemed like a significant step toward arriving at the next U.S. terrestrial TV transmission standard (BROADCASTING, Oct. 2). It set May 25, 1990, as the date the Advanced Television Test Center (ATTC) would open the testing process, and September 1991 for its completion. But the latest indications from the ATS committee's systems subcommittee, which met last Tuesday (Nov. 28) in Washington, are that testing will begin in late 1990 if all goes well.

The process has been stalled as the ATS committee and the ATTC await the development of a signal format converter, a piece of equipment crucial to the testing. The nine systems to be tested are built to transmit four different production systems: 1,125 lines, 60-hertz, 2:1 (interlace) scanning; 1,050/59.94/2:1; 787.5/59.94/1:1 (progressive), and 525/59.94/1:1. In order to fairly judge the performance of each system, the same images in each of the production systems need to be produced. That led to the invention of the format converter which will take signals from a video camera and simultaneously convert them for recording on four different formats of videotape recorder.

ATTC Executive Director Peter Fannon said at the meeting that Tektronix Inc., Beaverton, Ore., has just been contracted to build the device, which was designed by ATTC's staff. The first prototype converter is expected to be ready by March. If it is approved by ATTC then, the first production unit will be completed by the following June.

Soon after receiving that model, production of the test software can begin. But because the ATS committee intends to comply with the requests of several of the proponents to have copies of the test software at least 90 days before testing of their systems begins, the first trials at the ATTC's Alexandria, Va., lab could not begin until September or October 1990, at the earliest. ATTC's Ben Crutchfield, chairman of the systems working party on evaluation and testing, confirmed that "the testing is more likely to start in late summer or early fall."

But attendees of the systems subcommittee meeting continued to talk of future planning under the assumption that the ATS

committee's schedule is not totally obsolete. "Hopefully, we can still maintain the schedule or something close to it," said Irwin Dorros, executive vice president, technical services, Bell Communications Research, Livingston, N.J., chairman of the systems subcommittee.

A few time-saving ideas were offered at the meeting. Crutchfield suggested asking for further guidance from the FCC. The commission may find that some system attributes are less important to test than others. Tests that the FCC finds to be low-priority could be pruned from the test plans, he said. There was general agreement among the meeting attendees that such an approach.

Another idea was to save three months by not releasing the test software to proponents before the testing. Dorros brought the idea up, he said, after discussing it with Wiley and Planning Subcommittee Chairman Joseph Flaherty, vice president, CBS Engineering and Development. Not only would keeping the test materials secret save time, but it would also prevent proponents from tuning their systems to perform especially well for the scenes provided.

No one supported withholding test software from the proponents, and two meeting attendees, Merrill Weiss of NBC (sponsor of David Sarnoff Research Center's ACTV systems) and Wayne Luplow, executive director, advanced research and development, Zenith Electronics (proponent of the Spectrum Compatible HDTV system), strenuously opposed it. "We want to see the best [the systems] can do rather than trip them up," Weiss said. In any case, he said, the test procedure plan calls for taping 30 separate sequences, and it would be impossible to tweak a system to perform especially well for one test without damaging quali-

ty for other tests.

Most of the meeting was spent discussing potential problems that could stall the testing process rather than speed it up. Besides the format converter delay, the next most serious problem appears to be with the testing certification process. During the Sept. 28 meeting where Wiley set the test schedule, it was also announced that each proponent was required to submit a complete description of its system to the ATS committee by Dec. 31. Those descriptions would be used to judge whether each system was ready for submission to the ATTC.

Birney Dayton of N-Vision Inc., Nevada City, Calif., chairman of the systems analysis working party that will certify each system for testing, said he does "not have a high level of confidence" that all of the needed information will be ready by Dec. 31. So far, there appears to be little information on most of the systems' dynamic resolution, audio, RF interference reduction and other characteristics. "We've been working on getting an attribute spread sheet filled out," Dayton said. "That has been a very frustrating process. We're currently about one-fourth of the way completed."

In other business, Dorros announced that Wiley has called for release of a third interim report, updating the progress of the entire ATS committee. The target for the release of the report is late March, before the opening of the National Association of Broadcasters convention (March 31-April 3). The report will cover "any aspect of testing that needs clarification prior to testing," Dorros said. At the next meeting of the systems subcommittee, the group will approve its contribution to the report. It has been scheduled for Feb. 27 in Washington. -RMS



HDTV notes

Another study focusing on how high-definition television manufacturing will impact world commerce has been released, this one by the Economic Policy Institute, a Washington-based nonpartisan think tank. "If the U.S. is left with only a marginal part of the HDTV industry, it could add \$225 billion to our trade deficit and cost two million jobs annually by the year 2010," according to the study, written by consultant Robert B. Cohen and Kenneth Donow, former

professor of sociology at Colgate, Cornell and the University of Virginia. The report claims that U.S. government policies supporting technological advancements such as HDTV and integrated services digital networks (ISDN), has lagged behind the policies of Japan and the European Economic Community, damaging the future competitiveness of U.S. companies.

First among 10 proposals listed in the report is the immediate establishment of a federal "Department of Communications to coordinate policy for communications equipment and services industries." It also

called for the formation of a "Telecommunications Infrastructure Board...to coordinate development and implementation of sophisticated network (ISDN) infrastructure."

"A national HDTV industry" must also be established, the report said. Government support should include guaranteed loans, grants, licensing arrangements and a reassessment of current antitrust legislation, it said.

The report was endorsed by several members of Congress during a Capitol Hill press conference. They included: Senator John Heinz (R-Pa.) and Representatives Richard Gephardt (D-Mo.), House Majority Leader; Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee; Mel Levine (D-Calif.); Norman Mineta (D-Calif.); Doug Walgren (D-Pa.), and Helen Bentley (R-Md.).

□

Richard Wiley, chairman of the FCC's advisory committee on advanced television services offered his opinions on what government's role in the implementation of HDTV should be during a speech to the Washington Metropolitan Cable Club (WMCC). "We need government policies that will contribute to the growth of U.S. productivity, which will lower the cost of capital, which will stimulate research and development and which will help to translate basic research into finished manufactured products," he said.

At the top of the list of things government can do, Wiley placed choosing a new terrestrial transmission standard by the FCC, the task the advisory committee

was formed to help the commission do. Next, he said the Congress could make changes in the antitrust and tax laws to encourage HDTV technology research and development, especially in joint ventures. The last and most controversial item on Wiley's list is direct funding of HDTV research by the government. Such funding will remain a controversial topic in Washington, no matter how the issue is decided. But whether or not government money will be available, HDTV implementation will also take large investments from private industry in the U.S.

Wiley also discussed interface between terrestrial and cable HDTV delivery, a topic of especially great interest to WMCC members. "I foresee a cable/broadcast analog solution certainly in the 1990's," Wiley said. But he said that he did not foresee a rapid "leapfrog" to a digital transmission system before the end of the century, as has been suggested by some.

□

The National Association of Broadcasters has changed the location of its HDTV production equipment exhibition which it is co-sponsoring with the HDTV 1,125/60 Group during the annual NAB spring convention in Atlanta ("Closed Circuit," Nov. 16). The Atlanta Inforum, three blocks from the central NAB convention site, the Georgia World Congress Center, will provide nearly three times more space than is available at the originally planned site, the Omni hotel. The HDTV 1,125/60 Group will take up most of the 100,000 square feet of available space with demonstrations of 1,125/60 gear.

Adjacent to the display will be NAB's annual exhibition of the proposed HDTV terrestrial transmission exhibits, which was originally planned for the World Congress Center. Some of the remaining space is still available for demonstration of production equipment built according to formats other than 1,125/60. NAB's Science and Technology Department, Washington, is accepting applications for use of that space. Applications for that space must be submitted by Jan. 2, 1990.

□

Warner Brothers announced that it has produced a test reel of film and donated it to the FCC's advisory committee on advanced television services. The committee will forward the reel to the Advanced Television Test Center, Alexandria, Va., for testing HDTV transmission systems. The reel is made up of several clips from Warner's film library, including scenes from *China Beach*, and other television shows, and theatrical releases such as "Chariots of Fire." Tests involving the Warner reel are designed to examine how programs produced on 35 mm film appear on the proposed transmission systems.

Product introductions

Zenith Electronics Corp., Glenview, Ill., has released a new 20-inch TV receiver specially designed for hotels, the H2083, which it claims is the first set to be offered with built-in pay-per-view and guest-service interactive circuitry. The set eliminates the need for set-top converters now used on similar hotel systems. It incorporates the use of the LodgeNet System 2000 circuit card designed for two-way interactive applications, developed by Satellite Movie Corp., Sioux Falls, S.D.

GTE switching system

GTE Laboratories, Stamford, Conn., announced the development of a new fiber optic switching system designed for transmission of NTSC channels to homes over telephone lines. The system is built onto a quarter-inch square integrated circuit which accepts up to 64 video signals and switches them into as many as 16 different outgoing telephone lines. Circuit boards have been built in lab tests that can switch as many as 256 TV channels to 128 homes. Field tests of the system will be performed next year at GTE's fiber optic test community in Cerritos, Calif.

NAB engineering seminars

The National Association of Broadcasters still has spaces open for those interested in attending its 25th Annual Development Seminars for Broadcast Engineers, Feb. 4-9, 1990, at the University of Notre Dame, South Bend, Ind. The week-long classes are designed as managerial courses for broadcast station engineers. In past years, up to 60 have attended. The course fee for NAB member stations is \$1,350; \$1,650 for nonmembers.

Satellite Footprints

Selling point. Home Box Office is reporting that its "Fall Special," a package of cable program services that is being made available to home dish owners, is selling well. During the special, 15 channels are being made available for a year at 27% less than the regular price of \$323.55. Along with HBO and Cinemax movie channels, the package includes CNN, Headline News, ESPN, Lifetime, USA Network, The Family Channel, The Weather Channel and a number of superstations. HBO is offering dealer incentives, including \$50 commissions for each subscription sale. "I am particularly pleased with this promotion because it works as a tool to help sell even more HBO subscriptions," said one dealer, Dan Johnson, president of Satellite Specialists, Escanaba, Mich.

□

Receiver update. UK direct broadcast satellite venture British Satellite Broadcasting has awarded a \$3.1 million contract to Welsh firm Wolsey Electronics for the manufacture of 10,000 satellite master antenna receivers. BSB expects to launch a five-channel service in mid-1990.

□

Commons coverage. Sky News, the 24-hour news channel of Rupert Murdoch's Sky Television satellite service in Britain, will broadcast House of Commons proceedings for 90 minutes each weekday afternoon. The parliamentary body opened its floors to cameras for the first time this session and full, live coverage is being carried on an experimental basis on a vacant channel of the 16-transponder Astra satellite partly occupied by Sky and other programmers.

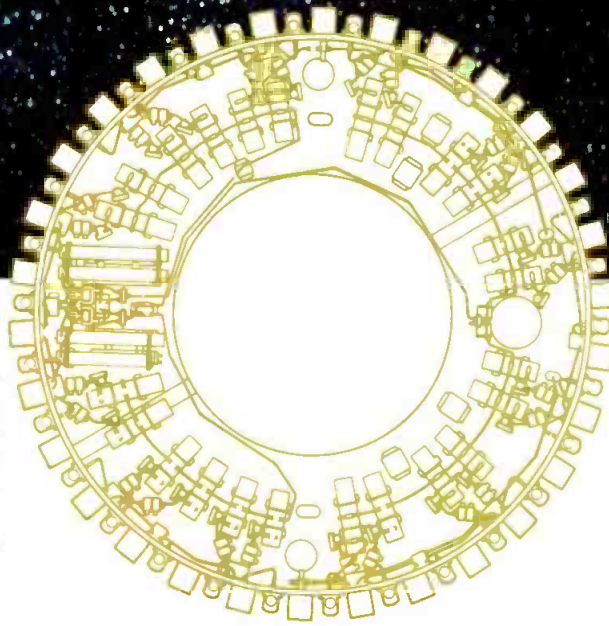
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Green light. A pan-European, medium-power broadcast satellite system has been approved in principle by Eutelsat's Assembly of Parties. The planned two-satellite Europesat project, providing a follow-up to first-generation European domestic DBS services, remains under study by Eutelsat, however, with no final decision on a go-ahead expected until next year.

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NATPE beat

BOURBON ST.

It's a buyer's market for off-network sitcoms

First-run competition and ready supply of off-network fare are cited for holding down prices

Billed by station reps as the largest number of off-network sitcoms to hit the market at once, seven sitcoms available for the 1990-91 season—*Golden Girls*, *The Hogan Family*, *Perfect Strangers*, *Head of the Class*, *ALF*, *Amen*, and *227*—will hit the convention floor at NATPE in New Orleans (Jan. 16-19). However, broadcast executives say the supply of these half-hour comedies will continue to exceed demand (BROADCASTING, Oct. 9), holding down prices.

In the 1987 sales season, *The Cosby Show* set cost-per-episode records in most of the top 20 markets, and guaranteed Viacom Enterprises over \$600 million in revenues through 1993. Columbia Pictures Domestic Television's *Who's The Boss?* was the high-ticket item among the handful of 1988 offerings, sold, according to one station rep source, at 60%-75% of the cost of *Cosby* in most markets. The source pointed out that *Who's The Boss?* topped *Cosby* in one market, Los Angeles, where the rep said *Boss* sold to KHJ-TV for \$240,000 per week compared to the estimated \$225,000 *Cosby* garnered from competing independent KCOP-TV.

"Before *Cosby*, affiliates were not playing the field for sitcoms," the rep source said. "There were only 10-12 independent stations that could meet the kind of dollars that affiliates were putting together for *Cosby*. Certainly there were only a few independents in the top 20 that could play hardball with the affiliates. Well, the affiliates didn't know what they were getting into, and they went in over their heads with *Cosby*. Most indies went over their heads also. Now we're going back to the way it was before...an independents-only market among the top 50 markets, and the prices are coming back down."

A number of reasons are given for the declining prices of sitcoms, some more obvious than others. Syndicators, station reps and station executives seem to be in agreement that time period availabilities are tightening up, an increased supply of off-net product and a widening variety of first-run programs are available, and a generally cautious approach toward ratings research and bottom-line budgets is

more prevalent than two years ago.

Keith Samples, senior vice president, off-network programming, Warner Bros. Domestic Television, believes that stations have drawn the line on acquiring premium sitcom product. "There are a lot of stations out there servicing huge debts," said Samples, whose company is readying *The Hogan Family*, *Perfect Strangers*, *Head of the Class* and *ALF* for fall 1990 syndication (in some cases for a fall 1991 window). The management at stations has matured a lot. There are very few defensive buys (to acquire a program just so a competing station can't get it) these days. Most station executives are buying only what they need."

Warner's four sitcom offerings, which in most contracts will start airing during the 1990 season, account for over 415 station clearances. According to Samples, *ALF* heads the list with over 150 clearances sold (approximately 90% coverage), followed by *Head of the Class* (120 clearances), *Perfect Strangers* (100-plus markets sold) and *The Hogan Family* (45 stations cleared). Buena Vista Television has had *Golden Girls* on sale during the year, putting together 110 market clearances. MCA-TV also has *Amen* sold in 63 markets, and Columbia Pictures Domestic Television has written up contracts accounting for over 50% coverage in the U.S.

Samples says the variety and supply in this season's offerings have afforded station executives the opportunity to be more selective in their purchasing decisions. "Stations are becoming more research-oriented," he said. "For the long-term health of the business, people are just more cautious about purchasing higher-end product. Ultimately, as a supplier I want stations to remain healthy. We [distributors] can't remain in business if we just concentrate on profit margins. Stations have to make money for us to make money."

Dick Kurlander, vice president, programming director, Petry Television, says this year's crop of sitcom offerings is "excellent," and that there will be an "ample" supply of sitcoms into 1992, holding down the average price. Kurlander said *Golden Girls* may have initially been this year's cost-leader, but he said Buena Vista has lowered the price after slow sales at the outset. He noted that *Golden Girls* is differentiated from the other sitcoms by

its strength with older male and female audiences and that it could do "especially well" as a news lead-in or in late fringe.

Among the other fare, Kurlander cited *Perfect Strangers* as having "broad demo appeal" and physical comedy reminiscent of *I Love Lucy*. *ALF*, on the other hand, he thought, would be best served as an "indie-driven kids' program." While lauding *227* for its "overall demographic strength," Kurlander said that *Head of the Class* might need some "protection" (strong lead-in programming) and he said he was unsure *Amen* star Sherman Hemsley could duplicate his past success with *The Jeffersons*.

Mike Levinton, director of programming, Blair Television, also concluded that *Golden Girls* may have been this selling season's "price setter," but that Buena Vista

lowered its prices because "once you've sold life insurance to your relatives, then you have to sell to strangers who are looking for more pricing incentives to buy the protection."

But down the line, MCA TV President Shelly Schwab says there will be other premium sitcoms like *Cosby* or *Who's The Boss?* that will command top dollar. "You will always have a show that defies the marketplace," Schwab said. "There are always those one or two sitcoms that sit atop the network ratings for several years and build up the expectations for their off-network runs. Somewhere down the line there will be another sitcom that will be a 'must-have' for local stations."

On the station side, Jim Boaz, vice president and general manager of Philadelphia's WTXF-TV (a Fox affiliate), says station executives will be more focused on the acquisition of original first-run programming. "We did most of our sitcom purchasing in advance," said Boaz, who would not divulge what those acquisitions were. "It's a tough marketplace for sitcoms with more reality-based programs and game shows fighting for those early fringe and access slots."

Pigskin preview

The Museum of Broadcasting sponsored a seminar last week to showcase plans for CBS's coverage of Super Bowl XXIV, in New Orleans on Jan. 28, 1990. Most of the lively session was taken up by anecdotes told by CBS's first-string National Football League anchor team of John Madden (color analyst) and Pat Summerall (play by play). Like the time Madden sat on Summerall's headset. "The sad thing was I didn't even feel it under there," quipped Madden. Ted Shaker, executive producer, CBS Sports, said one innovation on the technical side will be the addition of audio microphones suspended from the ceiling of the Superdome to better capture the intensity of impact when players collide on the field. "The sound of the players clashing on the field hasn't translated as well as we've captured it on videotape," said Shaker. "What we'll try to do is surround the action [with mikes] as best we can." Shaker said that most of the two-hour pre-game show has not been set. He did say, however, that one element confirmed is that three former NFL greats, Ken Stabler, Terry Bradshaw and Dan Fouts, will partake in a roundtable discussion of game strategy.

Stu Powell, vice president and general manager, WFLD-TV Chicago, downplayed the entire crop of new sitcoms, saying there are "no hit-makers or station-makers" in the batch. He added: "There is nothing that fits those categories. Filler material is what is coming out right now."

The hour-long off-network market continues to languish. Cable has been the only avenue for the genre, and no marked

change in that status appears imminent. Viacom has indicated it may bring *Matlock* into syndication in fall 1990 or 1991, but a spokeswoman said a decision has yet to be made if Viacom will forego a future cable window. The next opportunity stations will have to buy hour dramas may be in 1991, when TeleVentures has slated *21 Jump Street* for release, and *Wiseguy* for fall 1992. —MF

Viacom plans four on the floor at NATPE

Topics of shows in works include superhero, magazine, talk, lifestyle

Viacom will go to January's NATPE convention with four proposed new programs, including *Super Cop*, a companion program to *Superboy*, so far one of the strongest performing weekly shows of the 1989-90 season.

In addition, the company plans to launch a new one-hour magazine strip, targeted to late night, called *Entertainment Coast to Coast*, a new talk strip for early fringe/access with Ross Shafer, and a weekly lifestyle show, *America's Hit List* (BROADCASTING, Oct. 16).

According to Michael Gerber, president, acquisitions and first-run programming, Viacom is purposely avoiding projects targeted to prime access. "We just did not want to jump into that fray this year," he said. "We just felt that this wasn't the year to do that."

The competition to develop new access shows for the 1990 season is intense, with heavyweight distributors such as King World, Warner Bros. and Buena Vista, as well as a slew of other companies, trying to launch new game shows.

Instead, Viacom is shooting for early-fringe, daytime, late night and weekend access, all important local dayparts for stations. "We have looked for opportunities where shows aren't working," said Gerber. There are a number of marginally performing programs on the air that may just disappear after the current season, he said. "We are looking for those weaker series, to have an opportunity to replace them."

Viacom sales people hit the street last week with *Super Cop*, being offered for barter, and being positioned, with *Super-*



'Entertainment Coast to Coast': (l-r) Roger Rose and Katherine Kinley (hosts) with guests Faith Ford and Joe Regalbuto of 'Murphy-Brown'

boy, as the "Viacom Super Hour." Gerber said the shows offer a strong counter-programming strategy to one-hour weekly programs such as Paramount's *Star Trek: The Next Generation*.

The *Super Cop* pilot has Nick Cassavetes (son of the late John Cassavetes and Gina Rowlands) in the lead role. Negotiations are ongoing concerning his role in the series.

Marketing plans for the other three programs were being formulated at press time, and word is that all three may start to be pitched to stations as early as this week.

The Shafer-hosted talk show is entitled *Not for Men Only*, designed to give women greater insight about men. The format will be similar to the existing daytime talk shows. However, the show may be reduced

to a half hour, depending on the outcome of marketing meetings, where terms are also being formulated.

Entertainment Coast to Coast has a "late night feel to it," according to Gerber, but could play in early fringe or access as well. The show will offer behind-the-scenes looks at the film and TV industries, but won't be day and date, like *Entertainment Tonight*. Most of the taping will be done on the weekends. "It's not a hard news show," said Gerber. "It has more of a magazine feel. If we interview Burt Reynolds, it won't be to tie into his latest movie. Instead the questions would be more like, 'What's it like living with Loni Anderson?'"

Terms are not final on *Entertainment*

Coast to Coast, but Gerber said "it will probably be a barter show." Co-hosts for the show include two VH-1 cable personalities, Kathryn Kinley and Roger Rose. In addition, Kathy Wagner, daughter of actor Robert Wagner, will serve as correspondent.

Meanwhile, San Francisco television

personality Patrick Van Horn and actress Sharon Wyatt have been tapped to co-host the weekly *America's Hit List*, which will also be sold for straight barter and targeted as an affiliate show for weekend access. The show will feature top-five lists of places and things in the worlds of leisure, travel and entertainment.

In addition to *Superboy*, Viacom is currently scoring well with the first season *Super Mario Super Show*, one of the highest performing new children's shows in syndication. Other current first-run shows from Viacom include *Remote Control*, *Trial by Jury* and *This Morning's Business*. —SM

King World developing reality show for '90

NBC's John Palmer signed to anchor syndicated 'Only Yesterday,' which will look at past events through eyes of participants

King World Productions announced last week it has signed NBC News veteran John Palmer to anchor the new program *Only Yesterday*. KWP is developing the program for the 1990 syndication season (BROADCASTING, Nov. 27).

Palmer had been with NBC since 1963, most recently as anchor of NBC's *News at Sunrise*. Last August, he was replaced as news anchor on the *Today* show by Deborah Norville. Subsequently, Palmer agreed to join the network's owned and operated station in Miami, WTVJ(TV), as news anchor. But one source familiar with the situation said he pulled out before a deal was finalized, to sign with *Only Yesterday*.

The proposed new reality strip is the first new KWP show to be developed by Av Westin since he joined the company as senior vice president, reality programming, last spring.

The program is scheduled to debut in the fall of 1990. However, one station source indicated KWP may be prepared to move the launch date up, perhaps to April, if enough stations are interested in going forward with it at that point. Last week Westin said the program would start production in January, but that the game plan called for a September launch. As to an earlier launch date, he said: "Never say never, but we're starting in January to test the program and get the mix right. I don't think the quality of the show would be enhanced by an earlier start date."

The program tells stories through the eyes of people who were involved. For example, in a presentation tape that KWP is showing stations, the story of the June 1968 assassination of Robert F. Kennedy is recalled by the hotel employee who cradled Kennedy in his lap, trying to comfort him as he lay dying.

The program, in some ways, is similar to one developed by Westin for ABC in prime time for the 1986-87 season entitled *Our World*. But according to station sources, KWP is trying to distance the new project from the old ABC program. Hosted by Linda Ellerbee and Ray Gandy, *World* lasted one season, in the Thursday 8 p.m. time slot, against one of network television's biggest hits of all time—*The Cosby Show*.

There are differences in the two shows. *Only Yesterday* is proposed as a half-hour daily program for prime time access. *World* was a one-hour weekly program that covered stories of broad scope occurring over

long periods of time, such as the summer of 1969 or the year 1956. *Only Yesterday* will recall stories that occurred in a single day.

Also, *Our World* was the first among recent prime time news efforts to feature reenactments when eyewitnesses were unavailable. Reenactments in news shows have been criticized as likely to leave a false impression or confuse a story. Westin said there will be no reenactments on *Only Yesterday*.

According to Westin, the program is still a "work in progress," and he has asked station managers for suggestions on how to refine the show. Initial reaction from station sources who have seen the project has been positive. At the same time, station managers contacted last week said they were in no hurry to pick up the show before examining all their options for fall 1990.

"I thought it was a real interesting concept," said one station vice president, a remark typical of comments offered last week. "Given Av Westin's past performance, you have to at least take a look at what he's doing now," the manager said.

'Private Affairs' gets public test

Multimedia readies new talk program for 1990 rollout

Multimedia Entertainment, syndicators of *Donahue* and *Sally Jessy Raphael*, is planning a three-week test run of its newest first-run talk project, *Private Affairs*, with an anticipated national rollout in fall 1990 (BROADCASTING, Nov. 27).

Bruce Johansen, vice president, international sales and program development, Multimedia Entertainment, termed the *Private Affairs* test run (Dec. 4-22) on KCRA-TV Sacramento—which is owned by one of the program's co-producers, Kelly Entertainment—"essential" to measuring the half-hour strip's ratings and demographics, much in the same way *Sally Jessy Raphael* was test marketed.

If the show tests well, Johansen said, it could originate from a "local station," possibly KCRA-TV, he said, or a station in Los Angeles or New York. Johansen also said focus group testing will be conducted in New York prior to taking *Private Affairs* to the NATPE convention (Jan. 16-19) in New Orleans.

Private Affairs is hosted by Cindi Rinehart, host of KOMO-TV Seattle's *Northwest Afternoon*, and is based on an English program, *Family Affairs*. Johansen said he was presented with a tape of the original show three years ago by executives of Mac

Westin is also credited with stabilizing KWP's current reality offering, *Inside Edition*, now perceived as less tabloid and more mainstream, not unlike *20/20*, which Westin produced for more than a decade.

According to a Petry Television analysis of the October 1989 rating books, *Inside Edition* is one of "three big success stories" in the magazine genre, along with *Entertainment Tonight* and *A Current Affair*.

"Now they are doing what they hoped to do initially with *Inside Edition*," said Bill Carroll, director of programming for Katz American Television. "It's more like *20/20* and less like *A Current Affair*."

Of *Only Yesterday*, Carroll said: "Given the success Av has had on both the network level and now redirecting *Inside Edition*, you have to look at the potential for the show. I think the question becomes: Will the viewer be interested in looking back every day for a half hour at what happened five or 10 years ago? The answer will depend on how riveting the production turns out to be." —SM

III Productions (the U.S. arm of Scottish Television). At that time, Johansen had been scouting Rinehart but she had signed a development deal with Buena Vista Television. Free of that commitment this season, Johansen signed Rinehart to the test run contract for *Private Affairs*, convinced that she is "one of those rare people like Sally, Phil [Donahue] and Oprah [Winfrey] who look into the camera and can turn it on."

The talk show, which is being co-produced with Mac III, Kelly Entertainment and Procter & Gamble, deals with personal conflicts between two people (married couples, friends or business partners, etc.) with the audience settling the disputes by casting votes for either party. Johansen says three-minute taped packages will introduce the subjects being discussed in the studio.

"People are not afraid to tell me anything," said Rinehart, who has hosted *Northwest Afternoon* for five years and prior to that hosted Warner Amex QUBE television's *Soap Scoop*. "I am the electronic white picket fence...the girl next door that people trust. If the husband wraps the sheets too tightly when he is in bed, we'll talk about it."

Johansen adds this comment on what makes the program different: "It's *People's Court* meets *The Newlywed Game*."

Private Affairs joins a slew of existing daytime talk shows and new talk product

being prepped by distributors for NATPE, including *Voices of America* (with Jesse Jackson) and *Studio 33 Hollywood* (with Cristina Ferrare and Ron Reagan [the former President's son]). Johansen says the half-hour format should "keep people from getting bored," and that daytime is "open season" for fresh talk product.

"We are selling this show for daytime or early fringe," emphasized Johansen, who added that *Private Affairs* will be offered on a cash-plus-barter basis (one minute national, 5½ local). "I am being realistic when I say that we may not be able to get all the early fringe slots we would want. We are really going to chip away at the network's daytime schedule...to get stations to preempt their game shows or soaps."

Johansen would not say what Multimedia had invested in the test of the pro-

gram, but he said that an equity participation partnership with Kelly Entertainment, Mac III and Procter & Gamble has defrayed those costs.

According to Johansen, Multimedia may distribute *Private Affairs* internationally, except in England (where Scottish Television holds the rights).

Multimedia also announced that a new one-hour weekly music/variety program, *Big Break*, will be available to stations in September 1990. *Big Break*, which will be an hour-long weekly offering, has slated singer Natalie Cole as host. The program will showcase up-and-coming urban and contemporary music performers, who will also get a chance to perform with Cole. The pilot will be shot sometime in mid-December at Miami Beach's Hirschfeld Theater, with *Big Break* offered on an undetermined straight barter split. —MF

Weisman tapped to boost fortunes of 'Sajak' show

Michael Weisman, former NBC sports executive producer, has been named the new executive producer of CBS's late night offering, *The Pat Sajak Show*, which has suffered through lower-than-expected ratings and several structural and personnel changes since its launch in January.

Rod Perth, vice president, late night programs, CBS Entertainment, said bringing Weisman aboard is an indication of the network's commitment to the show. "You don't go out and get a Michael Weisman, one of the most prestigious producers of television, without being committed. He wanted to make sure we were committed to the show and we convinced him we are," said Perth. "We have every intention of making *The Pat Sajak Show* work," he said.

Weisman, who joins CBS on Dec. 11, has won 10 Emmy awards and was executive producer for NBC Sports from 1983-1989, during which time he oversaw the production of NBC's coverage of the Super Bowl, World Series and the Olympics.

The hiring of Weisman is only one of several changes the show has undergone since Perth was brought in from CBS-owned WBBM-TV Chicago in August to oversee late night programming. In addition to replacing Paul Gilbert, the original executive producer, and Vince Callandra, the original talent coordinator, last month Perth shortened the show to an hour from 90 minutes.

"It's absolutely a tighter show, which was my objective," says Perth. "I wanted to make it a show with a higher energy level, which in turn would make it a more producible show. Because there are a finite number of guests available, a 90-minute show is more difficult to produce," he said. In addition, Perth said Sajak "is clearly looser now in the new format." Ironically, in announcing the show last year, CBS execs said the longer format would give the show a more relaxed pace.

In the four weeks the show has been airing in the shorter format, its ratings have

remained essentially unchanged. Perth said the show has seen improvement in "some major markets," but couldn't specify, citing the unavailability of the latest ratings books.

Perth said his intention is to position the show as an alternative to Carson and Arsenio. When asked if there was enough of an audience to support *Sajak* after *The Tonight Show* and *The Arsenio Hall Show* had drawn from the late night pool, Perth said, "Of course there's a niche. The show needs to have a relationship with the viewers in major cities. That's why we shortened it, and I think we're seeing some improvement now in the big cities." □

TV watchdog group finds network shows less violent

NCTV study of 'violent acts' says programing is less violent, and there are fewer violent shows

The number of violent acts depicted on network television has been decreasing, according to data compiled by the National Coalition on Television Violence, which says that not only are there fewer violent shows, but that the intensity of the violent acts depicted has lessened.

"There seem to be less highly violent shows, and the extremely violent shows seem to be 10% less violent than in previous years," said Brian Sullivan, director, television monitoring, National Coalition on Television Violence.

Sullivan said the coalition, which has been keeping statistics on television violence since 1980, just finished compiling its data for the first part of this season, from the Sept. 18 premiere through Oct. 29 ("Closed Circuit," Nov. 13). In

counting the number of acts of violence in series, the coalition assigns a rating to a specific act of violence, with a depiction of murder or rape given the highest rating of five, and a one rating for acts such as slapping or spanking.

"The amount of violence on television has definitely been changing, not only on prime time but in children's television as well," said Beth Breeson, vice president, assistant to the president, with program standards responsibilities, CBS Broadcast Group. Breeson said the changing tastes of viewers have helped lower the amount of violence on television. "There are very few of the old staples left, like the police action adventures. We haven't eliminated the action genre entirely. *Paradise*, for example, is a western drama with some violence, but with some historical accuracy, and we haven't received any complaints. *Tour of Duty* is about Vietnam, but we focus on the relationships of the people in the war. We're careful not to glorify or glamorize violence," she said.

According to the coalition's data, thus far the 1989-90 prime time network schedule is averaging 9.5 acts of violence per hour. That figure is higher than the average for the 1988 season, when there was an average of 8.7 acts of violence per hour. While the 9.5 figure is up from last year, the average is well below the 1984-85 season—the highest in the 1980's—when there were nearly 14 acts of violence per hour. Following the 1984-85 season, the average number of violent acts per hour began decreasing. By comparison, in 1980 there was an average of 5.8 acts per hour.

By rating the individual networks, Sullivan said Fox—not technically a network—has the most violent acts per hour of the four. "Fox averages 16.6 acts of violence per hour, compared to NBC's 10.6, ABC's 9.5, and CBS's 8.4."

Of the 10 most violent shows, Sullivan said four were Fox shows, including *America's Most Wanted*, which was ranked number one. In the case of *America's Most Wanted*, however, that show, he said, "has a dual purpose." Other Fox shows which were ranked in the top 10 included *Booker*, ranked number five; *Alien Nation*, ranked eighth, and *The Reporters*, ranked 10th.

NBC's *Hardball* was ranked second, and *Hunter* was ranked sixth. ABC also had two shows in the top-10 list with *The Young Riders* (fourth) and *Mission: Impossible* (seventh). *Tour of Duty* and *Wolf*, the CBS shows that made the list, were ranked third and ninth, respectively.

In comparing this year to last, Sullivan said that last year "only two consistently violent shows made it into the top-20 list of highest rated shows, *Hunter* and *In the Heat of the Night*. According to the most recent ratings, none of the 10 most violent shows were among the 20 most watched shows. Another indication of how the violence in television is decreasing is the overall amount of violent shows on the network schedule. In 1980, there were about 10 shows that scored a rating of 10 acts per hour; in 1985 there were 29, and now the number of highly violent shows is down to 16." —SC

NPR goes after 'second core' audience

'Afropop Worldwide,' 13-week concert series and two post-war series highlight next year's schedule

When the Radio '88 survey revealed last year that its audience was loyal but small (BROADCASTING, May 30, 1988), noncommercial radio executives, including NPR President Douglas Bennet, said the road to audience expansion would rely on "new information and ideas, new approaches and cultural exposures."

A year and a half later, competition be-

decessor's carriage—mainly on stations offering alternatives to noncommercial classical and/or jazz formats in their markets. Highlights from the opening season of the one-hour *Worldwide* include 24-track recordings of performances by Thomas Mapfumo (from Zimbabwe), Gilberto Gil (from Brazil), Ziggy Marley (from Jamaica), Ritmo Oriental (from Cuba) and Youssou N'Dour (from Senegal). And scheduled for March 29 is *Carnival in Trinidad 1990*, a Calypso festival.

Added to NPR's mix of music is a 13-

NPR Vice President Peter Pennekamp. NPR will handle production and KCRW will handle post production.

In related news, NPR will air two post-war documentaries this week and next. In one series set to run within *All Things Considered* Nov. 29 and Dec. 6 (both Wednesdays), Vietnam refugee Duc Nguyen returns to make piece with his homeland. NPR producer Peter Breslow documented the homecoming travels of Nguyen, who was 10 years old when Vietcong soldiers took his father away.

And in memory of the 48th anniversary of the bombing of Pearl Harbor by Japan, National Public Radio's weekly radio documentary series *Horizons* will present *Sealed with a Kiss: The Wartime Letters of American Women* on Dec. 7. Produced by Thomas Verde, the program is based on more than 30,000 letters collected by authors Judy Litoff and David Smith. The letters, said Smith, "are documents from ordinary people. That's the most exciting thing. They're not government documents, not what's in the newspaper, but people writing letters. They are very human documents," one of which includes, said NPR, "the excitement of a young girl who wakes up one night to discover people dancing in pajamas in the streets, shouting: 'The war is over!'"

-PDL



tween NPR and American Public Radio in acquiring independently produced programming appears healthier than ever (BROADCASTING, Aug. 28). And both national program distributors say they are working to strengthen their established series while also developing new shows for new audiences.

One program that appears to be succeeding in developing a "second core" of public radio listeners is NPR's *Afropop*, now distributed to more than 170 noncommercial stations.

Come Jan. 4, 1990, and at 4 p.m. ET each Thursday thereafter, *Afropop Worldwide* will replace *Afropop* in NPR's national satellite feed schedule. Like its predecessor, much of the program's music includes no English language lyrics. But NPR does not expect that fact to hinder *Worldwide*'s carriage, no more than it held back its pre-

decessor's carriage—mainly on stations offering alternatives to noncommercial classical and/or jazz formats in their markets. Highlights from the opening season of the one-hour *Worldwide* include 24-track recordings of performances by Thomas Mapfumo (from Zimbabwe), Gilberto Gil (from Brazil), Ziggy Marley (from Jamaica), Ritmo Oriental (from Cuba) and Youssou N'Dour (from Senegal). And scheduled for March 29 is *Carnival in Trinidad 1990*, a Calypso festival.

Made up of the orchestra's 1989-90 concert season, the series will include world premiere performances of John Harbison's *Concerto for Dougle Brass Choir and Orchestra* (conducted by Andre Previn) and of Mel Powell's *Concerto for Two Pianos*, as well as compositions by Beethoven, Stravinsky, Brahms and others.

The three parties said they believe that the debut of new music, as well as the debut of music director Esa-Pekka Salonen, will help drive the series' appeal to younger listeners. "The new mission of NPR's cultural programming is about reexamining the present and looking to the future," said

RAB readies 10th managing sales conference

The Radio Advertising Bureau announced headline speakers and a series of workshops for its 10th annual managing sales conference, to be held Jan. 18-21 next year at the Loews Anatole in Dallas. The conference is open to RAB members and associate members, and is expected to attract 1,500 radio general managers and sales managers, the RAB said.

Stanley P. Gold, president and chief executive officer, Shamrock Holdings Inc., will address the issue of customer service—explaining the Disney philosophy that is taught at Disney University—and how it relates to radio station management. Shamrock Holdings Inc. is owned by the Roy Disney family, and is the parent company of Shamrock Broadcasting, a Burbank, Calif.-based group of 15 radio stations and three television stations.

Also scheduled to address the conference is former Washington Redskins quarterback and broadcaster Joe Theismann; Wess Roberts, author of *Leadership Secrets of Attila the Hun*, and Dick Orkin, radio commercial

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creator and producer, of the Los Angeles-based Dick Orkin Radio Ranch.

A large part of the three-day conference is the various radio sales workshops. The 75-minute discussions are designed to offer "practical advice on today's challenges in radio sales." Among the workshops that have been confirmed for the conference: *Marketing Your Station to Advertisers*; *Food Brokers—The Untapped Market*; *Promotions that Save Inventory*, and *Conquering Call Reluctance* with consultant Chuck Casen, who will examine the psychology of prospecting and selling.

Registration for the conference is \$395 before Dec. 7, and \$450 after. Contact Annie Bendalin, director of meetings, RAB, for more information. □

Riding Gain

Drug talk

Sam Donaldson, ABC News correspondent and co-anchor, *Prime Time Live*, will host the third installment of ABC Radio Networks' *American Agenda Radio Special*. The topic of the program will be *Drugs: Can Your Family Avoid Tragedy?*, with the featured guest, William J. Bennett, President George Bush's drug

policy advisor. The program will air Dec. 13, from 2 p.m. to 3 p.m., ET.

Unlike the first *American Agenda Radio Special* that featured Barbara Walters as host discussing the issue of abortion (BROADCASTING, June 19), the program has sold-out its ad inventory. Sponsors for the show include Sears, Black & Decker, American Express Travelers Cheques, General Motors/Delco, and Duracell Batteries.

In other programming news, the network has signed an agreement with Phoenix-based Hot Mix Radio Network, to carry four-hour dance music program, *Hot Mix* in 1990. ABC Radio Networks will air an eight-hour dance

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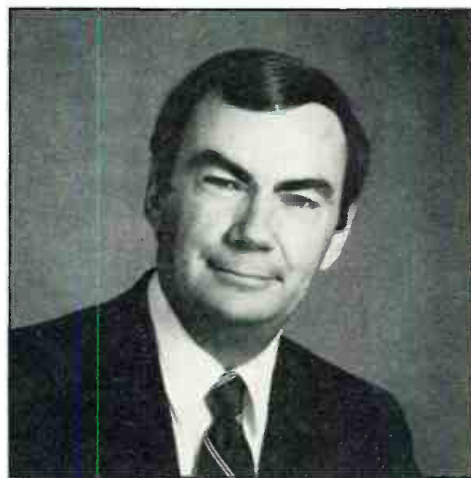
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Sam Donaldson on the radio music package over the New Year's weekend to kick-off program carriage. The show is unhosted and can be customized locally with station personalities. The program is available on a barter basis and is produced on vinyl disk by Dave Rajput and Andrew Starr.

Best of

Nashville Network's radio network will offer *Year End Nashville Record Review*, a 12-hour, top-100 countdown hosted by Lorianne Crook and Charlie Chase, on Saturday, Dec. 30, from 1 p.m. to 1 a.m.

Radio rep report

WKXC-FM Aiken, S.C. (Augusta, Ga.)—To Banner Radio (no previous rep).

WBGM-AM-FM Tallahassee, Fla.—To Republic Radio from McGavren Guild.

WOMI(AM)-WBKR(FM) Owensboro, Ky.—To Katz Radio from Hillier, Newmark, Wechsler & Howard.

WFNC(AM)-WQSM(FM) Fayetteville, N.C.—To Katz Radio from Eastman Radio.

Kwvs-FM Kingsville, Tex. (Corpus Christi)—To Durpetti & Associates from Republic Radio.

Guiding ITU in a brave new telecommunications world

Organization's new secretary general, Pekka Tarjanne, makes first U.S. visits

Pekka Tarjanne, the new secretary general of the International Telecommunication Union, was in Washington preaching the importance of international telecommunications as the pathway to peace. As a corollary and "a peculiar paradox," he was noting that, in what is known as the "Information Age," the ITU is a mystery to most people, a condition he hopes to change. Nor is that all. Tarjanne was picturing the ITU as an institution that might be unrecognizable to some in the U.S. and its allies—one that had put behind it the friction between developed and developing organizations that has long plagued it.

Tarjanne expressed those views during a press conference at the State Department that was sandwiched between visits to officials of the State Department, FCC Chairman Alfred Sikes and Janice Obuchowski, administrator of the Commerce Department's National Telecommunications and Information Administration. Tarjanne, the Finnish national who assumed the leadership of the ITU on Nov. 1, succeeding Richard E. Butler of Australia, was making his first trip to a member country for the purpose of talking to its government. While he sought to avoid a suggestion that special significance was attached to that fact—he said all 166 members of the ITU "are treated equally"—he told the reporters to "draw your own conclusions" as to the question of the significance of the visit.

Tarjanne discussed his view of the ITU's role as peacekeeper in response to a question about the dramatic changes taking place in Eastern Europe. He said that the removal of the Berlin Wall as a barrier to East-West communications encourages him to believe that the "technological problem" in completing a globe-girdling fiber optic cable—a gap exists between Western Europe and the Pacific, across Eastern Europe and Asia—can be solved.

And he said the cable is "a good example of international cooperation" and of a means "of communicating around the world." He noted that peace requires more than "a high-capacity cable" and the supporting infrastructure. Still, he said the cable would be "more than a symbol." He said it would be "a good start."

What would be the ITU's role? "It's not our task to build a network" Tarjanne said. "We're an intergovernmental organization," with responsibilities for setting standards, managing the frequency and assigning geostationary orbit slots. "But we have a duty, according to our constitution, to try to work toward a balanced, well-developed

telecommunications network." And, he said, "it is my firm conviction that a well-developed telecommunications network around the world is the best hope for world peace."

Tarjanne said he felt he had a responsibility "to preach what I have preached." And he said he had expressed those views in his meetings last week with U.S. officials. He also said he had expressed them in campaigning for the job of secretary general. "They [ITU members] liked the mes-



ITU's Pekka Tarjanne

sage," he said. "They elected me on that platform." Accordingly, he indicated he had a mandate to proceed on the basis of those views.

Tarjanne indicated his concern about what he sees as the global ignorance of ITU and its mission—contrasted with what he said was the general awareness of other United Nations specialized agencies—is more than a matter of vanity. "The important work of the ITU affects mankind, yet no one knows about it," he said. Such ignorance, he said, "is dangerous. It slows down development in developing countries. Decision-makers have not received the message that without telecommunications development, there is nothing"—no social, political or economic development.

As for the kind of organization Tarjanne now heads, he painted it as one no longer riven by conflicts between developed and developing countries. For more than a decade, as developing countries emerged in numbers that eventually gave them a majority vote in the ITU, they argued for policies they said would guarantee them frequencies and geostationary orbit slots but that developed countries said would be inefficient and

wasteful. But Tarjanne said the plenipotentiary conference in Nice, France, last summer took a major step toward reducing friction when it moved to assure developing countries substantial technical assistance: It upgraded an existing Technical Cooperation Department to the Telecommunications Development Bureau, and allotted funds for it.

But Tarjanne summed up with an awkward locution: "Everybody went home [from Nice] not unhappy. Nothing is enough for anybody." But then he said that at the extraordinary Administrative Council meeting that he attended in Geneva before leaving for the U.S.—a meeting that set up a 21-member high-level committee that will recommend proposals for restructuring the ITU and established the new Telecommunications Development Bureau—"there was no friction between the developed and developing countries. So problems were solved in Nice.... We go forward hand in hand."

But Tarjanne, the former head of the Finnish Posts and Telecommunications, was careful to say the ITU would not move into the future advocating competition in telecommunications "as a way of life," as one reporter put it in a question. The ITU would disseminate to its members information, not only about standards and frequency management but about telecommunications policies, Tarjanne said. But the ITU, he added, will "not fall into trouble by saying the only road to success is to privatize." Then, in a possible reference to the proselytizing the Reagan administration had done in seeking to advance the concept of free-market competition among other members of the ITU, he noted that the Finnish system contains a strong element of competition, then said: "Our system is not for export, nor is the U.S. system." Only information regarding the systems should be offered. —LZ

PanAmSat wants to go behind the Iron Curtain

It seeks permission to provide satellite service between Eastern Europe and U.S.

The dramatic events in Eastern Europe and the massive news coverage by U.S. television networks they have engendered have led Pan American Satellite to request the FCC, along with the State and Commerce

Departments, to seek authorization for PAS to provide satellite service between the U.S. and eight East European countries, including the Soviet Union. None are members of Intelsat.

PAS, in a letter to the chief of the commission's Common Carrier Bureau, Richard Firestone, suggested that the government instruct Comsat, the U.S. signatory to Intelsat, to seek that authorization at the Intelsat board of governors week-long meeting beginning on Dec. 7. Authorization would require Article XIV(d) consultation for use of the PAS-I Ku-band transponders now available for transAtlantic service.

PAS attorney Henry Goldberg noted in his letter that PAS has sought temporary authority on a case-by-case basis to serve U.S. news organizations covering events in Eastern Europe and needing service to transmit to or receive from that part of the world. "Based on customer interest to date

and the likelihood of changes continuing in Eastern Europe," Goldberg said, PAS "reasonably anticipates" that requests for such service will continue in the months ahead. CBS has been using PAS exclusively in recent weeks and CNN, on a frequent basis. (The Commerce Department waived the ban on taking certain equipment into the Eastern block to permit CNN to take its flyaway uplink into Prague.)

Accordingly, rather than go through the "cumbersome" process of consultations on an as-needed basis, Goldberg said, PAS is seeking XIV(d) consultation for the Soviet Union and the seven other countries: Albania, Bulgaria, Czechoslovakia, the German Democratic Republic (East Germany), Hungary, Poland and Romania. Since those countries are not members of Intelsat, Goldberg said, the East European consultation may be conducted on the basis of a request submitted by the U.S. signatory. The U.S. news agencies being served

would have the responsibility for obtaining permission from the host countries to use the PAS satellite.

Goldberg suggested that the consultation should not pose any problems. He said it is associated with the previous consultation of the PAS-1 satellite's Ku-band transponders for transAtlantic services. Because that consultation was conducted "on a fully saturated basis," Goldberg said, "there cannot be any additional economic harm to Intelsat as a result of the instant request." And all transponders covered by the request, he added, "will be operated in accordance with the PAS-1 technical parameters" already established.

A State Department official indicated the government was reviewing the PanAmSat request favorably. The question now being examined, the official explained, is whether the request can be expedited. "The substance doesn't give us concern," the official. —LZ

Decision expected on Thames purchase of U.S. producer

At same time, British TV braces for major change

British broadcaster Thames Television, in negotiation since last fall to buy Los Angeles-based TV producer-distributor Reeves Communications, expects to either conclude the deal or end the talks this month.

In an interview with BROADCASTING, Thames Managing Director Richard Dunn said an announcement should be made in early December on whether the London-based broadcaster, which already has its own production and distribution arms, would buy the U.S. firm. The offer for Reeves was reportedly in the \$100 million range.

Concurrent with Thames's negotiations are sweeping changes about to hit British television, forcing UK commercial broadcasters to examine diversification plans to protect against the possible loss of their regional broadcast franchises.

A wide-ranging broadcasting bill is expected this week in the House of Commons. Closely modeled on a controversial broadcasting white paper released last spring, the bill's most fought-over proposal will be the auctioning of commercial television's regional broadcast licenses beginning in 1991.

In the interview, Dunn said a U.S. production company acquisition is designed to help Thames gain access to the U.S. TV network and syndication markets. In its effort to break into the U.S. market over the last three years, Thames has already looked at two or more other U.S. production companies and was at one time believed close to a deal with animation firm DIC, a deal that later fell through, apparently over pricing.

DL Taffner, with which Thames has a long-term U.S. distribution deal, is not an acquisition target, Dunn said.

Thames also explored buying Los Angeles-based producer MTM prior to its acqui-

sition last year for \$320 million by British broadcaster Television South, in one of the UK TV industry's most publicized diversification moves.

That deal, however, has not worked out well for TVS, until recently one of the country's most profitable commercial franchise holders. MTM lost much of its network business in the last year, declared substantial losses this fall and saw one of its founders, Arthur Price, resign as president and chief executive officer.

Dunn acknowledged that TVS's poor results with MTM have made London financial markets pessimistic about acquisitions of U.S. companies and has caused share price drops for TVS, Thames and other commercial broadcasters.

Although the Thames executive said share price fluctuations were a marginal worry, he emphasized that the company and its principal shareholders, British firms Thorn EMI and BET, would move with extreme caution on any U.S. acquisition.

Dunn added there were no ongoing discussions between Thames and third parties, including UK facilities giant Carlton Communications, regarding a buyout of the broadcast company.

Thames had acknowledged preliminary talks with Carlton and other unnamed companies last summer, but Dunn said Thames has not pursued new backers, both because of the existing financial clout of its largest shareholders, Thorn EMI and BET, and because the proposed auctioning procedures will probably not require cash payments, but rather would be drawn from the winning bidder's income over a 10-year period.

Regarding the pending broadcasting bill, Dunn, who heads the Independent Television Association representing the UK's commercial sector, said arguments against auctioning have borne some fruit.

"There's been a great deal of fairly successful lobbying by the ITV companies and

by many interested parties to say that to auction the ITV companies off to the highest bid regardless, at that stage, of quality, cannot be in the best interest of a quality service for viewers," said Dunn.

In November, conservative members of parliament introduced a motion that would require program quality issues to be considered in tandem with the bid's size. Another motion, although with less backing, suggested quality be considered first.

Although the motions have no binding power, Dunn argued the Conservative government would carefully weigh views of its own party members in parliament.

"The Conservative members of parliament are trying not to be confrontational with their own government, but they are clearly sending a major signal to the government that this will be fairly unpopular," Dunn said.

Recent changes in Prime Minister Margaret Thatcher's cabinet may do little, however, to alter the momentum of the current proposals, Dunn acknowledged. The incoming Home Secretary's new broadcasting minister, David Mellor, indicated in an address last week his strong personal backing for the auctioning of ITV franchises, as long as three or more parties pass an initial quality threshold.

During an earlier BBC radio interview, Mellor indicated a willingness to hear arguments about the bill, but said he would not allow "vested interests" to hold up change.

Dunn agreed the new minister of broadcasting appeared accessible and willing to listen to arguments over the current bill, but added "I wouldn't want to be portrayed as being confident that this will now change. All I'm saying is they are prepared to listen. There is a lot of opposition from their supporters and they may try and find a better way of doing it [the auctioning]."

Dunn, along with managing directors of ITV companies Granada TV and Scottish

TV, were to have met with Mellor in late November in what would have been ITV's first formal presentation to the new minister on the bill. But the meeting was postponed and no future date has been set for a new one.

Following the first reading of the bill, a full debate in the House will be held, probably before Christmas. The bill will then be referred to a committee, still to be selected,

which will meet twice weekly between January and March to consider possible changes.

Responsibility for ushering the bill through the House of Commons belongs to Chief Whip Tim Renton, Mellor's predecessor as broadcasting minister, who oversaw the formulation of the broadcasting white paper last spring and the subsequent writing of the broadcasting bill. —AAG

Europe '92 from U.S. point of view

The European Community's broadcast directive that sets minimum European local content requirements for the television programming seen in member countries has been a source of major concern to American trade and industry officials. It still is. But in a report on the impact on American trade generally of the emergence of "Europe 1992"—a 12-member community with no internal trade barriers—the tone in the section on the broadcast directive seems less alarmed than that of, say, Jack Valenti, president of the Motion Picture Association of America. So was the tone of Lawrence A. Bossidy, chairman of the Advisory Committee for Trade Policy and Negotiation, which prepared the report, in discussing the matter at a press conference last week.

The "Television Without Frontiers" directive requires member states to insure, "where practicable and by appropriate means," that broadcasters reserve for European works a majority proportion of their transmission time, excluding the time allocated to news, sports, games, advertising and teletext services. The proportion is to be attained progressively, and the European Commission, the executive branch of the EC, will supervise its implementation and, if appropriate, propose amendments.

The report notes that the directive, which takes effect in October 1991, is designed to create a single market in television broadcasting by establishing common minimum rules permitting free circulation of broadcasts within the community. It also points out things could have been worse: the European Commission originally proposed binding quotas requiring that at least 60% of the programs seen in the Community be of EC origin. Even the less restrictive approach finally adopted was vigorously opposed by U.S. officials and Valenti.

But Bossidy, who is vice chairman of the board of the General Electric Co., said that while the committee is "disturbed by the principle" embodied in the directive, he noted it is "nonbinding" and that its true effect will not be known until it is implemented by the member states over the next two years.

And the report reflects the view that the U.S. is not without means for reacting. It says the U.S. should consult with the EC and the member states "to ensure that the directive is implemented in a flexible, non-binding way and does not in practice become a fixed quota or serve as a threshold for more restrictive national requirements." It also says the U.S. should seek GATT

(General Agreement on Tariff and Trade) resolution of international rules applied to cultural issues. As for the private sector, the report says the industry should monitor developments and seek "to discourage the strengthening of existing national quotas."

U.S. Trade Representative Carla Hills made it clear at the press conference that her concern over "local content" is a matter of precedent not limited to television programming. The concept, she said, can be applied to things other than broadcast programming, such as "automobiles and electronics. Our policy in Europe," she said, is to be "supportive but vigilant." She said the U.S. would be concerned even if the product of another non-European country were denied entry into the European market. —LZ

Distant Signals

Viacom's Arthur Kananack (below) has added international feature film and video sales to his responsibilities as president of Viacom Enterprises. As newly appointed president, Viacom Enterprises, International Theatrical and Video Sales, Kananack will



now handle distribution of films produced by Viacom Pictures, which was formed last July. The films produced by Viacom Pictures appear domestically on Viacom-owned pay cable channels Showtime and The Movie Channel. Kananack joined Viacom in 1987 from ITC Entertainment, where he was president. He previously was at Warner Brothers and ABC Television.

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ParCable sell

ParCable Inc., a Jackson, Miss.-based MSO, said it is selling all its cable systems. The systems are located in Tennessee, South Carolina, Kentucky, Michigan and Texas and serve 36,716 basic subscribers with 20,014 pay units. Handling the sale is New York-based Brown Brothers Harriman & Co. Richard Witmar, a Brown Brothers partner, said the systems may be sold individually or as a group and estimates the systems are worth about \$90 million. ParCable Inc. is principally owned by the Hederman family.

MLB on ESPN

ESPN's season of Major League Baseball will include 171 games, featuring 24 Sunday night games. The season begins March 3 with the Baltimore Orioles vs. the New York Yankees in the first of 10 spring training telecasts. The regular season begins April 2. Every Major League team will appear at least twice during the regular season.

Parts Plus, Thrifty Car Rental and Daihatsu Auto have joined Sears and Mitsubishi as sponsors of ESPN's 1990 Major League Baseball package. Parts Plus,

the Memphis-based automotive aftermarket manufacturer, becomes a first-time ESPN advertiser. Thrifty has added *Baseball Tonight*, the network's new daily 30-minute baseball show, and Major League Baseball games to other ESPN offerings. Daihatsu began advertising on ESPN this year and will add Major League Baseball games in 1990.

Standstill

Titan Entertainment said negotiations have broken off with Viewer's Choice about licensing Titan's 1990 pay per view wrestling events. Titan said the events now will be marketed to operators on a stand-alone basis.

Substitution

Eastern Microwave has announced the programing it will substitute for the blacked-out portions of wWOR-TV New York's signal upon return of syndicated exclusivity. Most of the programing comes from MCA, which owns wWOR-TV, and includes *It Takes A Thief*, *Run For Your Life*, *The Jack Benny Show*, *Laredo*, as well as a movie package and several comedies. The

satellite carrier has also picked up *Comedy Tonight* from Orbis.

Relief effort

Showtime said it raised more than \$450,000 in a Bay Area earthquake relief benefit, held Nov. 10-11. Viacom, which also owns a cable system in the area, donated \$75,000.

Turner's latest buy

Turner Network Television and superstation WTBS(TV) Atlanta announced the joint acquisition of 1,000 feature film titles from Columbia Pictures Television Inc. According to Turner Broadcasting System, the acquisition is the largest movie package licensed from a single Hollywood studio in the history of basic cable.

The package, licensed for two-year terms, will begin in January 1990 and extend through May 1999. TNT will share rights with TBS, with the majority of films to be seen on TNT. The catalogue, consisting of films from 1935 to 1983, includes such titles as "Kramer vs. Kramer," "Tootsie," "The Big Chill," "Close Encounters of the Third Kind," "From Here to Eternity," "On the Waterfront," "Mr. Smith Goes to Washington" and "The Bridge on the River Kwai."

Basic cable growth

A Cabletelevision Advertising Bureau analysis of Nielsen peoplemeter data indicates that basic cable's audience continued to grow during the 1988-89 television year. The report shows that in the average minute of prime time viewing, the basic cable household audience increased by 1,489,000 households over last year. On a 24-hour basis, basic cable's average audience grew by 889,000.

The CAB study also shows that the average number of broadcast network affiliates' viewing households dropped by 278,00 during prime time, while on a 24-hour basis their average number decreased by 314,000. Pay services experienced a prime time increase of 67,000 households, while independents had a prime time increase of 185,000.

In cable households, on a total day basis, basic cable's average audience share increased to 28% from 24%. Basic's combined ratings grew to 8.8 from 7.7. For all TV households, basic networks' total day ratings increased by 21% to 5.1 from 4.2, a result of higher cable penetration.

□

The Cabletelevision Advertising Bureau reports that Nielsen's November cable penetration figure is 57.1%, or

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52,564,000, an 8.1% increase over last year's November tally and a 1,667,000 home jump from the last reading in July. CAB said cable has grown at an annual rate in excess of 8% in the past six quarters, or 327,250 homes a month.

Goodwill gesture

Turner Broadcasting said TCI has

increased its Goodwill Games subscriber commitment from 75% to 95%, and four affiliated companies—Storer, Bresnan, Heritage and WestMarc—have committed 90% coverage. In a separate agreement five other TCI-affiliated companies—UA, Columbia, TKR, Cencom and Lenfest—have agreed to 90% carriage.

TCI also plans to use the games as

part of several acquisition and retention campaigns next year. They include several 10K runs, as well as a basketball tournament, in TCI franchises.

HBO movie guide

HBO has joined with Harper & Row to publish "HBO's Guide to Movies on Videocassette and Cable TV 1990,"

Changing Hands

WMYU(FM) Knoxville, Tenn. □ Sold by Jacor Communications Inc. to The Dalton Group for \$11.2 million cash for stock deal. **Seller** is headed by Terry Jacobs and also owns WMJI-FM Cleveland; WGST(AM)-WPCH-FM Atlanta, WLW(AM)-WEBN(FM) Cincinnati; WYHY(FM) Nashville; KOA(AM)-KRFX-FM Denver, and WFLA(AM)-WFLZ-FM Tampa, Fla. **Buyer** is headed by Bill Dalton and licensee of WBLZ(FM) Hamilton, Ohio. WMYU is on 102.1 mhz with 15.1 kw and antenna 1,978 feet above average terrain. *Broker: Americom Radio Brokers.*

WEAZ(AM) Philadelphia □ Sold by WEAZ-FM Radio Inc. to Salem Communications Corp. for \$6.5 million ("In Brief," Nov. 27). **Seller** is headed by Jerry Lee and retains WEAZ-FM Philadelphia. **Buyer** is Camarillo, Calif.-based group owner of KAVC(FM) Risamond, KOAR(FM) Oxnard, KFAX(AM) San Francisco, KGER(AM) Long Beach, KCLA(FM) Los Angeles, KLFE(AM) San Bernardino and KPRZ(AM) San Marcos, all California; KCFO(AM) Tulsa, Okla; KGNW(AM) Burien-Seattle, Wash.; KPDO-AM-FM Portland, Ore; WEZE(AM) Boston; WMCA(AM) New York, and WRFD(AM) Columbus, Ohio. Salem is also purchasing WYLL(FM) Des Plaines, Ill. Salem is headed by Edward G. Atsinger III and Stuart W. Epperson. WEAZ is daytimer on 560 khz with 5 kw. *Broker: Gary Stevens & Co.*

KTHO-AM-FM South Lake Tahoe, Calif. □ Sold by Emerald Communications Co. to Emerald Communications Inc. for \$1,525,000 ("In Brief," Nov. 27). **Seller** is headed by Donald C. McBain and Sarah K. Breckner and has no other broadcast interests. **Buyer** is headed by Christian Chase Larson, Los Angeles-based real estate investor, who also owns KTMS(AM)-KHTY(FM) Santa Barbara, Calif. KTHO(AM) is fulltimer on 590 khz with 2.5 kw day and 500 watts night. KTHO-FM is on 102.9 mhz with 1 kw and antenna 2,794 feet above average terrain. *Broker: Hogan-Feldman Inc.*

KPMC(AM) Bakersfield, Calif. □ Sold by Dan B. Speare Broadcast Enterprises to Buckley Broadcasting Corp. for \$1 million. **Seller** is headed by Dan B. Speare and has no other broadcast interests. **Buyer** is headed by Richard D. Buckley and is licensee of KUBB(FM) Mariposa, KWAV(FM) Monterey, KLLY(FM) Oildale, KGIL-AM-FM San Fernando, KKH-AM-FM San Francisco and KSEQ(FM) Visalia, all California; WDRC-AM-FM Hartford, Conn.; WYNZ(AM) Portland and WYNZ-FM Westbrook, both Maine, and WSEN-AM-FM Baldwinsville, N.Y. KPMC is fulltimer on 1560 khz with 10 kw. *Broker: Chapman Associates.*

WDOT(AM) Burlington, Vt. □ Sold by Hunter Broadcasting Inc. to Nichols Radio Broadcasting Corp. for \$500,000. **Seller** is headed by Bill Hunter and has no other broadcast interests. **Buyer** is headed by John C. Nichols, former

president and general manager of WXXX(FM) South Burlington, Vt. WDOT is fulltimer on 1390 khz with 5 kw.

WVGR(AM)-WQLA-FM La Follette, Tenn. □ Sold by Alvin Fox to Cherokee Communications Corp. for \$400,000. **Seller** has no other broadcast interests. **Buyer** is headed by Ronald A. Scott and has no other broadcast interests. WVGR is daytimer on 960 khz with 1 kw. WQLA-FM is on 104.9 mhz with 3 kw and antenna 563 feet above average terrain.

KCLN-AM-FM Clinton, Iowa □ Sold by Brisco Broadcasting Inc. to K to Z Ltd. for \$350,000. **Seller** is headed by Brian N. Byrnes and has no other broadcast interests. **Buyer** is headed by James Zimmerman and Jack E. Kauffman and is licensee of WGLR(AM)-WAXL(FM) Lancaster, Wis. Kauffman is also general partner, with 43.75% interest, in application for assignment of license for stations WBMB(AM)-WBM(FM) West

Branch, Mich. KCLN(AM) is daytimer on 1390 khz with 1 kw-D. KCLN-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

CABLE

System serving Carmel Highlands, La Mesa Naval Base and parts of Monterey County, Calif. □ Sold by Video Engineering Inc. to Falcon Cable Inc. Purchase price was not given, but industry source estimates worth of system to be about \$3.4 million. **Seller** is headed by Ken Daniel and has systems in California serving about 3,000 subscribers. **Buyer** is MSO headed by Marc Nathanson and has systems in 18 states serving about 550,000 subscribers. System serves 1,700 basic subscribers and 1,156 pay-TV subscribers and passes 2,300 homes. *Broker: Daniels & Associates.*

For other proposed and approved sales see "For the Record," page 111.

Outstanding Performance

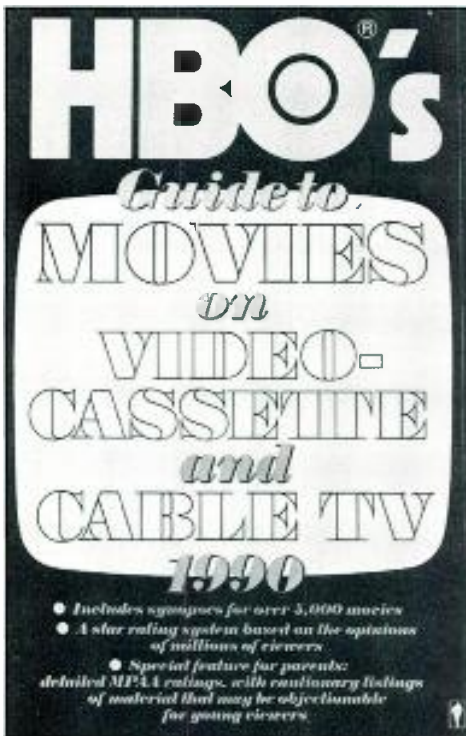
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which includes synopses, actors, directors, running times and other information about more than 5,000 movies. The guide



also includes information on the amount of violence, rape, nudity or explicit language in the films.

Customer satisfaction

The Cable TV Association of New York has released its customer service guidelines for cable companies to follow.

The guidelines include 30-day notification to customers for new programming additions or dropping of services or realignment of channels, and 14-day notice to city officials and customers for system upgrades that may create outages.

On billing questions the guidelines call for operators to inform customers yearly on billing practices, and provide 30-day notice on rate increases, as well as other time periods for disconnections (30 days after nonpayment).

The association recommends security deposits be returned after 24 months, provided the customer is of good standing.

On telephone, the guidelines recommend weekday hours of operation from 8:30 a.m. to 6 p.m., as well as four hours on Saturday, and that 95% of all calls be answered, 80% within 30 seconds.

The guidelines also include points on technical standards, customer service and technical personnel training as well as guidelines on government communication, community access and repair hours and service.

Hockey coverage

SportsChannel America has announced its second half lineup for the National Hockey League, which will include coverage of a former hockey greats clash on all star weekend as well as six "wild card" games late in the season.

The new year's schedule kicks off with Los Angeles and New Jersey Jan. 4, 1990. Coverage of the old-timers game will be Jan. 20, the day before NBC carries the All Star game. The wild card games run from March 22 and April 1. Between Jan. 4 and April 1, which concludes the regular season, SCA will carry 66 games, including six doubleheaders.

Shopping spree

QVC said it tallied record business over the Thanksgiving weekend, receiving 310,000 phone orders totaling \$25.6 million over four days. QVC said Sunday, Nov. 26, was the single biggest day in its history, with QVC and CVN totaling a combined 125,000 orders totaling \$10.4 million. The previous single day high was \$6.5 million.

First in HBO trilogy

James Woods and Melanie Griffith will star in the first installment of *HBO Showcase's* "Men and Women" trilogy, slated to premiere next summer. They will be featured in Ernest Hemingway's short story, "Hills Like White Elephants," adapted by writers Joan Didion and John Gregory Dunne. Tony Richardson, Academy Award winner for "Tom Jones," will direct. The other two stories are Dorothy Parker's "Dusk Before Fireworks," adapted by Valerie

Curtin, and Mary McCarthy's "The Man in the Brooks Brothers Shirt," adapted by Frederi Raphael. The trilogy marks the first television project for film and theater producer David Brown, who will co-produce with William S. Gilmore.

Linkletter link

Turner Program Services has reached an agreement with Facets Phillips Entertainment to produce a pilot for a new 52-week, half-hour syndicated show, *Kids Still Say the Darndest Things With Marc Summers*, based on a segment from Art Linkletter's *House Party*. The pilot episode is expected to be showcased at the 1990 INTV and NATPE conventions. Linkletter will serve as creative consultant.

For laughs

Caroline's Comedy Hour, a 13-week comedy show hosted by Carol Leifer, will premiere on the Arts & Entertainment Network Jan. 7, at 8 p.m. ET. The program will be taped live at Caroline's, a New York City comedy club.

News insert

Wwor-tv Secaucus, N.J. (New York), and Suburban Cablevision have created "Suburban Edition," a local news report to be inserted on the cable system's *Headline News* station, beginning Jan. 8, 1990. Wwor's *Channel 9 News* will produce, at the station's Secaucus-based studios, five-minute local news reports for the 42 communities served by Suburban Cablevision, to be seen at 24 minutes and 54 minutes past each hour.

Suburban Cablevision is a wholly owned subsidiary of Maclean Hunter Ltd., servicing 215,000 subscribers. Wwor-tv is an MCA Broadcasting Inc. station serving New York, New Jersey and Connecticut. *Headline News*, a service of the Turner Broadcasting System is available in 37 million U.S. homes. It offers a half-hour news wheel format.

Weekly planning

FNN has joined with the Registry of Financial Planning Practitioners to produce a weekly financial planning segment that will be part of FNN's 7 p.m. *MoneyTalk* series each Wednesday.

PPV distribution

New Line Cinema has signed a long-term pay-per-view distribution agreement with Request Television, to begin with *A Nightmare on Elm Street 5: The Dream Child*, on Feb. 20, 1990. New Line is the ninth film company to regularly distribute product through Request, joining Columbia, Tri-Star, MGM/UA, Orion, Paramount, 20th Century Fox, Universal, Walt Disney and Warner Bros. Request is a two-channel, pay-per-view service owned by Group W Satellite Communications and Reiss Media Enterprises Inc.

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Bartlett upbraids broadcasters for laxness in fight for First Amendment rights

RTNDA president says industry is not working hard enough

David Bartlett, president of the Radio-Television News Directors Association, says he is upset, even made "cranky," when members of the broadcasting business sacrifice his—Bartlett's—First Amendment rights in the interest of securing a job or broadcast license renewal. Bartlett, in addressing a luncheon of the Media Institute, took as his theme the position that radio and television, the "most influential arm of the press, is not really free." And in response to questions following his remarks, he made the point that broadcasters were not doing as much as they might to secure the freedom he believes they should have.

Bartlett said in his speech that the members of RTNDA "believe passionately that freedom of expression is a natural human right" and "that the benefits of free expression, including free expression on radio and television, far outweigh any possible cost." But he noted that some in radio, including members of his organization, blame the loss of jobs in radio news on the FCC lifting minimum requirements for time devoted to news. "I think that's incorrect," he said. Indeed, Bartlett, a former program director of NBC Radio Networks and Talknet, said later he believes there is more news and information on radio stations across the country than before, if not in a traditional format. But he said there are those "willing to sacrifice First Amendment rights" to have the government force broadcasters "to put news on the air." Bartlett said it would not only be wrong to sacrifice a principle, he did not think it would generate new jobs.

And he included licensees among those ready to trade principle for security. Bartlett said broadcasters have "made deals" to achieve security only to find, "to their surprise," the other side has not lived up to what broadcasters thought was its side of the bargain. Asked for specifics, he cited Senator Daniel Inouye (D-Hawaii) and his children's television bill. The National Association of Broadcasters, in dealings with the House, had indicated a readiness to accept a degree of reregulation in a children's television bill in return for improved relations with Congress, only to find itself confronted in the Senate by a bill sponsored by Inouye that was tougher than it had expected.

Bartlett also suggested that the broadcasting industry is not doing enough to educate the public about the First Amendment "in the electronic age." The public's knowledge "is limited," he said. "What do you



RTNDA's David Bartlett

November, 1989

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do about it?" He noted that an effort is being made to inform the public concerning the First Amendment—but not by members of the broadcasting industry. In an apparent

reference to the controversial advertising campaign being conducted by the Philip Morris Co. to call attention to the bicentennial of the Bill of Rights, he said, "It is

interesting that a cigarette company is putting a salutary campaign for the First Amendment on the air when none of the three networks are."

Summit supplier

IDB Communications Group was scheduled to handle much of the satellite traffic emanating from major news organizations covering the Bush-Gorbachev summit off the coast of Malta over the past weekend (Dec. 2-3).

According to the Los Angeles-based satellite services company, its clients for the weekend shipboard summit included CBS-TV, NBC-TV, CNN, CBS Radio, ABC Radio, AP Radio and the European Broadcasting Union.

To get CBS-TV's video and voice feeds back to New York, IDB installed a 4.5-meter uplink on Malta. For voice and audio feeds of NBC-TV, CNN and the radio networks, IDB set up a 2.4-meter uplink. For EBU's audio, IDB brought in a 1.8-meter flyaway.

IDB and its customers planned to use the Ku-band uplinks to bounce signals off Intelsat VI at 322 degrees east and Intelsat V at 63 degrees east.

IDB was also slated to downlink signals for CBS-TV and NBC-TV at its New York teleport.

Noncommercial projects

National Endowment for the Humanities announced it has committed \$12.9 million to TV and radio projects, many of which will air on noncommercial broadcasting. The 61 media project grants include planning, development and/or production funds and include nearly \$300,000 to expand WETA-TV Washington's five-hour *Civil War* series to nine or 10 hours; another \$477,334 grant to WETA to produce a 90-minute documentary on David Sarnoff and other radio pioneers; a \$600,940 grant and \$150,000 in matching funds to support KCET(TV) Los Angeles's production of a two-hour television drama on Clarence Darrow; a \$815,000 grant to support Film News Now Foundation in its production of a documentary film on the history of China, 1911-49; \$76,600 to KCRW(FM) Santa Monica, Calif., for production of 13 radio half-hours in which contemporary writers read and comment on their short stories, and \$50,030, plus a \$160,000 matching grant, to National Public Radio for production of a series of art history and criticism features to air in the daily *Performance Today* program.

Bartlett does not see a completely gray landscape. He views chances of congressional revival of the fairness doctrine—given its removal from the reconciliation bill passed by Congress in the final hours of the first session, two weeks ago—as "on the wane." He acknowledged that the measure has its "zealous supporters," but said "they are having more difficulty getting support for their position." He said members generally are "getting bored" with the issue.

But Bartlett does not regard that as indicative of Congress's basic attitude toward broadcasting. "There are other things bubbling up," he said, adding that government "feels compelled to limit free expression" when it causes political problems. Asked for an example, Bartlett cited the FCC's campaign against indecency in broadcasting, a campaign that, he said, had been inspired if not demanded by the Senate Commerce Committee during its confirmation hearing on the nominations of FCC Chairman Alfred Sikes and Commissioners Sherrie Marshall and Andrew Barrett. Bartlett said that, as "a radio guy," he does not favor indecency on radio. And he said he is concerned about indecency only as it relates to the First Amendment. But the regulations, he said, "should be set by broadcasters and enforced by the marketplace, not by the instrumentality of government."

But Bartlett was challenged on that point by Diane Killory, the former FCC general counsel, who played an important role in developing and implementing the commission's position on indecency. She noted that federal law prohibits the broadcast of indecency and obscenity, and said the commission was simply doing its job. "Do you favor getting rid of the statute?" she asked. "I don't know enough about that," Bartlett said. But he added: "I don't believe in content regulation.... I'm no expert, but as a general proposition as to radio-TV journalism, government regulation of program content is a dangerous thing."

Indeed, the burden of Bartlett's remarks, as it has been of other speeches he has given since being named president of RTNDA in June (BROADCASTING, June 12), was that the application of the First Amendment has not kept pace with technology. "In today's world," he said, "'the press' really means radio and television. Yet, while we still preach that democracy depends on a free press, radio and television journalists, unlike their colleagues in print, must labor under a cloud of government regulation. Their First Amendment rights," he added, "remain shrouded in ambiguity."

Then he said: "The most pervasive and influential arm of the American press, radio and television, is not really free, at least not in the way that Madison and Jefferson would have understood the term," adding, "It is the destiny of *this* generation of Americans to finally face this fact and deal with it, one way or the other. The issue demands resolution."

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Continued from page 26.

News. New York Hilton, New York. Information: (202) 785-1525.

Feb. 13-14—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 28-March 2—*Cable Television Public Affairs Association* Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programmers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

Feb. 28-March 3—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

March, 1990

March 1—*International Radio & Television Society* Gold Medal banquet. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 2—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 9-13—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington.

March 14—*International Radio & Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 14-18—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **March 15**—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 17—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

March 22—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 29-31—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

April, 1990

April 1-3—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

■ **April 3**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

April 18-20—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopicollo, (803) 777-3324.

■ **April 18-22**—*Religious Communication Congress*, "once-a-decade international/interfaith event" featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 20-25—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May, 1990

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the 90's." Capital Hilton, Washington.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Atlanta Convention Center, Atlanta.

June, 1990

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

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

June 6-8—APRS '90, 23rd international exhibition

of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

June 10-14—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

June 11-14—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

July, 1990

■ **July 11**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2043.

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

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

September, 1990

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

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif. Information: (202) 659-6510.

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

October, 1990

■ **Oct. 9**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.

November, 1990

Nov. 7-10—"Women in Broadcasting '90," conference sponsored by *European Broadcasting Union* and *Steering Committee for Equal Opportunities in Broadcasting within European Commission*. Zappion Congress Center, Athens. Information: (022) 798-7766.

■ **Nov. 11**—*Caucus for Producers, Writers and Directors* eighth annual dinner dance and fifth general membership meeting. Los Angeles. Information: (202) 652-0222.

As compiled by BROADCASTING from Nov. 22 through Nov. 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—presurprise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

- WSII-FM Fairfield, CT (BTCED89114HV; 91.1 mhz; 1 kw; ant. 624 ft.)—Seeks assignment of license from Sacred Heart University Inc. to Sacred Heart University Inc. for no financial consideration. Sacred Heart University is headed by Rev. Edward Egan and has no other broadcast interests. Filed Nov. 7.
- KCLN-AM-FM Clinton, IA (AM: BAL891106EA; 1390 khz; 1 kw-D; FM: BALH891106EB; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Brisco Broadcasting Inc. to K to Z Ltd. for \$350,000. Seller is headed by Brian N. Byrnes and has no other broadcast interests. Buyer is headed by James Zimmerman and Jack E. Kauffman and is licensee of WGLR(AM)-WAXL(FM) Lancaster, W.I. Kauffman is general partner, with 43.75% interest, in application for assignment of license for stations WBMB(AM)-WBMI(FM) West Branch, MI. Filed Nov. 6.
- WEEI(AM) Boston (BAL891106EE; 590 khz; 5 kw-U)—Seeks assignment of license from Helen Broadcasting Co. to Boston Celtics for \$6.4 million ("Changing Hands," Oct. 9). Seller is headed by Ralph Guarino and has no other broadcast interests. Buyer is headed by Don Gaston and Alan Cohen and is also purchasing WFXT(TV) Boston. Filed Nov. 6.
- WLUC-TV Marquette, MI (BTCCT891107KF; ch. 6; 100 kw-V; ant. 978 ft.) and KTVO(TV) Kirksville, MO (BTCCT891107KJ; ch. 3; 100 kw-V; ant. 1,080 ft.)—Seeks assignment of license from Current Shareholders of Federal Enterprises Inc. to New Shareholders of Federal Enterprises Inc. for no financial consideration. Federal Enterprises is headed by Peter Kizer and has no other broadcast interests. Filed Nov. 7.
- KZKX(FM) Seward, NE (BALH891106HY; 96.9 mhz; 100 kw; ant. 610 ft.)—Seeks assignment of license from Musieradio of Nebraska Inc. to KZKX Inc. for \$1,970,000 ("Changing Hands," Nov. 13). Seller is headed by Jon Peterson and Mike Levine, who are also principals of WXIT(AM)-WKZT(FM) Charleston, WV. Buyer is headed by Bob Sherman and also owns KKRD(FM) Wichita, KS. Filed Nov. 6.
- KBBM(AM) Waldport, OR (BAL891106ED; 850 khz; 250 w-D)—Seeks assignment of license from Edward C. McElroy Jr. to KBBM Radio Inc. for \$115,000. Seller has no other broadcast interests. Buyer is headed by James Girard and has no other broadcast interests. Filed Nov. 6.
- WWGR(AM)-WQLA-FM La Follette, TN (AM: BTC891107HW; 960 khz; 1 kw-D; FM: BTCH891107HX; 104.9 mhz; 3 kw; ant. 563 ft.)—Seeks assignment of license from W. Alvin Fox to Cherokee Communications Corp. for \$400,000. Seller has no other broadcast interests. Buyer is headed by Ronald A. Scott and has no other broadcast interests. Filed Nov. 7.
- New TV Memphis (BAPCT891107KK; ch. 50; 5000 kw-V; ant. 800 ft.)—Seeks assignment of license from Kyles

Broadcasting Ltd. to Flinn Broadcasting Corp. for \$220,000. Seller is headed by Gwendolyn Kyles Griffin and her son Dwayne Kyles and has no other broadcast interests. Buyer is headed by George S. Flinn and is licensee of WHBQ(AM) Memphis. Filed Nov. 7.

■ WDOT(AM) Burlington, VT (BAL891107EA; 1390 khz; 5 kw-U)—Seeks assignment of license from Hunter Broadcasting Inc. to Nichols Radio Broadcasting Corp. for \$500,000. Seller is headed by Bill Hunter and has no other broadcast properties. Buyer is headed by John C. Nichols and has no other broadcast interests. Filed Nov. 7.

Actions

- KOKY(AM) Jacksonville, AR (BAL890830EE; 1500 khz; 1 kw-D)—Granted app. of assignment of license from Richard L. Ramsey, trustee, to Pamela M. Blossom for \$165,000. Seller is headed by Alfen Wheeler, who has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 6.
- WBLW(AM)-WBIC(FM) Royston, GA (AM: BAPL890927EA; 810 khz; 250 w-D; FM: BALH890927EB; 103.7 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Oculus Broadcasting Corp. to Athena Broadcasting Corp. for \$700,000. Seller is headed by C.P. Sims, and has no other broadcast interests. Buyer is owned by AM 96 Inc. and is headed by Sandra Gwyn, whose brother Rich owns WQCH(AM) Lafayette, GA. AM 96 Inc. is licensee of WRFC(AM) Athens, GA. Action Nov. 16.
- WWHN(AM) Joliet, IL (BTC890707EA; 1510 khz; 500 w-D)—Granted app. of assignment of license from John Rogers to William H. Lipsey for \$250,000. Seller is owned by John Rogers and has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 15.
- WJTX(AM) Urbana, IL (BAL890818EB; 1580 khz; 250 kw-D)—Granted app. of assignment of license from Clas-

ic Radio Inc. to WBCP Inc. for \$135,000. Seller is owned by Richard Glover, who has no other broadcast interests. Buyer is headed by Vernon L. Barkstall, Lonnie E. Clark and J.W. Pirtle, and has no other broadcast interests. Action Nov. 15.

■ KTIV(TV) Sioux City, IA (BALCT890915KQ; ch. 4; 100 kw-V; ant. 1,920 ft.)—Granted app. of assignment of license from KTIV Television Co. to Quincy Newspapers Inc. for \$20,750,000 ("Changing Hands," Aug. 28). Seller is subsidiary of American Family Corp. and is headed by John B. Amos. It also owns WAFF(TV) Huntsville, AL; WTVM(TV) Columbus and WTOG-TV Savannah, both Georgia; KWVL(TV) Waterloo, IA; WAFB(TV) Baton Rouge; KFVS-TV Cape Girardeau, MO, and WITN-TV Washington, NC. Buyer is headed by Thomas A. Oakley, and also owns WGEM-AM-FM-TV Quincy, IL; WSJV(TV) Elkhart, ID; KTTC(TV) Rochester, MN, and WVVA(TV) Bluefield, WV. Quincy also publishes two newspapers. Action Nov. 17.

■ WNOL(TV) New Orleans (BALCT890918KG; ch. 38; 5000 kw-V; ant. 1,049 ft.)—Granted app. of assignment of license from TVX of New Orleans Inc. to Quincy Jones Broadcasting Inc. for \$7.1 million. Seller is headed by Gene Loving, and is licensee of WDCA-TV Washington; WLFL-TV Raleigh, NC; WTXF-TV Philadelphia, and KTXA(TV) Fort Worth, KTXH(TV) Houston and KRRT(TV) Kerrville, all Texas. Buyer is headed by musician Quincy Jones and has no other broadcast interests. Action Nov. 17.

■ WCLZ-AM-FM Brunswick, ME (AM: BAL890929EE; 900 khz; 1 kw-D; FM: BAPLH890929EF; 98.9 mhz; 15 kw; ant. 400 ft.)—Granted app. of assignment of license from Hawthorne Communications LP to Eastern Radio Co. LP for \$2,175,000. Seller is headed by Doug Tanger, who has interest in WBOQ(FM) Gloucester, MA. Buyer is headed by Alan Stinert Jr. and Lionel Brooks Jr., who have

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interest in WGVA(AM)-WECQ(FM) Geneva, NY. Action Nov. 20.

■ **KNNS(FM) Grand Rapids, MN (BALH890927GN; 96.9 mhz; 100 kw; ant. 450 ft.)**—Granted app. of assignment of license from Rapids Radio is Grand Inc. to Kirwin Spilman Broadcasting Inc. for \$450,000. Seller is owned by Michael Ives, and has no other broadcast interests. Buyer is headed by William J. Kirwin and Robert D. Spilman, who have no other broadcast interests. Action Nov. 20.

■ **KNAT(TV) Albuquerque, NM (BALCT890906KE; ch. 23; 1191 kw-V; ant. 4,130 ft.)**—Granted app. of assignment of license from Trinity Broadcasting of Arizona Inc. to All American TV Inc. for \$2.5 million. Seller is headed by Paul Crouch, and also owns KPAZ-TV Phoenix, AZ; KTBN-TV Santa Ana, CA; WHFT(TV) Miami; WCLJ(TV) Bloomington and WKOI(TV) Richmond, both Indiana; WTBY(TV) Poughkeepsie, NY; WLXI-TV Greensboro, NC; WDLJ(TV) Canton, OH; KTBO-TV Oklahoma City, OK; KDTX-TV Dallas, and KGHO(AM) Hoquiam, KGHO-FM Hoquiam-Aberdeen and KTBW-TV Tacoma, all Washington. Buyer is headed by Cruz S. Arguinzoni. All American TV Inc. is licensee of WWTO-TV La Salle, IL; WTJP-TV Gadsden, AL; KDOR-TV Bartlesville, OK, and KTAJ-TV St. Joseph, MO. In addition, it is also permittee of several limited partner TV facilities, and has several limited partner TV applications pending at commission. Action Nov. 6.

■ **WBEX(AM)-WKKJ(FM) Chillicothe, OH (AM: BAL890920ED; 1490 khz; 1 kw-D, 250 w-N; FM: BALH890920EE; 93.3 mhz; 22 kw; ant. 335 ft.)**—Granted app. of assignment of license from Mid-America Radio Group Inc. to Guaranty Broadcasting Corp. for \$3,250,000. Seller is headed by David Keister. It also owns WKBV(AM)-WFMG(FM) Richmond, IN; WABJ(AM)-WQTE(FM) Adrian, MI; WBAT(AM) Marion, IN, and CP for WCJC(FM) Van Buren, IN. Buyer is headed by Thomas Gammon. Guaranty Broadcasting Corp. is licensee of WGGZ(FM) Baton Rouge. Action Nov. 14.

■ **KCLE(AM) Cleburne, TX (BTC890907EF; 1120 khz; 250 kw-D)**—Granted app. of assignment of license from Earle Fletcher and George W. Marti to Lloyd E. Moss. Sellers are selling individually, but singularly and collectively represent truthfulness of matters herein represented concerning corporate stock of corporation. Sellers represent that corporation is organized under and existing by virtue of laws of state of Texas, and has its principal office in Cleburne, Johnson County, TX; that it has issued outstanding capital stock of only 6,000 shares of nonassessable common stock of par value of \$10 per share, and that such shares as have been issued are fully paid and are outstanding. Sellers represent that said stock is owned as follows: Earle Fletcher, 5,400 shares, and George W. Marti, 600 shares. Action Nov. 15.

■ **KAPA(AM) Raymond, WA (BAL890925EC; 1340 khz; 1 kw-U)**—Granted app. of assignment of license from Barbara L. Kazmark to Dorothy B. Brazeau for \$130,000. ("Changing Hands," Oct. 9). Seller also owns KAZZ(FM) Deer Park, WA. Buyer has no other broadcast interests. Action Nov. 16.

■ **KFRS(AM) Somner, WA (BAL890821EB; 1560 khz; 500 w-D)**—Granted app. of assignment of license from J3 Co. Inc. to KRIZ Broadcasting Inc. for \$79,000. Seller is headed by Mark D. Waldron, trustee, who has no other broadcast interests. Buyer is headed by Christopher and Gloria Bennett, who are licensees of KRIZ(AM) Renton, WA. Christopher H. Bennett and Gloria V. Bennett, who each own 100% common property interest in this application, also own 100% common property interest in Christopher H. Bennett Broadcasters Co. of Washington Inc., licensee of KBMS(AM) Vancouver, WA. Action Nov. 17.

■ **WLEE(AM) Richmond, VA (BAL890929EA; 1480 khz; 5 kw-U)**—Granted app. of assignment of license from William S. Ray to Pearson Newco Inc. for \$1. Seller also heads WGAI(AM) Elizabeth City, NC. Buyer is headed by John Lankenau, and has no other broadcast interests. Action Nov. 17.

New Stations

Applications

AM

■ **San Martin, CA (BP891031AD)**—Jeffrey N. Eustis seeks 1120 khz. Address: 862 Lathrop Dr., Stanford, CA 94305. Principal has no other broadcast interests. Filed Oct. 31.

FM's

■ **Dothan, AL (BPH891010MO)**—Wiregrass Broadcast Associates Ltd. seeks 101.3 mhz; 3 kw; ant.: 328 ft.

Address: P.O. Box 116, Enterprise, AL 36331. Principal is headed by Virgle Leon Strickland and has no other broadcast interests. Filed Oct. 10.

■ **Dothan, AL (BPH891006NC)**—Landmark Communications Inc. seeks 101.3 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 1117, Poteau, OK 74953. Principal is headed by Chris Bence and is licensee of KLMK-FM Poteau, OK. Filed Oct. 6.

■ **Dothan, AL (BPH891006MQ)**—Circle City Broadcasters seek 101.3 mhz; 3 kw; ant.: 328 ft. Address: 2603 Creekwood Dr., Dothan, AL 36301. Principal is headed by Michael D. Holderfield and his father, William D. Holderfield, who is 100% owner of Elba Radio Co., licensee of WELB(AM)-WZTZ-FM Elba, AL. Filed Oct. 6.

■ **Dothan, AL (BPH891006MR)**—Hubcap Classics Radio Network Ltd. seeks 101.3 mhz; 1.324 kw; ant.: 488 ft. Address: 739 N. Oates St., Dothan, AL 36303. Principal is headed by Thomas W. Smith and has no other broadcast interests. Filed Oct. 6.

■ **Fountain, CO (BPH891006MY)**—Americus Communications Corp. seeks 96.1 mhz; 6 kw; ant.: -42 ft. Address: 619 Cameron St., Eau Claire, WI 54702. Principal is headed by Richard Muzzy and William C. Davis. Muzzy is 50% general partner of Americus Communications LP, licensee of WEUZ(AM)-WBIZ(FM) Eau Claire and WSPQ(AM)-WSP(TV) Stevens Point, both Wisconsin. Davis is president, director and 80% shareholder of Continental Broadcasting Inc. and other 50% general partner of Americus Communications LP. Filed Oct. 6.

■ **Fountain, CO (BPH891006MP)**—Hubbard Broadcasting Inc. seeks 96.1 mhz; 0.140 kw; ant.: 1,977 ft. Address: 1430 Vondel Park Dr., Colorado Springs 80907. Principal is headed by Carolyn Dell Hubbard and has no other broadcast interests. Filed Oct. 6.

■ **Fountain, CO (BPH891006MS)**—Nueva Manana Broadcasting Corp. seeks 96.1 mhz; 6 kw; ant.: 328 ft. Address: 3017 Pinnacle Dr., Colorado Springs 80910. Principal is headed by Frank Martinez and has no other broadcast interests. Filed Oct. 6.

■ **Fountain, CO (BPH891006NH)**—Ronald A. Johnson seeks 96.1 mhz; 0.116 kw; ant.: 2,161 ft. Address: 755 Grey Eagle, Colorado Springs 80919. Principal is 1/3 owner of Educational Communications of Colorado Springs Inc., Colorado nonprofit corporation, which owns and operates KTLF-FM Colorado Springs. Filed Oct. 6.

■ **Fountain, CO (BPH891006NA)**—James Arthur Bundy seeks 96.1 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 6753, Colorado Springs 80934. Principal has no other broadcast interests. Filed Oct. 6.

■ **Fountain, CO (BPH891006NE)**—Tierra Del Sol Broadcasting Inc. seeks 96.1 mhz; 0.112 kw; ant.: 2,145 ft. Address: 937 Columbia Ave., Colorado Springs 80904. Principal is headed by Cathy V. Bogren and has no other broadcast interests. Filed Oct. 6.

■ **Fountain, CO (BPH891006NF)**—KCMN Inc. seeks 96.1 mhz; 0.12 kw; ant.: 2,158 ft. Address: 2880 E. Fountain Blvd., Colorado Springs 80910. Principal is headed by Kent Bagdasar and has no other broadcast interests. Filed Oct. 6.

■ **Port St. Lucie, FL (BPH891018MV)**—Salsa Radio Limited seeks 101.3 mhz; 6 kw; ant.: 328 ft. Address: 39 Tall Pines Lane, Rocky Hill, CT 06067. Principal is headed by Jose Oaks and has no other broadcast interests. Filed Oct. 18.

■ **Port St. Lucie, FL (BPH891018MU)**—St. Lucie Broadcasting Inc. seeks 101.3 mhz; 6 kw; ant.: 328 ft. Address: 2015 Stonridge Lane, Villanova, PA 19085. Principal is headed by Alexis K. Stevens and has no other broadcast interests. Filed Oct. 18.

■ **Port St. Lucie, FL (BPH891018MT)**—Douglas Johnson seeks 101.3 mhz; 6 kw; ant.: 328 ft. Address: 4710 Juniper, Milford, MI 48042. Principal is permittee and 100% owner of Johnson Broadcasting Inc., permittee of new TV station in Katy, TX. Johnson is general manager of WXON(TV) Detroit and also has 2 1/2% ownership interest of WXON-TV Inc., licensee of WXON(TV). Filed Oct. 18.

■ **Battle Ground, IN (BPH891005MD)**—Sandra H. Pearlman seeks 98.7 mhz; 3 kw; ant.: 328 ft. Address: 5 Hitching Post Rd., West Lafayette, IN 47906. Principal has no other broadcast interests. Filed Oct. 5.

■ **Battle Ground, IN (BPH891006MW)**—McLean County Broadcasters Inc. seeks 98.7 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 1970, Martinsville, IN 46151. Principal is headed by David C. Keister, who is 85% owner of Boone County Broadcasters Inc., licensee of WBCI(FM) Lebanon, IN; owner of Mid-America Radio Group Inc., licensee of WBEX(AM)-WKKJ-FM Chillicothe, OH; WKBV(AM)-WFMG(FM) Richmond, IN; WABJ(AM)-WQTE-FM Adrian, MI, and WBAT(AM) Marion, IN. Mid-America Radio Group also holds CP for WCJC(FM) Van Buren, IN.

Filed Oct. 6.

■ **Nashville, IN (BPH891012MI)**—Frank A. Rogers seeks 95.1 mhz; 6 kw; ant.: 328 ft. Address: P.O. Box 187, Nashville, IN 47448. Principal has no other broadcast interests. Filed Oct. 12.

■ **Crown Point, IN (BPED891019MA)**—Hyles-Anderson College seeks 90.5 mhz; 10 kw. Address: 8400 Burr St., Crown Point, TN 46307. Principal is headed by George Zarris and has no other broadcast interests. Filed Oct. 19.

■ **Crystal Falls, MI (BPH891010MF)**—Crystal Radio Co. seeks 100.7 mhz; 51.29 kw. Address: P.O. Box 52, Mayville, WI 53050. Principal is headed by Lyle Roberts Evans, who is sole proprietor of Brillion Radio Co., permittee of Class A FM station, WLWR(FM) Brillion, WI. Evans owns 50% of common stock, is chairman of board, secretary and director of Pacer Television of Huron Inc., permittee of KIID(TV) Huron, SD, and owns 40% of common stock, is chairman of board, president and director of Hometown Television Inc., permittee of WHTA(TV) Calumet, MI. Filed Oct. 10.

■ **Campbellsville, KY (BPH891012MH)**—Johnson Radio Co. seeks 99.9 mhz; 6 kw; ant.: 328 ft. Address: 105 Fisher St., Campbellsville, KY 42718. Principal is headed by Janet Johnson McKay and has no other broadcast interests. Filed Oct. 12.

■ **Campbellsville, KY (BPH891012MJ)**—David H. Greenlee seeks 99.9 mhz; 6 kw; ant.: 328 ft. Address: 1497 Pine Meadow Rd., Lexington, KY 40504. Principal has no other broadcast interests. Filed Oct. 12.

■ **Campbellsville, KY (BPH891012MM)**—Michael T. Harding seeks 99.9 mhz; 3 kw; ant.: 328 ft. Address: P.O. Box 4065, Campbellsville, KY 42719. Principal is general manager of WGRB(TV) Campbellsville, KY. Filed Oct. 12.

Actions AM

■ **Sault Ste. Marie, MI (BP890405AB)**—Granted app. of Algoma Broadcasting Co. for 1400 khz. Address: P.O. Box 36, Fairfield, CT 06430. Principal is headed by Timothy D. Martz and has no other broadcast interests. Action Nov. 15.

FM's

■ **Battle Ground, IN (BPH891006MX)**—Returned app. of Walker Radio Ltd. for 98.7 mhz; 3 kw; ant.: 328 ft. Address: 101 Uptown Rd., Ithaca, NY 14850. Principal is headed by James Walker and has no other broadcast interests. Action Nov. 16.

■ **Elizabethtown, KY (BPED890111MC)**—Granted app. of Western Kentucky University for 90.9 mhz; 7.5 kw; ant.: 590 ft. Address: Academic Complex 153, Bowling Green, KY 42101. Principal is headed by Joseph Iracene, Ronald W. Clark and Thomas C. Meredith and has no other broadcast interests. Action Nov. 9.

■ **Allegan, MI (BPH880707MA)**—Granted app. of Mid-point Broadcasting for 92.3 mhz; 0.855 kw; ant.: 600 ft. Address: 6510 Lake Harbor Rd., Muskegon, MI 49441. Principal is headed by Michael L. Maciejewski and has no other broadcast interests. Action Nov. 9.

■ **Allegan, MI (BPH880727NF)**—Dismissed app. of Thomas Somers for 92.3 mhz; 3 kw; ant.: 328 ft. Address: 50 M-89, Plainwell, MI 49080. Principal has no other broadcast interests. Action Nov. 9.

■ **Chillicothe, OH (BPED881214MN)**—Returned app. of The Cedarville College for 91.9 mhz; 100 kw; ant.: 633 ft. Address: 251 North Main St., Cedarville, OH 45314. Principal is headed by Clifford W. Johnson and has no other broadcast interests. Action Nov. 14.

■ **Lufkin, TX (BPED890110MD)**—Granted app. of Louisiana State University College for 88.9 mhz; 35.5 kw; ant.: 665 ft. Address: One University Place, Shreveport, LA 71115. Principal is owned by Elaine D. Abell and has no other broadcast interests. Action Nov. 9.

Facilities Changes

Applications

AM's

■ **Commerce City, CO KMVP(AM) 670 khz**—Nov. 1. application for Mod of CP (BP820305BB) to make changes in antenna system; change TL: 2.2 miles E. of Barr Lake, CO; 39 57 21N 104 42 00W; also reduce daytime power to 2.5 kw.

■ **Cleveland, OH WRMR(AM) 850 khz**—Oct. 31 application for CP to change TL: Hincley Township, 1 km NW of state rtes. 303 and 3; 41 14 48N 81 45 03W.

■ Orange, TX KOGT(AM) 1600 khz—Oct. 27 application for CP to reduce power to 250 w nondirectional.

FM's

■ Parker, AZ KMDX(FM) 99.3 mhz—Oct. 20 application for CP to change ERP: 0.35 kw H&V; change class from C2 to A (per docket #88-375).

■ Barling, AR KPHN(FM) 94.5 mhz—Oct. 26 application for CP to change TL: 400 ft. E. of Fort Chaffee Boundary on Backbone Ridge; change to class C2 (per docket 85-156).

■ Fayetteville, AR KKIX(FM) 103.9 mhz—Oct. 16 application for CP to change ERP: 100 kw H&V; ant.: 147 m H&V; change to class C1 (per docket #88-385).

■ Kingsburg, CA 106.3 mhz—Oct. 23 application for Mod of CP (BPH880912MD) to change ERP: 3.324 kw H&V; change ant.: 438 ft. H&V; TL: E side of 8th Ave., N of Corona Ave., 8 km SW of Kingsburg, CA.

■ Turlock, CA KMIX-FM 98.3 mhz—Oct. 23 application for CP to change ERP: 4.0 kw H&V.

■ Valdosta, GA WZLS(FM) 96.7 mhz—Oct. 25 application for CP to change ERP: 50 kw H&V; ant.: 492 ft. H&V; change TL: 1.7 km NE of Quitman, GA; change to class C2 (per docket #88-436).

■ Seymour, IN WJCD(FM) 93.7 mhz—Oct. 25 application for CP to change ERP: 37 kw H&V; ant.: 1,968 ft. H&V.

■ Lawrence, KS KANU(FM) 91.5 mhz—Oct. 27 application for CP to change ERP: 100 kw H&V; ant.: 698 ft. H&V; change TL: 16th and Iowa St., Lawrence, KS; change to class C1.

■ Henderson, KY WGBF-FM 103.1 mhz—Oct. 13 application for CP to change ERP: 3.16 kw H&V; ant.: 452 ft.

■ Gardiner, ME WABK(FM) 104.3 mhz—Oct. 24 application for CP to change ant.: 492 ft. H&V; TL: on W. Rd., 3.5 km N. of Old S. Church and intersection of Rte. 135, near Belgrade, ME.

■ Boston WROR(FM) 98.5 mhz—Oct. 24 application for CP to change ERP: 9.0 kw H&V; change ant.: 1,144 ft. H&V.

■ Rochester, MN KWWK(FM) 96.7 mhz—Oct. 23 application for Mod of CP (BPH8808111A) to change ant.: 616 ft. H&V; change TL: 2.6 km NE of Chester, MN; approximately 0.3 km N. of Olmsted County Rd. 9.

■ Las Vegas KOMP(FM) 92.3 mhz—Oct. 17 application for CP to change ERP: 22.9 kw H&V; ant.: 3,844 ft. H&V; change TL: Potosi Mountain, 12.9 km SW of Blue Diamond Clark County, NV.

■ Jeffersonville, NY WJFF(FM) 90.5 mhz—Nov. 2 application for Mod of CP (BPED870224MO) to change ERP: 3.7 kw H&V; change ant.: 628 ft. H&V.

■ Brownfield, TX KKTC(FM) 103.9 mhz—Oct. 26 application for CP to change freq: 104.3 mhz; ERP: 50 kw H&V; change ant.: 492 ft. H&V; TL: 0.30 km S. of Busterville, TX on SE side of farm to Market Rd. 41; change to class C2.

■ Tremont, UT KKVU-FM 104.9 mhz—Oct. 24 application for Mod of CP (BPH8803141B) to change ERP: 15 kw H&V; change ant.: 987 ft. H&V; TL: 3 miles NW of Tremont, UT.

Actions

AM's

■ Washington, DC WYCB(AM) 1340 khz—Oct. 14 application (BP891002AH) granted for CP to change TL: 5605 Walker Mill Rd., District Heights, MD; 38 51 50N 76 54 38W.

■ Jacksonville, TX KEBE(AM) 1400 khz—Nov. 14 application (BMP890530AB) granted for Mod of CP (BP871022AF) to reduce power to 0.45 kw and make changes in antenna system.

■ Cloverdale, VA WARL(AM) 820 khz—Nov. 14 application (BMP890426AG) granted for Mod of CP (BP870629AH) to change from DA to nonDA.

FM's

■ Stevenson, AL WVSV(FM) 101.7 mhz—Nov. 20 application (BPH8904101B) granted for CP to change ERP: .531 kw H&V; change ant.: 603 ft. H&V.

■ Anchorage, AK KATB(FM) 89.3 mhz—Nov. 13 application (BPED871209MD) granted for CP to change ERP: 11.9 kw H; 15.4 kw V; change ant.: 282 ft. H&V; change TL: Lot 12, Block 7, Kasilof Hills Subdivision, Anchorage, AK.

■ Aspen, CO KAJX-FM 91.5 mhz—Nov. 13 application (BPED890111MG) granted for CP to change ant.: .984 ft. H&V; TL: 1.7 km ENE of Aspen, CO.

■ Live Oak, FL WQHL-FM 98.1 mhz—Nov. 20 application (BPH890505LA) granted for CP to change ERP: 50 kw H&V; change to class C2.

■ West Palm Beach, FL WIRK-FM 107.9 mhz—Nov. 6 application (BPH870227PD) dismissed for CP to change TL: 1.3 km N. of Rte. 706; 2.1 km W. of Mack Dairy Rd., NRE Jupiter, FL; change ant.: 984 ft. H&V; 26 57 15N 80 14 43W.

■ Ruston, LA KXKZ(FM) 107.5 Nov. 14 applicator (BMPH890524IA) granted for Mod of CP (BPH870219IG) to make changes in antenna supporting structure height.

■ Ann Arbor, MI WAMX(FM) 107.1 mhz—Nov. 9 application (BPH8904101C) dismissed for CP to change ERP: 2.1 kw H&V; ant.: 380 ft. H&V; TL: Tower Plaza Bldg., 555 E William St. at Maynard St., Ann Arbor, MI; 42 16 41N 83 44 32W.

■ Grand Rapids, MI WCSG(FM) 91.3 mhz—Nov. 14 application (BPED881130IE) granted for CP to change ERP: 35.7 kw H&V; ant.: 570 ft. H&V.

■ Roswell, NM KSFY(FM) 100.5 mhz—Nov. 14 application (BMPH8906011B) granted for Mod of CP (BPH850712RY) to change ant.: 122 ft. H&V; TL: 5206 W. 2nd St., Roswell, NM; change to class C1; change main studio location (per docket #87-542).

■ Portland, OR KPQD-FM 93.7 mhz—Nov. 7 application (BMPH890222IA) granted for Mod of CP (BPH870302IX) to change ant.: 1,267 ft. H&V; TL: End of S.W. Council Crest Dr. Portland, OR.

■ Corozal, PR WORO(FM) 92.5 mhz—Nov. 20 application (BPH890322IC) granted for CP to change ant.: 1,197 ft. H&V.

■ Lancaster, SC WRHM(FM) 107.1 mhz—Nov. 16 application (BPH890629IF) granted for CP to change ERP: 1.6 kw H&V; change ant.: 436 ft. H&V; TL: on U.S. Hwy. 521, 9.9 km N. of Lancaster, SC; 34 48 05N 80 47 51W.

■ Parris Island, SC WBHH(FM) 92.1 mhz—Nov. 8 application (BPH880808IL) granted for CP to change TL: on St. Helena Island, 1,049 ft. SE of intersection of Land's End Rd. and Hwy. 195, SC; change ERP: 3 kw H&V; change ant.: 328 ft. H&V; 32 21 26N 80 35 27W.

■ Colonial Heights, VA WKHK(FM) 95.3 mhz—Nov. 6 application (BPH891002IF) returned for CP to change ERP: 10 kw H&V; change ant.: 521 ft. H&V; TL: 65 ft. N. of Cogbill Rd. at CSX Railway, Ampt Hill, VA.

TV

■ Montgomery, AL WTSU-TV ch. 63—Nov. 15 application (BMPET890901KE) granted for Mod of CP (BPET870716KF) to change ERP: 2417 kw (vis); ant.: 2,427 ft. TL: W. side of state Rte. 97, 2.6 km N. of intersection with U.S. Rte. 80 near Lowndesboro, AL; ANT: Bogner/BU11 32 (DA); 32 17 24N 86 36 40W.

Actions

■ FCC consents to assignment of license for KOKI-TV Tulsa, OK; grants request for waiver of its one-to-market rule (Report MM-433, Mass Media Action). Commission has consented to assignment of license of KOKI-TV, ch. 23, independent, at Tulsa, OK, from Tulsa 23 to Clear Channel Television Inc., subsidiary of Clear Channel Communications Inc. (CCCI). CCCI is licensee of KAKC (AM)-KMOD-FM, Tulsa, OK. As result, Clear Channel has been granted waiver of FCC's one-to-market rule, thus permitting CCCI to retain licenses of KAKC(AM)-KMOD-FM. Action by commission Nov. 17 by MO&O (FCC 89-321).

■ FCC consents to transfer of control of WMMR(FM) Philadelphia; grants permanent waiver of one-to-market rule (Report MM-434, Mass Media Action). Consented to transfer of control of WMMR(FM) Philadelphia, from Sillerman-Magee Communications Management Corp. to Group W Radio Acquisition Co., subsidiary of Westinghouse Broadcasting Co., and waived one-to-market rules since Westinghouse owns and operates KYW-TV and AM in Philadelphia. FCC action Nov. 20 by letter (89-324).

■ Corydon, IN. Designated for hearing application of Pruitt and Owen for CP for new FM on ch. 299B (107.7 mhz) at Corydon. (MM docket 87-559, by order [DA 89-1400] adopted Oct. 26 by chief, Audio Services Division, Mass Media Bureau.)

■ Voorheesville, NY. Designated for hearing, seven mutually exclusive applications for new FM on ch. 242A (96.3 mhz) at Voorheesville. (MM docket 89-504, by order [DA 89-1401]; adopted Oct. 26 by chief, Audio Services Division.)

■ Harrison, OH. Granted application of Tri-State Communications for CP for new FM on ch. 282A (104.3 mhz) at Harrison; denied competing application of Broadcast Communications Inc., debtor-in-possession. (MM docket 88-535, by decision [FCC 89R-72]; adopted Nov. 14 by Review Board.)

Allocations

■ Beeville, TX. Effective Jan. 8, amended FM table to substitute ch. 250C2 (97.9 mhz) for ch. 250A and modified license of KYTX(FM) accordingly. (MM docket 88-621, by R&O [DA 89-1445]; adopted Nov. 8 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

Call Letters

Applications

Existing AM

WMKM(AM) WCHB Great Lakes Radio Inc., Inkster, MI

Existing FM's

WKQL(FM) WZMX Mountain Top Broadcasting Inc., Russellville, AL

WXNL-FM WJNY Zephyr Broadcasting Inc., Baraga, MI

WZNL(FM) WNWY Zephyr Broadcasting Inc., Norway, MI

Grants

New FM's

WEAO(FM) Heart of Citrus Inc., Beverly Hills, FL

KBSM(FM) Idaho State Board of Education, McCall, ID

WEAI(FM) Jerdon Broadcasting Co., Lynnville, IL

WJFX(FM) Allen County Broadcasting LP, New Haven, IN

WFOV(FM) Tanist Broadcasting Corp., Pittsfield, ME

WCLS(FM) D.C. Schaberg, Oscoda, MI

WZRI(FM) Carol B. Ingram, Cleveland, MS

KADI(FM) Town & Country Radio, Republic, MO

KXNE-FM Nebraska Educational Commission, Norfolk, NE

WFOU(FM) Margate Communications LP, Margate City, NJ

KOKN(FM) Cottonwood Communications Corp., Hobbs, NM

WFNP(FM) State University of New York, New Paltz, NY

WMHX-FM WMHT Ed. Tele. Inc., Poughkeepsie, NY

WEIF(FM) Clara Crocco, Utica, NY

WUAW(FM) Central Carolina Communications College, Ervin, NC

WFOV(FM) State Line Radio, Union City, OH

WRIJ(FM) He's Alive Inc., Masontown, PA

WAAW(FM) Bay Communications Inc., Williston, SC

KUAA(FM) Robert J. Wilson/Patricia Phipps, Custer, SD

WFOT(FM) WJPJ Inc., Huntingdon, TN

WKXJ(FM) Smith Broadcasting Inc., South Pittsburg, TN

KFXJ(FM) CVC Broadcasting Corp., Abilene, TX

New TV

WUAA(TV) Upper Peninsula Telecasting Corp., Marquette, MI

Existing AM's

KCWW(AM) KNIX Buck Owens Production Co., Tempe, AZ

KJAX(AM) KJOY Joseph E. Gamble Stations Inc., Stockton, CA

KJYE(AM) KVEE MJC Grand Broadcasting Inc., Grand Junction, CO

WJGC(AM) WJGR Potomac Florida Broadcasting Inc., Jacksonville, FL

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WBEE(AM) WMNN Mariner Broadcasters Inc.,
Harvey, IL
WDIX(AM) WYDK Palmetto Communications
Corp., Padkinville, NC
WDRZ(AM) WCPH Bvack Broadcasting Inc.,
Etowah, TN
WTYR(AM) WCHU C. Alfred Dick, Soddy-Daisy,
TN
WSTK(AM) WPVA Central Virginia Radio Inc.,
Colonial Heights, VA

Existing FM's

KJOY(FM) KJZX Joseph E. Gamble Stations Inc.,
Stockton, CA
KYBG-FM KZRZ Century Broadcasting Corp.,
Castle Rock, CO
KXLT(FM) KMJI Genesis Broadcasting Inc.,
Denver
KIOB(FM) KJYE Robert Reichard, Grand
Junction, CO
KJYE-FM KVEE-FM MBC Grand Broadcasting
Inc., Grand Junction, CO
WYFO(FM) WWOL Bible Broadcasting Network
Inc., Lakeland, FL
WOLL(FM) WMXQ Lappin Communications-
Florida Inc., Riviera Beach, FL
WRBT(FM) WYER-FM River Valley Radio Inc., Mt.
Carmel, IL
WXKO-FM WKXK Southeastern Video Inc., Pana,
IL
KWBG-FM KZBA G.O. Radio Boone Inc., Boone,
IA
WKXK(FM) WVEG Valmedia Inc., Port Valley, GA
WODJ(FM) WPLB-FM Goodrich Broadcasting
Inc., Greenville, MI
KSJN(FM) KSJN-FM Minnesota Public Radio,
Minneapolis-St. Paul
WRCQ-FM WDRS Metro Broadcasting of N.C.
Inc., Dunn, NC
WWKC(FM) WNQV W. Grant Hafley, Caldwell, OR
KBCK(FM) KCTL Radio Property Ventures,
Centerville, OR
WTBI-FM WHBS Tabernacle Baptist College,
Greenville, SC
WDRZ-FM WDRZ(FM) Bvack Broadcasting Inc.,
Etowah, TN
KDOE(FM) KHSB Harold S. Schwartz, Brigham
City, UT
WMEQ-FM WMNE(FM) Phillips Broadcasting Inc.,
Menomonie, WI

Existing TV's

KCAL(TV) KHJ-TV Fidelity Television Inc.,
Norwalk, CA
WTLL(TV) WFXL Frank A. Baker, Live Oak, FL
WFXL(TV) WTSG NewSouth Broadcasting Inc.,
Albany, GA
KXLT-TV KXLT Halcomm Inc., Rochester, MN
WKAY(TV) WKAY-TV Community Action
Communications Inc., Kannapolis, NC

Call sign applications or assignments deleted or rescinded by commission:

New FM's

KVTU(FM) Harvest Broadcasting Co., Visalia, CA
WKLS(FM) Heart of Citrus Inc., Beverly Hills, FL
KTCM(FM) Missouri River Christian Broadcasting
Inc., Washington, MO
KVUT(FM) Oregon State Board of Higher
Education, Roseburg, OR
WTUC(FM) South Carolina Educational TV, Aiken,
SC

Following clarifies and corrects previous reports

Existing FM

KRVK-FM KCWV-FM WTMJ Inc., Leavenworth,
KS

New FM's

KVQB(FM) KBOT Inc., Cabot, AR
KRRK(FM) 93.3 Inc., Bennington, NE
KRQO(FM) Don H. Barden, Pittsburg, TX

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Local sales manager: Legendary station in top 10 market seeks aggressive take charge individual to lead large staff into the 90's. Successful station, excellent ratings, excellent support staff. Sales management experience a plus. Resume and references in confidence to: GSM, KTRH NewsRadio 740AM, PO Box 1520, Houston, TX 77251. No calls, please. EOE.

WHP-AM and FM want only the best radio sales people in the industry to apply. Benefits, continual training and a management team that supports, leads, and serves you. Resumes only to Rob Adair, WHP, PO Box 1507, Harrisburg, PA 17105. EOE.

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Atlantic City, WMID AM/FM. Street sales pro ready to make big, big money. Solid opportunity. Account potential: Donald Trump to Joe Retailer. Call Bill Musser, GM, 609-344-0300. EOE, M/F.

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Chief engineer: Trenton, NJ-based 50,000 watt radio station, is seeking an experienced broadcast engineer to oversee radio transmitter and studio maintenance. Duties include control room and production studio design & repair, along with staff training. Minimum 3 years in broadcast engineering desired. Competitive salary and benefit program. Send letter and resume to: WKXW/WBUD Radio, PO Box 5698, Trenton, NJ 08638 Attn: Engineer Position. EOE.

Senior broadcast technician: WOSU-AM/FM of The Ohio State University is seeking a senior broadcast technician to repair and perform preventive maintenance on radio studio equipment and all AM/FM transmitters. This individual will also assist in the construction and installation of studio equipment and transmission facilities. Candidates must have extensive experience in electronic engineering, experience in broadcasting with technical or military school training or an equivalent combination of education and experience, and an FCC General Class Radiotelephone Operators license or SBE certification. Experience in AF and RF maintenance procedures desired. Starting salary: \$18,360-20,640. To assure consideration, materials must be received by December 22, 1989. Send resume and a copy of this ad to: Professional Employment Services, The Ohio State University, Lobby, Archer Hosue, 2130 Neil Ave., Columbus, OH 43210. An Equal Opportunity, Affirmative Action employer.

Chief engineer for group owned Class C FM and 10,000 watt/710 Mhz AM Combo. Must possess SBE or FCC General certification. Send resume and salary history to Bob Russell, KGNC/KMLT, PO Box 351, Amarillo, TX 79189. EOE.

Broadcast engineer: Orlando, Florida: Experienced in maintaining studio/production equipment, high-power FM transmitters, digital audio, and multitrack facilities. Skills needed to repair to component level of CMOS, TTL, and microprocessor-based equipment. SBE certification and knowledge of IBM personal computers is desirable. Send resume to: Paul Christensen, WIVY/Taylor Communications, 3101 University South, Jacksonville, FL 32216. EOE.

HELP WANTED NEWS

Anchor/reporter with minimum 1 year experience for Midwest local news leader. T & R to Ed Huot, Box 699, Elkhart, IN 46515. EOE, M/F.

Entry-level radio newscaster without TV ambitions, for medium market news leader expanding the news department. Small market experience or educational background in journalism essential. Minority applicants are strongly urged to apply. Send tape and resume to Jeff Thompson, WFNC, PO Box 35297, Fayetteville, NC 28303. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Traffic manager. Two years experience with computer traffic system. Great station, #1 in market. WCZX-FM, 319 Mill St., Poughkeepsie, NY 12601. 914-454-7400. EOE, M/F. Immediate.

Production manager: Chicago Suburban AM/FM looking for creative individual who is a self starter and team player. Successful candidate must have proven track record. Call Ed Morris, 815-726-4761. EOE.

Business manager: Growing group broadcaster, headquartered in Bala Cynwyd, PA seeks an individual to join the corporate accounting staff. Requires track record as radio station business manager/bookkeeper and traffic director. Familiarity with radio traffic/accounting systems and Lotus 123 required. Must be good communicator. Some travel required. Send resume with salary history to ENTERCOM, 100 Presidential Blvd., Suite 10, Bala Cynwyd, PA 19004. Equal Opportunity employer.

SITUATIONS WANTED MANAGEMENT

General manager available. Successful in medium and major markets. 10 years current company. Love turn-arounds and rebuilds. Group management experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Deane Johnson, 503-472-1221.

Assistant to either general manager or chief financial officer. For multi-station company located in top 50 markets. Seven-years' finance experience with strong marketing & communications skills. MBA from top ten school. Looking to obtain immediate hands-on management experience leading to eventual station ownership. Geographic preferences: Midwest, MidAtlantic, Southwest + Northeast. Reply to Box M-51.

Working GM for Midwest/Upper Midwest market available. Successful bottom liner. Leads by example. 44M base required. Box N-1.

Former station owner with extensive sales and financial background seeking station management position. Oscar Silver, PO Box 222032, Carmel, CA. 93922.

Large market general manager with experience and credentials. History of successes and turnarounds. Available January 1. Any size market. 512-520-7633.

Experienced, successful, general manager seeks career advancement. Strong in sales and sales training; programming; marketing; understands bottom line; motivates his team by example. GM position only, small to medium market. Prefer Mid-west. 218-326-8391. Jack.

SITUATIONS WANTED ANNOUNCERS

Jerry "DJ" Strothers seeks upscale CHR/UC station air shift, high profile. Digital production pro. Pittsburgh, PA. 412-244-0815.

Hardest worker, MA Yale, debating champion. Emotive and humorous scholar will build audience and revenue. Will go anywhere to launch talk career. I will build our success through a total commitment to learn and develop with each day. 212-242-1568.

Mature broadcast veteran and team player, seeks challenging position with aggressive facility in top 25 markets. News. Talk exp. AT with MOR, AC, and Easy Contemp formats. Communicator w/exc. ref. Box M-61.

SITUATIONS WANTED NEWS

Savvy news director, who knows local news. Can bring vitality to your All-News, News/Talk, Full-service formats. Large, medium markets, Western states. 805-298-9471, afternoons, evenings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Multi-formatted programing specialist. Top management credentials. 5 years #1 ARB stations. Prefer East Coast, especially Florida. Call Bill James, 804-232-5197.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

TELEVISION

HELP WANTED MANAGEMENT

WNWO-TV seeks general sales manager. Some combination of local and national sales and management experience is expected. The selection yardsticks are enterprise, resourcefulness and commitment. Send cover letter and resume, no later than 12/8/89, to Brett Cornwall, Vice President/General Manager, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. Equal opportunity employer.

Chief financial officer: Chase Communications Inc., Hartford, CT, is seeking an enthusiastic and talented chief financial officer to provide financial oversight and control for its rapidly growing television, radio and related communications interests. Candidate must have a minimum of seven years experience in the industry including banking relations, contract negotiations, etc. Send resume and references to: Chairman, Chase Communications, Inc., One Commercial Plaza, Hartford, CT 06103. EOE, M/F.

National sales manager, Chicago. Minimum three years experience selling Independent television and successful national sales rep experience. Looking for highly motivated self-starter. EOE, M/F. Resumes only to: General Manager, WGBO-TV, 875 N. Michigan, Ave., #3141, Chicago, IL 60611. No phone calls please. A Combined Broadcasting station.

HELP WANTED SALES

Sales/marketing rep: Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-26. EOE.

KMPH Fox 26, one of the leading Independent television stations, has an immediate opening for a marketing research director. Applicants must possess research knowledge related to the media, have abilities to assemble marketing/sales presentations, be skilled in PageMaker and Excel and analysis of ARB and NSI ratings books and related services. Salary commensurate upon experience. Send resume to: Lise Markham, General Marketing Manager, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until January 12, 1990. An EOE, M/F/H.

KMPH Fox 26, one of the leading Independent television stations, is now accepting applications for the position of retail marketing manager. Applicants must have prior television, broadcast or rep experience. Position requires heavy emphasis on retail marketing/sales, co-op/vendor/promotion programs, and new business development. Prior retail experience a plus. Salary, commission and company benefits offered. Send resume to: Lise Markham, General Marketing Manager, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until January 12, 1990. An EOE, M/F/H.

Local sales manager: Want top performer for growing affiliate. Contact Dan Michael, KOUS-TV, PO Box 23309, Billings, MT 59104. 406-652-4743. EOE.

HELP WANTED TECHNICAL

Maintenance engineer for UHF TV station. Need technician with experience repairing studio equipment. Send resume to: Gary King, WXON-TV, 27777 Franklin Rd., Suite 708, Southfield, MI 48034. Equal opportunity employer.

SNV operator: We want you—if you have a couple of years experience operating an SNV and would like to be based in the beautiful mountains of WNC. We are about to begin operation of a new Wolf Coach Ku truck and could use your experience on our team. Send resume to: James Carner, Chief Engineer, WLOS, PO Box 1300, Asheville, NC 28802. No phone calls. EOE.

Chief engineer for medium market UHF network affiliate in the South. Must possess hands-on technical experience in maintenance and repair of studio equipment with a working knowledge of state-of-the-art UHF transmitters. Strong leadership capabilities desired. Would prefer 3 years management experience. Letters/resumes and references to Box M-71. EOE.

Manager of corporate relations, Wisconsin Public Television. Represent WPT to the Madison business community. BA degree, excellent verbal and interpersonal skills, and 2 years marketing/sales experience essential. Knowledge of public television desirable. \$28,000 min. plus benefits. Call 608-263-2114 by Dec. 8 for application. Completed applications due Dec. 18. EOE.

Master control operator. NBC affiliate needs operations technician. Minimum related two years degree or previous TV operations experience necessary. Send resume to: Chief Engineer, PO Box 751, Amarillo, TX 79189. EOE.

TV network operations supervisor: Responsible for assisting in the supervision and coordination of Nebraska ETV Network operations including network operations center, satellite operations and CCTV-EduCable operations center. Coordinates, schedules, plans and assumes operational responsibility for these areas. High School education, five years experience in broadcast electronics and FCC Radiotelephone Operator's license/permit required. Equivalency considered. \$23,279 minimum Apply by December 22 to Personnel Coordinator, Nebraska Educational Telecommunications Commission, Box 83111, Lincoln, NE 68501. EOE, AA

HELP WANTED NEWS

Attractive Black female, selected for NAB's Minority in Broadcast Career Training Program, seeks FT reporter position. BA, Newsroom experience. Relocate immediately. Miss. Williams, 213-257-0572.

TV weather director. Need skilled meteorologist with computer know how and camera charisma to run 3-person weather office and anchor weeknights at 6 & 11. AMS seal preferred. No beginners. No phone calls. Videocassette, resume and letter to: Weather, WVIR-TV, PO Box 769, Charlottesville, VA 22902. EOE/AA.

Producer: Hard working, top-rated news shop needs producer dedicated to putting out a quality show. Good writer, copy-editor who gets the most from reporters to put together a well-paced, interesting newscast. Creativity and good management skills a must! Send resume to: Box M-46. EOE, M/F.

Award-winning West Coast TV station looking for experienced photographer, producer and co-anchor to compliment our male. Unreturnable tapes and resumes to News Director, KEYT, Santa Barbara, CA 93109. No phone calls. EOE.

Fox Television, KRIV in Houston is seeking a dynamic, mature anchor to co-anchor with a strong female. Must be a good reporter, strong writer with great people skills. We are looking for a candidate who is available right away. Please send tape and resume to Will J. Wright, VP/News Director, KRIV-TV, PO Box 22810, Houston, TX 77227. No phone calls. EOE.

Producer: Solid news judgement, crisp, clear and creative writing a must. For ABC affiliate in South Bend, IN. Send resume to Morrie Goodman, News Director, WSJV-TV, PO Box 1646, Elkhart, IN 46515. EOE.

News anchor: Midwestern network affiliate is searching for an experienced, authoritative, personable communicator to anchor primary weekday newscasts. Successful candidate must possess proven reporting skills in addition to anchor talents. Send cover letter including recent salary history and resume to Box M-56. EOE. No tapes.

KTVY-TV has an opening for an aggressive assignment editor. Experience in TV news gathering and ability to manage people a must. Send resume and cover letter stating your news philosophy to Stuart Kellogg, News Director, KTVY-TV, PO Box 14068, Oklahoma City, OK 73113. EOE.

Reporter: KTBC-TV, Austin, Texas. "Bootcamp for the big leagues", is looking for a state capitol reporter. Ours is heading for Dallas. We need someone with strong journalistic skills, the heart of a champion, a gargantuan work ethic and a sense of humor. Good vibes and good karma are musts. Negative mental attitudes and mad-about-the-future types need not apply. Send non-returnable 3/4" tapes and resume to: Tim G. Gardner, KTBC-TV, PO Box 2223, Austin, TX 78768. EOE, M/F. Don't call us. We'll call you.

Anchor/producer: 6-10 PM. Two years experience. Includes reporting. Tape, resume, and news philosophy to John Sterne, ND, Box 7, Evansville, IN 47701. No calls. EOE.

Anchor/reporter: Mississippi's number one television station has an immediate opening for a TV news anchor/reporter. Minimum 3 years TV anchor experience. Send resume to News Director, WLBT-TV, 3, Inc., 715 S. Jefferson St., Jackson, MS 39202. EOE.

Executive producer: Sunbelt TV station looking for a strong producer with news director aspirations. Responsibilities include producing the 6 PM newscast, copy-editing, and helping to direct a highly motivated staff. Must be a strong writer who loves "rock n' roll" newscasts. If you are a hands-on manager, send resume and salary requirements with a cover letter to Box N-4. EOE.

Executive producer: Top 5 market. Executive producer needed for the newscast of the 90's. Bright, innovative and aggressive. Risk takers apply. Traditionalists, don't bother. Resumes first. No tapes yet. Box N-5. EOE.

KCOP TV, Channel 13, Los Angeles's "very Independent station" is conducting a search for the following: HOST: An experienced on-air news/public affairs personality to act as the host for a fast-paced, contemporary, magazine format show. The preferred person will have experience as a writer, an extensive knowledge of Southern California, and bilingual proficiency (English/Spanish). HOST/PRODUCER: An individual experienced in producing and hosting a show whose target audience is elementary and junior high school students. The preferred person will be bilingual (English/Spanish); knowledgeable in children's programming, and Southern California school districts preferred. For immediate consideration please send tape and resume to: KCOP Television, Inc., Human Resources Department, 915 N. La Brea Ave., Los Angeles, CA 90038. EOE.

Assignment editor: One year experience required. Looking for creative, aggressive, and eager individual who has enormous growth potential. Gannett ownership and NBC affiliation. Resumes & tapes to Paul Baldwin, News Director, WTLV, 1070 E. Adams St., Jacksonville, FL 32202. Women and Minorities are urged to apply. EOE.

Weekend weathercaster for #1 rated NBC station in top 50 market. This is a part time position. Tape and resume, no phone calls, to Bill Cummings, 645 Fifth Ave., Huntington, WV 25701. EOE, M/F.

News producer. Looking for strong producer ready to move up to no. one top 50 network affiliate. Resumes and cover letter to Box N-8. EOE, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Creative services director for leading Seattle/Tacoma Independent TV station. Responsible for all creative including TV, radio, and print. Experience with paintbox also helpful. Send resume to Business Manager, KSTW-TV, PO Box 11411, Tacoma, WA 98411. EOE.

Associate director: Control room duties, floor managing, and some directing. WBZ-TV is a leader in news and local programming in Boston. This position requires 2-3 years experience directing both broadcast news and other programs. Send resume only (no phone calls or tapes) to: Production Manager, WBZ-TV, Group W Television, 1170 Soldiers Field Rd., Boston, MA 02134. Group W is an AA/EEO employer; women and minorities are encouraged to apply.

Major San Diego production company has opening for experienced editor. Three years minimum experience editing on either CMX or ACE editorial systems required. Our multi-format suites are also equipped with two channel ADO and Chyron Scribe. Compensation equal to your experience. Come live in America's most desirable city. Send resume and salary history to Box M-55. EOE. No tapes.

Corporate video production company has an immediate need for a videotape editor for a 1" and interformat video facility. Experience is required with Sony D900 edit controller, Grass Valley model 200 switcher, Chyron 4 character generator and Ampex ADO and Still Store. Please respond to: Ed Wesolowski, Du Pont Co., External Affairs, TG-1, Wilmington, DE 19898. 302-774-2476. EOE.

Experienced computer graphic artist for industrial video production facility near Washington, DC. With three Aurora graphics systems, we produce outstanding technical illustrations and animations. Position requires strong technical drawing and design skills and experience on Aurora or equivalent system. Macintosh experience also helpful. Send resume and salary history to: Art Director, NUS Training Corporation, 910 Clopper Rd., Gaithersburg, MD 20877. EOE.

Program director: Raleigh's Fox affiliate is seeking a ratings winner to manage programming and related operations. Candidates must be experienced in programing success with strong management, organizational and research skills. Send your resume and salary history to Linda Cochran, GM, WLFL-TV, 1205 Front St., Raleigh, NC 27609. WLFL is a TVX Broadcast Group station and an EOE.

Television producer: Immediate opening: Producer with on-line experience, excellent news judgement/writing skills, works well with others. Tapes/resumes. No calls, please. News Director, WSBT-TV 300 W. Jefferson, South Bend, IN 46601. EOE.

Promotion manager: Group owned CBS affiliate needs experienced promotion manager to manage all aspects of promotion department. Must handle on-air promos, including news and regular programing. Commercial production and ENG editing preferred. Will create promotion for print and radio advertising. Position available immediately. Send resume to Michael Norten, General Manager, KOLD TV, 115 W. Drachman St., Tucson, AZ 85705. EOE.

WBTV seeking experienced talent/producer to cohost with veteran Sarah Van Allen on PM Magazine; #1 in access in the Charlotte market for 10 years 2+ years on air and producing experience required. No calls. Send tape and resume to Marion Meginnis, WBTV, One Julian Price Pl., Charlotte, NC 28208. EOE.

Writer/producer: Advertising and promotion writer/producer needed at WISH-TV. Must have strong creative writing skills, extensive television production experience and 2-4 years in advertising, marketing or promotion. Please send resume to WISH-TV, Promotion Director, PO Box 7088, Indianapolis, IN 46207. No phone calls. No interviews without appointments. EOE, M/F.

Field producer for PM Magazine. Duties include supervising on-location shoots, producing stories, assisting show producer in show development and execution. Requirements include college degree, demonstrated story producing/writing ability, knowledge of shooting or editing, minimum three years fulltime TV experience. Rush resume and tape to: Lou Green, WIS-TV, PO Box 367, Columbia, SC 29202. EOE. No calls.

Videographer/editor for PM Magazine. College degree and minimum two years full time TV experience required. Rush resume and a tape that demonstrates you understand shooting/editing basics but also have creativity to make feature stories sparkle to: Lou Green, WIS-TV, PO Box 367, Columbia, SC 29202. EOE. No calls.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131.

Meteorologist, 10+ years TV experience. AMS & NWA seals. Seeks #1 position in stable Southeast/Gulf Coast market. Experience in computer graphics, cloud and radar animation techniques. Strong science background, former educator. Comprehensive presentations that go "beyond the forecast." Reply Box M-17.

Give me a break. Experienced news producer seeking a position as a news photographer. My place is out in the field. Hand-working, aggressive and creative. Reply Box M-47.

Sports anchor/reporter: Experienced doing nightly news sportscast in Long Island/NYC market. Background ranges from interviewing players of major NYC professional teams to producing local features. Play-by-play experience. Call Mike 718-934-1434; messages: 212-545-5661.

Good writer/videographer seeking anchor/reporter position. Preferably VA-MD-PA; will consider other. 904-335-1980.

Seeing is believing. One look at my anchor/reporter sports tape. I'll make your team. Call Gil, 904-385-9793.

Young blind sportscaster looking for a position as a sports reporter, anchor, writer/researcher. In the sports department: Worked for CBS Sports, SportsChannel and WRHU Radio as on air sports anchor. Graduated with BA in Communication Arts from Hofstra U. Well versed in all sports, willing to relocate. Call Larry at 516-757-7269.

SITUATIONS WANTED PROGRAM PRODUCTION & OTHERS

The perfect host: Seeking challenging position as host/announcer. Extensive television and radio experience in live ad-lib, scripted and teleprompter formats. Hosting, journalistic, voice-over and fundraising talents. All position levels considered (entry and above). BA Communications. Jim Masters, 516-273-6492.

Freelance voiceover work needed. Commission. Terms available if you can help me secure a contract. Demo tape available. 804-977-5333.

Behind this blind ad is a fantastic network photographer/editor. Award winning work. Available for some freelance assignments. Don't tell my boss! Write PO Box 17803, Atlantic, GA 30316.

Minority post production editor with extensive experience seeks a position, full-time or long term with direct clients on commercials, programs, or industrial projects. Box N-7.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

Employment opportunities: Program managers (Southwest, Midwest, Southeast); Producers/directors (all regions); Magazine hosts (Southeast, West, Northeast); Production Managers (Midwest, Southeast, West, Mid-Atlantic); Media Marketing/The Hot Sheet, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Career videos. Let our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format. 312-272-2917.

Traffic, accounting & payroll system for small TV or radio station. Yours, just take over remaining payments. Complete software and IBM at computer. Plus 3 remote terminals. We have gone to larger system. Call 904-893-4140. WTWC-TV.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Financial aid available in broadcast & electronic communications program. Research and teaching assistantships and scholarships available for graduate students in MA programs in Advertising, Broadcasting, Journalism, Mass Communication, Religious Communication and Performing Arts. Teaching assistants needed in writing, editing, audio/video/TV production, photojournalism, public speaking, acting courses. About \$7,000 stipend plus free tuition. Write to Prof. C. Zoe Smith, College of Communication, Journalism and Performing Arts, Marquette University, Milwaukee, WI 53233. Deadline for applications is February 15, 1990. EOE.

Mass communication: Tenure-track assistant professor position (PhD, ABD considered). Teach courses in public relations, telecommunication, journalism; advise; participate in scholarly activities and develop courses in areas of expertise. Professional PR experience and university teaching essential. Closing date: February 2, 1990. Starting date: August 21, 1990. Send letter of application, vitae, portfolio, and the names, addresses, telephone numbers of four references to: Dr. Lee Scanlon, Search Committee, Station #3, Eastern New Mexico University, Portales, NM 88130. ENMU hires only US citizens and aliens lawfully authorized to work in the United States. ENMU is an AA/EEO employer.

Radio/TV management. SUNY-New Paltz Communication Department seeks PhD in Broadcasting/Mass Communication for anticipated tenure track management position starting Fall 1990. Teaching includes programming, communication technologies, and international broadcasting. Ability to teach audio production a plus. Scholarly activity essential. Salary and rank determined by qualifications. Send letter of application, resume, and names/addresses/phone numbers of three references to: Dr. Lynn C. Spangler, Chair R/TV Search, Box 10, College at New Paltz, NY 12561. EOE/AA. Women and minorities are encouraged to apply.

HELP WANTED MANAGEMENT

Executive Director, Oklahoma Association of Broadcasters: Day to day administration of organization and staff plus responsibility for financial planning, sponsor recruitment, membership maintenance and recruitment, legislative lobbying, monthly newsletter, statewide meeting planning and execution. Successful candidate should have broadcasting background, understand state association relationships with NAB and FCC rules and regulations, exhibit leadership and diplomatic skills, and be an educated communicator. Salary commensurate with skills and ability. Resumes in confidence to Lee Salzberger, c/o KOTV, 302 South Frankfort, PO Box 6, Tulsa, OK 74101. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000, Ext. R 7833 for current federal list.

Attention: Earn money reading books! \$32,000/year income potential. Details: 1-602-838-8885, Ext. BK. 8435.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. 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.

Used 1" videotape. Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

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AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

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FM transmitters CCA 28,500 (1980) Harris FM 20K (1980) CSI T-3-F (1985) RCA BTF20E1 (1976,1976) 3.5KW McMartin (1985) 5KW Gates FM 5G (1967) RCA 5D (1967) CSI T-12-F (1980) Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters: Harris SX-1 (1985), Harris MW1A (1980), Sparta SS1000 (1981), Collins 20V3 (1967). Transcom Corp., 215-884-0888, Fax 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (1976B1), Gates BC-5P2 (1967), McMartin BA2, 5k (1981). Transcom Corp., 215-884-0888, Fax 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystron, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

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1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

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Blank videotape, Betacam, 3/4" & 1": Broadcast quality guaranteed and evaluated. Betacam - \$4.99. 3/4" - 20 minutes \$4.99. 3/4" -60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned, and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info., call Carpel Video, toll free, 1-800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Conti, ental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

CMX 3600s, Sony 9000s, Ampex ADO-3000, Sony BVE-900, Cortez 22' motorcoach. Many other items of all kinds 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts. 919-977-3600.

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.

Save on videotape stock! We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, toll free 800-726-0241.

Kline tower 645 ft. with two platforms, has been dismantled. 205-322-6666. WBRC-TV.

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205-322-6666. WBRC-TV.

Tower Management Systems: Telephone: 504-521-8661. Fax: 504-522-2662.

Refurbished Prodelin transmission line. 20 ft. sections of 6-1/8", 75 ohm, EIA flange. Includes heavy duty hangers. 85 sections available at \$600 each. Call 904-796-4531.

Tektronix 528A Waveform monitor \$1200., TEK T922 oscilloscope, portable 15 meg \$750 TEK 1910 digital generator \$6000. H-P 5382A freq. counter \$400. Telcom Group Intl. - Buy, sell, trade. 505-883-4737. FAX 505-889-6350.

Ikegami ITC-730A color camera with Fujinon lens. Like new. Many extras. Small market TV or freelancers, dream. 404-923-1804.

RCA UHF transmitter. 110Kw mid band, complete with 3 klystrons, diplexer, available immediately. Call BMA, 813-933-0023.



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TELEVISION

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SE network affiliate.
Send a resume with salary requirements to
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Local sales manager
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Growing network affiliate in sunny South.
Mail resumes to
Personnel Department,
Box N-6.
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Channel 9 in Los Angeles is currently
seeking applicants for the positions
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You'll need at least 3-5 years solid
experience in a major market direct-
ing live 1-hour news programs with
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Channel 9 offers excellent benefits
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Are you experienced in television news? Have you
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keting? An internationally known news organization is
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If interested, please send resume
and salary requirements to
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EOE

Help Wanted Programing Production & Others

FIELD PRODUCER

We are looking for an
exceptional story teller with
3 years broadcast
experience who can also
shoot or edit.

Resumes should
demonstrate imaginative
and creative approaches to
a variety of topics.

Send resumes and tapes to:

P.O. Box 4861
Baltimore, MD 21221
Attn: Evening Magazine
EOE, M F

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This is a hands-on position responsible for total station look. Need a strong design background and Quantel paint box along with Quantel still store experience is a must.

Interested applicants should send resume, tape and salary history to:

Doug Gilmore: Creative Services Director
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San Diego, CA 92111

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Award-winning production unit seeks Video Tape Editor who knows all the production whistles and bells. We produce Pittsburgh Steelers pre-game shows, entertainment and public affairs programs. Experience with Sony BVE-5000 and ADO preferred.

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Mark Barash
Program Director/Operations Manager
WPXI-TV
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Pittsburgh, PA 15214
EOE



KRON

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WRITER/PRODUCER

San Francisco NBC Affiliate, KRON-TV, seeks a highly creative writer/producer. Qualified candidates will have a minimum 3 - 5 years experience in television broadcast promotion production (news promotion preferred), and a demonstrated talent in the original production of various advertising and promotion.

In exchange for your expertise, we offer excellent salary and benefits. Send resume and reel (which will be returned) to:

Lori Fava
Human Resources Administrator
P.O. Box 3412
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WANTED: Producer/Director

with experience at doing 3 camera-type news show as well as experience writing, producing, directing, and possibly even editing single camera-type promotions and commercials. Looking for person with experience in these areas as well as a creative flair and a desire to work hard and to grow. Handling special projects would be part of this person's responsibilities also. If you like diversity and challenge, this is the position for you.

Send only resume and video tape (ideally of a news show with director's voice track) to:

John Degan
VP/Stn. Mgr.
KSTP-TV
3415 University Avenue
St. Paul, MN 55114
EOE, M F



FEATURE EDITOR KPIX in San Francisco

has an opening for a top notch Editor for our nightly information/entertainment magazine. Looking for individual who has a minimum of 2 years magazine feature editing experience. Able to work with producers and independently on stories. Must have CMX and ADO experience. Familiar with 3/4" and BETA formats.

Send tape and resume to
Eric Temple,
Executive Producer,
Evening/KPIX
855 Battery Street,
San Francisco, CA 94111
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Graphic Artists

Channel 9 in Los Angeles is currently searching for top-notch Graphic Artists.

We're seeking individuals with 3-5 years electronic graphics experience, and a working knowledge of editing and post production techniques. Experience with Quantel Paintbox, AVA 3, Super Scribe, Still Stores, ADO, Kaleidoscope, Ampex and Grass Valley Switchers, and electronic publishing systems is also desirable. College degree preferred. You must possess the ability and desire to be the best under tight deadlines and pressure.

Channel 9 offers a creative environment, an excellent benefits package and a salary commensurate with experience. Please send a detailed resume AND demo tape (non-returnable) to:

Blake Bryant
Art Director
Channel 9
5515 Melrose Ave.
Los Angeles, CA 90038



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Help Wanted Technical

Television

MASTER CONTROL A.D.

Leading nat'l sports network seeks TV Master Control Directors. Must have 1-2 yrs experience w/supervisory background and be well versed in live and tape production, traffic & transmissions. Send resume & salary requirements to:

Human Resources Dept.
PO Box 999-AM
Woodbury, NY 11797



Director of Engineering

Major University Telecommunications Center.

Responsible for the design and implementation of all technical facilities and compliance with all applicable FCC rules and regulations. Will supervise Center maintenance, capital expansion and management of technical personnel and budgets. Experience in "C" and "Ku" satellite systems maintenance and operation required. Minimum requirements: BSEE or related degree plus 5 years of progressive and related technical experience with 2 years additional experience in an administrative capacity. Equivalent combinations of education and experience may substitute for stated qualifications. For full consideration resume must be received by December 29, 1989.

Send to: Director of Engineering Search,
Educational Television Services,
Oklahoma State University, Stillwater, OK
74078-0585.

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TV BROADCAST CONTROL COORDINATOR to operate master control room equipment including recorders, editors and switchers.

If you have solid TV production experience plus a lot of ambition, smarts and energy, QVC is the place to go and grow.

Please mail or fax your resume to:

Marlene Becher,
QVC Network,
Goshgen Corporate Park,
West Chester, PA 19380
FAX 215-344-3150

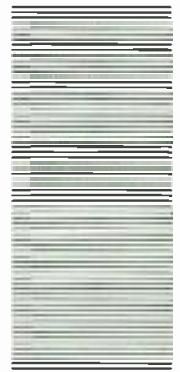


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Applications are invited for position of Chairperson of the Journalism Department at Saint Michael's College, a four-year Catholic liberal arts and sciences college with 1,700 undergraduates. There are four full-time and five part-time departmental faculty working closely with 100 majors in modern print, broadcast, and photojournalism laboratories. Fifty percent of majors are women. Earned doctorate preferred. Desired qualifications include an interdisciplinary approach to mass communication, effective interpersonal skills, college teaching and media experience, and interest in development of grants and outreach programs. Review of applications will begin January 15, 1990 and will continue until the position is filled. We encourage applications from women and minorities. Apply to Personnel Office, Saint Michael's College, Winooski Park, Colchester, Vermont 05439.



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MEDIUM MARKET
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EARLY DEADLINE NOTICE

DUE TO CONSECUTIVE MONDAY HOLIDAYS, THE FOLLOWING DEADLINES ARE EFFECTIVE:

**For the Dec. 25, 1989 issue:
Deadline is Dec 15, 1989**

**For the Jan. 1, 1990 issue:
Deadline is Dec 22, 1989**

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this rate-card. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

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.

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INSPECTION BY APPOINTMENT

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(813) 383-9404

Fates & Fortunes

Media

Dan Churchill, VP of new business, Comcast Cable Communications, Philadelphia, named VP of Comcast's cable television operations in United Kingdom, including Comcast's investment in Cable London.

Dean Tyler, operations manager, WPEN(AM)-WMGK(FM) Philadelphia, named VP and general manager.



Tyler



Barrett

David J. Barrett, VP and general manager of radio, Hearst Broadcasting, Baltimore, named general manager, WBAL Division (WBAL-AM-FM-TV), Hearst Broadcasting there. **Joseph W. Heston**, director of programming, WTAE-TV Pittsburgh, joins co-owned WBAL-TV as station manager.

Dennis Murphy, general sales manager, WJFK(FM) Manassas, Va. (Washington), joins WAFX(FM) St. Andrews, S.C. (Columbia), as VP, general manager.

James E. MacFarlane, head of Bel-Mac Communications, Madison, Wis.-based radio management consulting company, joins WVLE(AM)-WGLO(FM) Peoria, Ill., as general manager.

Brian Gibbons, acting general manager, noncommercial WYSO(FM) Yellow Springs, Ohio, named general manager.

Nelson Cohen, station manager, WIP(AM) Philadelphia, has resigned. No further plans have been announced.

Joseph W. Heston, director of programming, WTAE-TV Pittsburgh, joins WBAL-TV Baltimore as station manager.

Jeffrey A. Storey, general sales manager, WLOW(FM) Bluffton, S.C. (Hilton Head Island), named station manager. **Dick Conrad**, former station manager, WDOK(FM) Cleveland, joins WLOW as operations manager and morning air personality.

Sales and Marketing

Aaron Cohen, VP and general manager of broadcasting, Grey Advertising, New York, joins NW Ayer there as director of national broadcast and programming.

Appointments of VP's at J. Walter Thomp-

son, New York: **Jeff Bodenmann**, account supervisor; **Matt Heller**, account supervisor; **Susan Popper**, director of new business; **Pam Barnett**, media supervisor; **Eric Snyder**, media supervisor.

Leah Krantzler, VP, The Lippin Group, Los Angeles, named senior VP.

William Artope, executive producer, DDB Needham Worldwide, Chicago, named VP.

Appointments at Ross Roy Communications, Bloomfield Hills, Mich.: **Elmer Parrish**, senior clerk, consumer incentives, to program coordinator, consumer incentives; **Kathy Taylor**, senior clerk, to program coordinator, accounting; **Marya McNorton**, assistant account executive, to account executive; **Carolyn Ireland**, assistant account executive, to account executive; **George Monticello**, assistant account executive, to account executive.

Edward O'Keefe, VP, associate media director, Ally Gargano/MCA, New York, joins Weightman Advertising, Philadelphia, as senior VP, director of strategic planning.

Cecile M. Johnston, VP and research director, DDB Needham, Washington, joins Porter/Novelli there as senior account executive. **John D. Kiker**, senior account supervisor, Rubenstein, Wolfson, Shandwick,

New York, joins Porter/Novelli, Washington, as senior account executive.

Julia M. Arosteguy, public relations assistant account manager, Keller-Crescent, Evansville, Ind.-based ad agency, named public relations account manager.

Michael Willman, senior VP, Rosanio, Baitels & Talamo, Cherry Hill, N.J.-based advertising, marketing and public relations company, named executive VP.

Judy Holloway, senior art director, Poppe Tyson, Morris Plains, N.J., joins Gillespie Advertising Inc., Princeton, N.J., in same capacity.

James J. Lisko, general sales manager, Cox Cable, Oklahoma City, named marketing and sales manager.

Debra Ann Brickley, account executive, WFLA-TV Tampa, Fla., joins Television Bureau of Advertising, Los Angeles, as marketing manager, Western states.

Ann Brady, manager, local ad support, Turner Broadcasting, Atlanta, joins The Weather Channel there as ad sales representative, Eastern region.

Tracey Homberg, account executive, Katz's Christal Radio, New York, joins WHWH(AM)-WPST(FM) Trenton, N.J., as gen-

Broadcasting

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HBO and human rights



Home Box Office, New York, received the Simon Wiesenthal Center's Distinguished Service Award, presented "in honor of HBO's contribution to raising public awareness of human rights

through its programing." Among the programs cited were *Sakharov*, *Mandela* and *Murderers Among Us: The Simon Wiesenthal Story*. Michael Fuchs (l), CEO of HBO, accepted the award at a dinner in

New York. Also attending were Steve Ross (center), co-chairman and co-CEO, Time Warner Inc., and Simon Wiesenthal (r), noted humanitarian and the center's namesake.

eral sales manager.

Ronald Stratton, general manager, WWIN-AM-FM Baltimore, joins WDEL(AM)-WSTW(FM) Wilmington, Del., as local sales manager.

Appointments in sales department, WGRZ-TV Buffalo, N.Y.: **Linda Lynch**, director of sports marketing and sales, WNYB-TV Buffalo; **Tim Busch**, account executive, to national sales manager; **George Correa**, account executive, KITV(TV) Honolulu, to same capacity; **Rob Ashcroft**, account executive, WNYB-TV, to same capacity.

Programing

Gerard DiCanio, director, finances, Viacom, Los Angeles, named VP, finance, Viacom Productions there.

Nicholas Kiernan, director, longform programing, affiliate relations, CBS Radio Networks, New York, named operations manager, CBS Hispanic Radio Network.

Felicia Minei Behr, producer, *All My Children*, ABC, New York, named executive producer.

Valerie Schaer, supervising producer, The Mosaic Group, New York, joins Lifetime there as director of production.

Richard H. Mills, general sales manager, KTVT(TV) Fort Worth (Dallas), joins Raycom, Dallas, as director of corporate sales.

Laurence Roth, director, film acquisitions,

MGM/UA, Culver City, Calif., named VP, film acquisitions.

Tom Mazza, executive director, programing, network television division, Paramount Pictures Corp., Hollywood, named VP, programs.



Mazza



Almond

Paul S. Almond, VP, worldwide acquisitions, ITC, Studio City, Calif., named senior VP.

Penny Tucker, Western regional manager, affiliate sales department, Unistar, Los Angeles, named program director, *Music of Your Life*, nostalgia format.

Nancy L. Yapp, sales planning manager, food products group, General Foods, White Plains, N.Y., joins The Disney Channel, New York, as regional director.

Ronald J. Ebben, news director, WSUN(AM) St. Petersburg, Fla., adds duties of program director.

Mark St. John, program director, KWSS(FM) Gilroy, Calif. (San Jose), joins WAPI-FM

Birmingham, Ala., as VP, programing.

Leslie Framm, program director, WABB(AM) Mobile, Ala., named VP, programing.

Becky Dixon, host, *Special Edition*, Dallas Cowboys owner Jerry Jones' weekly program, KXAS-TV Dallas, joins Mizlou Sports News Network, New York, as special events anchor.

Brian Fiori, research director, WCVB-TV Boston, joins KRON-TV San Francisco as director of research.

Jeffrey Bragg, head, Jeffrey Phillip Bragg Co., Boston-based special effects company, joins Media General Cable, Fairfax, Va., as producer-director, commercial production.

Kandace Laass, director, marketing and development, Very Special Arts, educational affiliate of John F. Kennedy Center for Performing Arts, Washington, joins Biz-Net, broadcast service of U.S. Chamber of Commerce there, as manager, feature program sales.

Steve Hackett, regional manager, Southwest Division, MCA Television, Dallas, joins Worldvision Enterprises, Atlanta, as account executive.

Paula O'Connor, executive producer, WRKO(AM) Boston, adds duties of operations assistant.

News and Public Affairs

Mike Freedman, VP, news, United Press International Broadcasting, Washington, joins WWJ(AM) Detroit as managing editor.

Gil Haar, anchor, KCBS(AM) San Francisco, joins KFRC(AM) there as news director and morning anchor.

Rick Ericson, police and courts reporter, KRLD(AM) Dallas, named news manager.

Patricio G. Espinoza, editor-writer-producer, CNN *Noticiero Telemundo*, Atlanta, joins KVDA(TV) San Antonio, Tex., as news director and anchor.

Robert Mullins, news director, noncommercial WLSU(FM) La Crosse, Wis., joins noncommercial WUWM(FM) Milwaukee in same capacity.

Doug Retherford, news director, KSNT(TV) Topeka, Kan., joins KWQC-TV Davenport, Iowa, as director of news operations.

Jim McNabb, reporter, KVUE-TV Austin, Tex., joins KXAN-TV there as assignment editor.

Bob Manning, night assignment editor, WJAR(TV) Providence, R.I., named day assignment editor. **Ronna Florio**, associate producer, WJAR, succeeds Manning.

Sandra Olney, reporter, KGGM-TV Albuquerque, N.M., named assignment editor.

Henry Chu, news director, KXAN-TV Austin, Tex., joins KHJ-TV Los Angeles as executive producer.

Steven Borden, director of special projects, WFLD(TV) Chicago, joins WCBS-TV Los Angeles as executive producer.

Ray Gilmer, executive producer, WTKR-TV

Norfolk, Va., joins KSDK(TV) St. Louis, in same capacity.

Jayson Galler, "Nightside" producer, WEEK-TV Peoria, Ill., named 6 p.m. news producer. **Brian Brady**, producer, KOMU-TV Columbia, Mo., succeeds Galler.

Emma Kelly, director, WWBT(TV) Richmond, Va., joins Media General Cable, Fairfax, Va., as producer-director, news and live production.

John C. White, chief spokesperson, Baltimore City school system and former press secretary to Washington Mayor Marion Barry, joins WJLA-TV Washington as director of investigations.

Christopher Olivere, assignment editor and fill-in sports producer, noncommercial WHYY-TV Wilmington, Del., joins Group W Newsfeed, New York, as sports producer.

Steve Kmetko, entertainment reporter, KCBS-TV Los Angeles, adds duties of features correspondent, *CBS This Morning*, Los Angeles. **Wayne Freedman**, feature reporter, KRON-TV San Francisco, joins *CBS This Morning*, New York, as features correspondent.

Mike Storms, 6 p.m. and 11 p.m. sports anchor, WCPX-TV Orlando, Fla., named sports director.

Betsy Semon, anchor, WMAQ(AM) Chicago, joins WXRT(FM) there as morning reporter.

Chris Edwards, weekend weathercaster and environmental reporter, WISN-TV Milwaukee, joins WJBK-TV Southfield, Mich. (Detroit), in same capacity.

Ward Lasso, reporter, KOAA-TV Pueblo, Colo. (Colorado Springs), joins Sun World Satellite News, Washington, as correspondent.

Jacqueline Posey, executive assistant to general manager, noncommercial WXPB(FM) Philadelphia, joins noncommercial WHYY-FM there as housing and urban affairs reporter.

Bob Longo, reporter, WHCC-TV Rochester, N.Y., joins WGRZ-TV Buffalo in same capacity.

Bruce Dunbar, anchor-reporter, KOCO-TV Oklahoma City, joins WLKY-TV Louisville, Ky., as co-anchor.

Chuck P. Beveridge, general assignment reporter, WLFI-TV Lafayette, Ind., joins WICS(TV) Springfield, Ill., in same capacity.

Anne Howard, anchor-reporter, WJFW-TV Rhinelander, Wis., joins WICS(TV) as general assignment reporter.

Margaret Kilby, associate producer, Independent Sports Network, Providence, R.I., joins KRDO-TV Colorado Springs as reporter and weekend assignments editor.

Gina Germani, reporter, KOLD-TV Tucson, Ariz., joins KGUN(TV) there as weekend co-anchor.

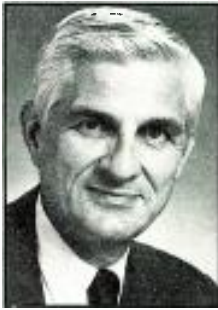
Rob Hanrahan, anchor, KODE-TV Joplin, Mo., joins WHTM-TV Harrisburg, Pa., as weekend anchor-reporter.

Paul A. Prusas, reporter, WGXA(TV) Macon, Ga., joins WOWK-TV Huntington, W.Va., as general assignment reporter. **Jack T. McCracken**, anchor-reporter, WVLA(TV) Ba-

ton Rouge, joins WOWK-TV as general assignment reporter.

puter graphic artist.

Technology



Ritchie

Max O. Mitchell, president and CEO, Ampex Corp., Redwood City, Calif., announces his retirement. He will remain on board of directors and serve on executive committee. **Ronald J. Ritchie**, executive VP and COO, Ampex, succeeds Mitchell.

Thomas L. Mann, director of operations and engineering, WRC-TV Washington and NBC Television Network there, joins KHJ-TV Los Angeles as director of engineering.

Richard Potter, manager, volume manufacturing, Marconi Communication Systems, Chelmsford, England, named divisional manager.

James T. Ruane, engineering maintenance technician, Group W Satellite, New York, joins Atlantic Satellite Communications, Northvale, N.J., as maintenance technician.

Charles Peterson, freelance film animator, Chicago, joins Telemation, Chicago-based video-film production company, as com-

Promotion and PR



Culleton

Kathie Culleton, director, advertising and promotion, CBS Broadcast Group, New York, named VP, media and planning, advertising and promotion.

Mary Neagoy, publicity representative, entertainment publicity, NBC, New York, named press manager, news information, NBC media relations.

er, news information, NBC media relations.

La Mott Britto, press representative, CBS News, New York, joins HBO there as manager, corporate public relations.

Christopher Cathcart, account executive, Terrie Williams Agency, New York-based public relations firm, joins Turner Broadcasting System there as public relations manager.

Terry Doll, director of public relations, KSDK(TV) St. Louis, named community relations director. **Pat Bolling**, VP, public relations, Gardner Advertising Co., and VP, media planning, Advanswers, St. Louis-based sister companies, joins KSDK as public relations manager.

Broadcasting Cable

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 - 5. MDS, STV, or LPTV Operator
 - 6. Microwave or Telephone Company
 - 7. Commercial Television Broadcaster
 - 8. Cable TV Component Manufacturer
 - 9. Cable TV Investor
 - 10. Financial Institution, Broker or Consultant
 - 11. Law Firm or Government Agency
 - 12. Program Producer or Distributor
 - 13. Advertising Agency
 - 14. Educational TV Station, School or Library
 - 15. Other _____ (Please describe)

Allied Fields



Hallahan

Robert E. Hallahan, director of news bureau, public affairs and communications department, National Association of Broadcasters, Washington, retires after 26 years with NAB.

Appointments at Cap-
tation Center, New
York: **Jill Black**, oper-
ations manager, joins

United Jewish Appeal, New York, as public relations writer; **Sue Becker**, production manager, Storer Cable Communications, Port Murray, N.J., succeeds Black; **Donna Horn**, marketing manager, commercials, to same capacity, cable and music videos; **Judy Mitchell**, account representative, Echelon Sports Corp., Providence, R.I., to marketing representative.

Elected members, North Carolina Association of Broadcasters, Raleigh: **Jan Caddell**, WSKS(AM) West Jefferson, to president; **Cullie Tarleton**, WBTW(TV) Charlotte, to president-elect; **George Beasley**, Beasley Broadcast Group, Goldsboro, to VP, radio; **Alan Nesbitt**, WTVD(TV) Durham, to VP, television; **Don Curtis**, Great American Media, Raleigh, to secretary-treasurer. Directors: **David Boylan**, WGHP-TV High Point; **Annette Bryant**, WBRM(AM) Marion; **Rennie Corley**, WXII(TV) Winston-Salem; **Kathy Harris**, WBBB(AM)-WPCM(FM) Burlington; **Tom Joyner**, Joyner Communications, Naples, Fla.; **Walker Morris**, WKHO(AM)-WIOZ(FM) Southern Pines; **Reese Poag**, WEAL(AM)-WQMG(FM) Greensboro; **Zoph Potts**, WRRF(AM)-WDLX(FM) Washington.

Elected members, Radio Network Association, New York: **William J. Battison**, president, Westwood One Companies, Culver City, Calif., to chairman; **Aaron Daniels**, president, ABC Radio Networks, New York, to vice-chairman; **Peter L. Moore**, president, RNA, adds duties of executive director; **Robert P. Kipperman**, VP, general manager, CBS Radio Networks, New York, to treasurer; **E. Jay Williams**, president, Sheridan Radio Networks, New York, to secretary.

Deaths



Barco

George J. Barco, 82, lawyer and cable pioneer, died of heart attack Nov. 15 at Meadville Medical Center, Meadville, Pa. Barco was senior partner in law firm of Barco and Barco, Meadville, with his daughter Yolanda. In 1952 he founded Meadville Master

ABC accident

Two ABC executives were killed and five other ABC employees were injured on Nov. 27 in San Francisco when the bus they were on was hit by a train. The two killed were Kurt Sanger, 41, who recently joined ABC as director of marketing for ABC Sports in New York, and Adele Roffis, 61, an account executive with ABC Television Network Sales, Los Angeles.

The bus was one of several ABC had chartered to shuttle employees to Candlestick Park where ABC's *NFL Monday Night Football* game between the New York Giants and the San Francisco 49ers was being televised. The accident occurred during rush hour when the bus was caught on the tracks behind a tractor-trailer.

Sanger had been with Avon Products, most recently as group product director, for 13 years before joining ABC. He is survived by his wife, Ann, and son, Kurt Jr.

Roffis joined ABC in Los Angeles in 1979 as manager of sales proposals. She was named account executive in 1982. Prior to joining ABC she had been with Grey Advertising in New York as network supervisor. She is survived by her husband, Murray, and three daughters, Gail, Jane and Jill.

Antenna Inc., pioneer cable system, and served as president of board until 1987. He served as general counsel for Pennsylvania Community Antenna Association Inc. (now known as Pennsylvania Cable Television Association), Harrisburg, from 1956 to 1960. He served as national vice president of National Community Television Associ-

ation (forerunner of National Cable Television Association), Washington, in 1956 and president one year later. He was also board member for that organization from 1954 to 1966 and 1969 to 1972. He was organizer of Educational Television of Northwest Pennsylvania Inc. (now Public Broadcasting of Northwest Pennsylvania Inc.), licensee of noncommercial WQLN(TV) Erie, and served as board member from 1964 to 1974 and president from 1968 to 1970. He was charter member of Cable Television Pioneers and organizer, member and president of board of Pennsylvania Educational Communications Systems since 1979. He was co-founder of National Cable Television Center and Museum, State College, Pa. He is survived by his wife, Emmaline, two daughters, Yolanda and Helene, and two stepchildren, Angeline and Anthony.

Thomas C. Bodin, 57, director of news, Radio Free Europe/Radio Liberty, Washington, died of heart attack Nov. 25 at Sibley Memorial Hospital, Washington. Bodin, former print journalist, joined Radio Free Europe in 1963 as editor. He served as bureau chief in West Berlin, London and New York and was deputy news director in Munich before moving to Washington. He is survived by his wife, Phyllis.

Gilbert L. West, 57, air personality, Voice of America, Washington, died of heart attack Nov. 25 at Holy Cross Hospital, Silver Spring, Md. West was broadcaster in New York and Massachusetts before joining VOA in 1967. He is survived by his wife, Lois, daughter, Lori, and son, Lon.

T. David Quarles, 36, vice president, Falcon Cable TV, Los Angeles, died of complications from AIDS Nov. 25 at Cedars-Sinai Medical Center there. Quarles joined Falcon in 1983 after serving as vice president with Manufacturers Hanover Bank, New York. He is survived by his parents, Thomas and Dora, his sister, Ann, and brother, Ralph.

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Live from New York— It's Dick Ebersol

Dick Ebersol, president, NBC Sports, and senior vice president, NBC News, doesn't have to work for a living. He and his wife, actress Susan Saint James, have accumulated enough income (he as an independent producer, she as a television star) to retire and live a leisurely life on their Litchfield, Conn., estate.

But not Ebersol. "He's too much of a doer. He craves the challenge," says one acquaintance. The latest challenge keeps him away from home a lot. The Thanksgiving holiday just passed was the first time he spent "four straight nights in my own bed" since assuming the presidency of NBC Sports last April. Indeed, Ebersol does not waste time once he sets his sights on a goal, either professionally or personally. It took him less than a month on the job at NBC Sports to organize his new team, first and foremost his friend Terry O'Neil, whom he hired away from CBS Sports to serve as executive producer at NBC Sports.

Last summer, when Ebersol was handed the reins of the *Today* show, less than a month went by before he did some major tinkering with the news format within the program, replacing then news anchor John Palmer with Deborah Norville. At the same time, the news anchor was given a greatly expanded presence on the show.

Ebersol moves just as quickly in his personal life. In October of 1981, as executive producer of NBC's late-night franchise, *Saturday Night Live* (which he co-created with Lorne Michaels), he met Susan Saint James, who was guest hosting the program. In November of that year, the two were married.

Ebersol comes from a well-to-do western Connecticut background, the son of a Litchfield, Conn., attorney. He was born with a name most schoolboys would deny having—Duncan Dickie Ebersol. "It was the subject of some great jokes."

As a baby boomer growing up in the 1950's and 60's, Ebersol recalls being fascinated with the 1963 debut of ABC's *Wide World of Sports*. Though not a gifted athlete, he was "totally taken with sports." *Wide World* was "revolutionary," Ebersol says, because it introduced U.S. viewers to sports other than baseball, basketball and football. In 1965, as a foreign exchange high school student in France, Ebersol managed to get a temporary "gofer" assignment with the *Wide World* crew that was covering the LeMans car race. Later that year, Ebersol returned to Connecticut to attend Yale, and continued to serve as errand boy for the ABC program, whenever it covered an event in the New Haven, Conn., area.

In his sophomore year, ABC Sports offered him a job as a research assistant to help prepare for upcoming winter and summer Olympics in Grenoble, France, and



Duncan Dickie Ebersol—president, NBC Sports, and senior vice president, NBC News; b. July 28, 1947, Torrington, Conn.; BA, History, Yale, New Haven, Conn., 1970; researcher, ABC Sports, New York, 1967-68; segment producer, ABC Sports, 1969-70; executive assistant to Roone Arledge, president, ABC Sports, 1971-74; director, weekend late night programing, NBC, 1974-75; vice president, weekend late night programing, NBC, New York, 1975-76; vice president, comedy, variety and event programing, NBC, 1977-79; independent producer, 1979-81; executive producer, *Saturday Night Live*, 1981-85; independent producer, 1985-89; current positions since April 1989 and July 1989, respectively; m. Susan Saint James, Nov. 21, 1981; children—Sunshine, 17, and Harmony, 15 (from Saint James's previous marriage), and Charlie, 7, and Willie, 3.

Mexico City, respectively.

It was during the Grenoble games that Ebersol first got to know Roone Arledge, then vice president of ABC Sports, and executive producer of the Olympics coverage. "I was the only one who was truly bilingual in English and French and worked for ABC," recalls Ebersol. "So he liked having me around, and out of that grew a great friendship."

After the Olympics, Ebersol finished up at Yale while continuing to work at ABC Sports on a full-time basis. The college structured his program so that he could attend class two or three days a week, and then fly off to various destinations to produce for *Wide World*.

In 1971, Ebersol was named executive assistant to Arledge, who by then had been named president of ABC's sports division. While serving as Arledge's top administrative aide, Ebersol continued to fly around the world on the weekends to produce sports events for *Wide World*. "I had the good fortune to be at ABC Sports just as sports programing was emerging from a boutique industry to a mainline franchise," said Ebersol. "At ABC it was even more

important, because the only diamond they had was the sports department."

In 1974, Ebersol was wooed away from ABC by NBC, which offered him the presidency of the sports division. "I thought I was a little young," said Ebersol, who was 27 at the time. "I also didn't feel I was equipped to compete against Roone at that point."

Instead, Ebersol joined NBC in the newly created post of director of weekend late night programing, where he was charged with coming up with a new program to fill Saturday late night, where the network was running repeats of *The Tonight Show*. "I had a year to roam around the country and put together an original late night vehicle," he recalled. "And I had a guarantee [from then NBC President Herb Schlosser] that whatever I came up with would stay on the air for at least six months."

Ebersol teamed up with young Canadian producer Lorne Michaels, and together the two came up with the concept that became *Saturday Night Live*.

In 1975, Ebersol was named vice president of weekend late night programing at NBC, the network's first vice president under the age of 30 (he was then 28). But as *SNL* found its groove and became a hit among young adult viewers, it became awkward having essentially two bosses running the show. Ebersol bowed out, leaving Michaels, whom he described as the "true executor of the concept," to run the program.

That was in October 1976. Several months later he moved to Los Angeles as NBC vice president of comedy, variety and specials. "The only great thing that came out of those years was I hired a young associate to be my number two in comedy. That was Brandon Tartikoff."

In 1979, Ebersol set up his own production company, No Sleep Productions. But before any independent series came to fruition, he returned to *SNL*, in 1981. By 1985, Ebersol had had enough of the 21-hour days often involved with producing the show. He left once again to spend more time with his family and to run his production company full time.

Its first show, *Friday Night Videos*, bowed on NBC in 1983 and is still going strong. In 1985, the company, in a venture with World Wrestling Federation President Vince McMahon, launched *Saturday Night Main Event*, a series of wrestling specials that NBC continues to order. In 1988, the company launched *Later with Bob Costas*, the late night interview show.

The company has been in trust since he rejoined NBC last summer, and is in the process of being sold. How much does he stand to make on the sale? "A lot," said Ebersol. "I've had the greatest last ten years. If I experience a fraction of that success in the next 10, I'll be a very lucky man."

End of last week was busy with station trading. Among deals:

■ **WOKR(TV) Rochester, N.Y.**, was sold by WOKR Partners to Falmouth Holdings Inc. Price was not given, but industry source estimates station value to be about \$60 million. Seller is general partnership made up of George Gillett Jr. and Edward Karrels. It is separate from Gillett Holdings Inc. and SCI Holdings Inc., which owns six TV stations and is headed by Gillett. Buyer is newly formed group based in New York and headed by David Johnson, former senior VP, marketing, Fox Broadcasting Co. WOKR is ABC affiliate on ch. 13 with 316 kw visual, 47.9 kw aural and antenna 500 feet above average terrain.

■ **WEJZ(FM) Jacksonville, Fla., and KBEZ(FM) Tulsa, Okla.**, was sold by ML Media Partners to Renda Broadcasting Corp. for \$11,635,000. ML Media is headed by Elton Rule and I. Martin Pompadur. It also owns two AM's and four FM's. Renda Broadcasting is headed by Tony Renda and also owns two AM's and three FM's. WEJZ is on 96.1 mhz with 100 kw and antenna 984 feet above average terrain. KBEZ is on 92.9 mhz with 100 kw and antenna 1,318 feet above average terrain.

■ **WOYE-FM Mayaguez, P.R.**, was sold by Pepino Broadcasters to Prime Time Radio Corp. for \$2.8 million. Seller is headed by Felix Bonnet Alvarez and family and has no other broadcast interests. Buyer is headed by Rafael Oller and J.P. McCloskey and has no other broadcast interests. Woye-FM is on 94.1 mhz with antenna 2,967 feet above average terrain. Media Venture Partners brokered both radio deals.

High-powered transAtlantic summit between European and American media industry leaders

has been called in Luxembourg next May 22-23. Focusing on investment, programming and policy issues, meeting's principal participants will include European media entrepreneurs Silvio Berlusconi and Robert Maxwell; EC commissioner Jean Dondelinger and European Broadcasting Union President Albert Scharf; French media executives Andre Rousselet of Canal Plus, Pierre Dautier of Havas and public broadcasting head Philippe Guillaume; Dieter Stolte of West Germany's ZDF; Luxembourg's CLT head Gaston Thorn; Britain's Sir Richard Attenborough, Richard Dunn of Thames TV, Lord Thomson of Monifieth and Anthony Simonds-Gooding of BSB, and Soviet Union's Gosteleradio President Michail Nenachev. List of American invitees is also top-level, with confirmations due in coming weeks, according to former FCC Chairman Mark Fowler of Latham & Watkins, who is U.S. steering committee member on summit. Gathering is being organized by Luxembourg telecommunications consulting group Johannesson & Associates under auspices of Luxembourg government, and will be held at European Parliament headquarters there. Similar summits are being considered in U.S. in 1991 and Pacific in 1992.

Pending closing of deal with Metropolitan and Legacy, **Group W Radio will reorganize its management structure** to accommodate new stations (see page 84). **John Waugaman**, senior vice president of sales and marketing, Group W Radio, will become one of two regional VP's to run radio stations. Other will be **Mike Craven**, VP-GM of WMMR(FM) Philadelphia (one of stations being acquired). **Warren Maurer**, VP, AM stations, and VP-GM of WINS(AM) New York, will add duties as VP for news, responsible for programming all Group W news-formatted stations. Waugaman will oversee KFVB(AM)-KTWV-FM Los Angeles; WCPT(AM) Alexandria and WCXR(FM) Woodbridge, both Virginia (Washington); WMAQ(AM) Chicago; KILT-AM-FM Houston; KFBK(AM)-KAER(FM) Sacramento, Calif.; KMEO-AM-FM Phoenix, and KOXT(FM) San Antonio. Craven will oversee WBZ(AM) Boston, WINS(AM)-WNEW-FM New York, KYW(AM)-WMMR(FM) Philadelphia,

Valenti, Baruch rebut Wright

TV producers and the big three networks have opened a new round in the war of words over financial interest and syndication rules.

Launching the latest attack last week were Jack Valenti of the Motion Picture Association of America and Ralph Baruch, chairman of the Program Producers & Distributors Committee, who each wrote Congressman John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, challenging a letter to Dingell by NBC President Robert Wright.

Wright's letter, written just prior to a Telecommunications Subcommittee hearing in November on foreign acquisitions of U.S. entertainment companies, argued that fin-syn rules that bar the networks from financial interests in the programs they air or from syndicating shows domestically, handicap the networks as players in an increasingly global competition between vertically integrated entertainment giants.

Valenti, who said fin-syn was a necessary safeguard to competition in TV program-making, called Wright's letter "awash in misstatements and omissions...NBC waves the 'bloody shirt' of foreign domination to mask the network's ambitions to wiggle free of FCC and Justice Department regulations."

Baruch, whose group represents 30 U.S. companies producing and distributing first-run TV shows to local TV stations, noted in his letter that the networks "set the trend" of selling entertainment business to foreign companies when CBS sold its record division to Sony and RCA sold its record division to Bertelsmann.

Baruch pointed out that both NBC and ABC have already taken media positions outside the U.S., and added, "Sony's acquisition has nothing to do with the ability of NBC or CBS or ABC to compete in a global marketplace."

Despite the hostile exchanges, executives from the three networks, Hollywood studios and independent production companies are slated to meet in Los Angeles today (Dec. 4) as part of ongoing negotiations on the fin-syn rules.

KDKA(AM) Pittsburgh, WLLZ(FM) Detroit and KOZY(FM) Dallas.

Nationwide Communications has challenged FCC fine for indecency against its KLUK-FM Las Vegas, for allegedly broadcasting rock song containing word "fuck"—one of so-called "seven dirty words"—last May. Nationwide contended that FCC may have misinterpreted two lines in "Erotic City" song by Prince in transcribing it. "Fuck so pretty you and me" and "we can fuck into the dawn" are, according to station personnel who reviewed record before airing, "thoughts of pretty you and me" and "making funk until the dawn." "The precise lyrics...are questions of audio perception and interpretation by the listener," it said. Nationwide also noted that song has been broadcast by more than 100 stations. And as far as it and record producer are aware, it said, neither producer nor FCC has received any other complaints regarding it.

ESPN has announced 171 games in its Major League Baseball schedule, which will include 10 preseason games, kicking off with Baltimore vs. New York Yankees on March 3. Regular season kicks off April 2 and will feature Kansas City at Baltimore and San Diego at Los Angeles. ESPN will carry doubleheaders Tuesday and Friday, single games Wednesday and Sunday, and special tripleheader on Memorial Day. Each team will appear at least twice on schedule. ESPN will

select games to be carried on weekly basis throughout season, but will cut lead down to one to two days in final three weeks during pennant races.

□

Grand jury in Los Angeles has returned 57-count indictment charging three individuals with various "criminal violations," including "making undisclosed 'payola' payments to radio stations for adding records to their playlists." Among those indicted: Raymond Anderson, former executive with Columbia Records, and Joseph Isgro, independent record producer. Isgro was charged with making payola payments using money and cocaine to personnel at KIQQ, KYNO, KMGX and KAMZ, among others, as he promoted records for Columbia, MCA, Warner Bros., RCA and Polygram.

□

Buena Vista Television is committing itself to producing additional 23 weeks of episodes for game show strip *Win, Lose or Draw* despite low ratings. Saddled with too many late fringe and early morning clearances in its 124-station lineup (82% coverage), *Win, Lose or Draw* got only 1.8 national Nielsen rating and ranked 73rd among syndicated barter programs. Spokeswoman at BVT says company will make decision to syndicate program for 1990-91 season after reviewing November Nielsen book. Show is production of Kline & Friends in association with Burt & Bert Productions. Production firms have also received additional 17-week commitment for other game show strip, *Third Degree*, from Warner Bros. Domestic Television. *Third Degree* is ranked 62nd among barter product in Nielsen rankings, turning in 2.1 rating for week ending Nov. 19.

□

Chuck Velona tendered his resignation as VP-GM of SportsChannel Los Angeles amid rumors of merger with competing basic cable sports service Prime Ticket. Velona said departure was "amiable," but found that cable was not in his best career interests. Six months earlier, Velona left independent KHJ-TV Los Angeles (now KCAL-TV) in management shakeup at Disney-owned station. John Mohr, president-CEO, SportsChannel Regional Networks, discounted merger stories, saying: "There have been no conversations going on between us and Prime Ticket. Any rumor regarding a proposed merger has no basis in fact." Prime Ticket officials were unavailable for comment. SportsChannel has been rumored to be in trouble with paid subscriber base of approximately 120,000 since it changed format from movie-oriented Z Channel. SportsChannel currently televises Los Angeles Dodgers and California Angels baseball, but has had rough time competing with Prime Ticket's (3.5 million subs) winter lineup of Lakers basketball and Kings hockey.

□

ITC Domestic Syndication has cleared *Tic Tac Dough* in six additional markets, bringing number of stations that have signed up for fall 1990 syndication entry to 16. ITC cleared stations in New York (WNBC-TV), Los Angeles (KCOP-TV), St. Louis (KMOV-TV), Minneapolis (KARE-TV), Washington (WRC-TV) and Atlanta (WSB-TV). *Tic Tac Dough* is being produced by Barry & Enright Productions, and is hosted by Patrick Wayne (son of late John Wayne).

□

Patricia Diaz Dennis, former FCC commissioner, has been elected to board of Telemundo Group, New York-based Spanish-language television network. Dennis, first woman to join board, is currently partner of Jones, Day Reavis and Pope, Washington-based law firm.

□

Four television networks, spread thin in covering events in Rome and Malta late last week, were forced to make extra effort to cover attempted coup in Philippines. NBC News

appears to have been first with news last Thursday, with report on its 1 p.m. newsbreak by Ann Rubenstein. CNN had report by Don Brown at 2:10 p.m. ABC broke into its network schedule at 2:15 p.m. and 2:40 p.m. with two-minute specials featuring telephoned reports by radio correspondent Kathleen Barnes in Philippines capital. CBS News had story on its newsbreak at 3:45 p.m., anchored by Bob Schieffer. Story led ABC News's *World News Tonight* and NBC News's *Nightly News*, with reports from Jim Maseda in Manila. CBS News, with Gaby Tabunar in Manila, used story in first feed but did not lead with it until second feed.

□

At Public Broadcasting Service Board of Directors meeting last week, **PBS board endorsed national program funding plan** announced two weeks ago (BROADCASTING, Nov. 20). Endorsement for plan, which calls for creation of chief programming executive position at PBS and movement to PBS of just under 50% of funds now administered through Corporation of Public Broadcasting's program fund, came at Nov. 29-Dec. 1 meeting held in Florida. National Association of Public Television Stations (NAPTS) board will review plan on Dec. 6. Board also approved appointment of Jennifer Lawson as executive VP, national programming and promotion services. Lawson will be in charge of all PBS funds. Not everyone is pleased with PBS-CPB restructuring plan. Lawrence Daressa, chairman of National Coalition of Independent Public Broadcasting Producers said that with this plan, "the stations baldly acknowledge that the public is no longer a participant in public television. The stations have turned CPB, originally designed to be a heat shield between political pressure and public television, into a shield between themselves and the public interest." **Board also approved satellite replacement plan** and will go with AT&T's Telesat 401 satellite in April 1993. Contract is for life of satellite (12 years). Current PBS bird, AT&T's Weststar, is due to run out of fuel in 1991 and PBS will use GTE Spacenet satellites for interim.

□

Peter Guber and Jon Peters, new co-chairmen of **Columbia Pictures Entertainment**, last week named **Alan J. Levine** president-CEO of newly established Filmed Entertainment Group. Levine, 42, is partner in Los Angeles law firm of Armstrong, Hirsch & Levine and has served as counsel to Guber-Peters Entertainment. He has been associated with both over past 10 years.

On hold

LIN Broadcasting Corp. announced last week that the company's board of directors has "deferred taking a position" on the revised proposal from McCaw Cellular Communications Inc. to acquire control of LIN. The proposal includes a partial tender offer by a subsidiary of McCaw for 22.5 million shares of LIN common stock at \$150 per share.

The LIN board said it would continue its ongoing evaluation of the offer—but pending a determination (expected shortly), the board is continuing to recommend that stockholders not tender their common stock to McCaw.

The board also set the close of business on Dec. 8 for determining the stockholders entitled to participate in McCaw's solicitation to replace a majority of LIN's board of directors (should McCaw decide to proceed to do that).

McCaw, in a Nov. 27 letter to LIN, reiterated its request that its cash tender offer, as well as an offer from BellSouth Corp., be put to a shareholder vote at the Jan. 12, 1990; stockholders meeting.

If LIN agrees to this, McCaw said it would keep its offer open until the Jan. 12 meeting and would terminate its offer if BellSouth's proposal receives the most votes.

Editorials

Pull back from Armageddon

The relationship between the broadcasting and cable industries is undergoing a fundamental change. It may be years before the new order sorts itself out, but things may never be the same.

History may take a different view, but ours is that the pivotal moment came when broadcasters and cable came so close to—but eventually fell so short of—reaching agreement on must carry. Although the principal negotiators—the National Association of Broadcasters and the National Cable Television Association—had crafted a deal, the Association of Independent Television Stations, insisting on a channel positioning provision more to its liking, effectively vetoed the package.

But even before that, broadcasters—encouraged by this page—had begun to look beyond must carry and the compulsory license as the be all and end all of their relationship with cable. CBS, for one, quietly circulated the draft of a proposal that contemplated repeal of the compulsory license and imposition of a retransmission formula that might bring broadcasters as much as 20% of cable's fees for basic service. The upward momentum of that idea passed the falling debris from the must-carry deal after INTV's estoppel.

Then entered the Danforth bill, to become the rallying point for every anti-cable sentiment in sight. The cities embraced it, the home satellite interests loved it, wireless cable was elated and the broadcasters, knowing a bonanza when they saw one, were quick to endorse it. Cable, feeling it had negotiated with broadcasters in good faith for four years since the Quincy decision, felt betrayed by what it considered an opportunistic change of course. Almost worse still, from cable's point of view, was that it came without a "heads up," as they now call forewarning in Washington.

The fact that war has yet to break out in public should not give comfort to any who believe that mutual accommodation is the proper posture to be struck by these competing/complementary media. A dynamic tension in that relationship may well be good public policy. Open hostility, in the end, can only be mutually destructive.

Eventually, broadcasters and cable will again sit down to work out the future. Congress won't relish being the referee between these particular contenders, each with weight, influence and a pipeline to the public. And neither industry will want to trust its tomorrow solely to its muscle on Capitol Hill. Together is the better way to go—but it takes two (the telcos would say three, but that's another editorial).

For both broadcasters and cable, it would be a waste to stay mired in the acrimony of the 80's. It's time to move on to the 90's.

Extra, extra

On page 46 of this week's issue begins the annual "Local TV Journalism" special report. It contains examples of local news efforts from a sampling of television stations in large and small markets, as well as entries from the cable side, where, generally, full-fledged local news remains in its infancy (but specifically, News 12 Long Island appears as ubiquitous a news presence as any of its over-the-air competition).

As has been the case over the past several years, one of the key operatives in most stations' news crews had the initials KU. Satellite trucks were used for everything from tracking the hometown basketball team on its trip out West to tracking Hurricane Hugo on its rampage north. Another kind of bird

figured prominently as well, with local crews flying to venues as far flung as the Soviet Union (a correspondent backed by the minarets of Red Square appeared to be this year's most popular venue), China, Guatemala and Burma. And closer to home, whole newscasts took to the open road to broadcast from town squares, local fairs and other venues.

On the investigative beat, numerous questionable practices were questioned and grievances redressed, including a crooked clergyman (a priest bilking elderly parishioners was convicted of grand theft), insurance fraud (agencies were closed and insurance agents arrested), bullet proof vests that weren't (they were replaced), medical malpractice (the doctor's license was suspended), animal mistreatment (new safeguards were implemented), lead contamination (the offending school water coolers were removed), and many more.

Stations launched news operations from scratch, added closed captioning for the hearing impaired, became new members of the Ku club or planned to join, and one even launched a Chinese language newscast. (Try translating English into Chinese and electronically generating characters on deadline.)

In addition to the public service rendered by reporting the news, stations made news of their own with continuing public affairs efforts. Those included AIDS education, cancer, cholesterol and vision screenings, anti-drug abuse campaigns, food and clothing drives, telethons, benefit concerts, hotlines, reading programs and on and on.

In short, it was booming business as usual in local television news.

Words to the wise

David Bartlett, president of the Radio-Television News Directors Association, took the industry to the woodshed last week for its willingness to sacrifice the First Amendment to get a job or keep a license (see story, page 107). He was referring respectively to those who blame the loss of news opportunities in radio (a point he does not necessarily concede) to the FCC's lifting of minimum requirements on radio news, and to those who would accept the reimposition of the fairness doctrine or other content regulation for greater insulation from challenge at renewal time.

We share his concern and applaud his efforts.



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