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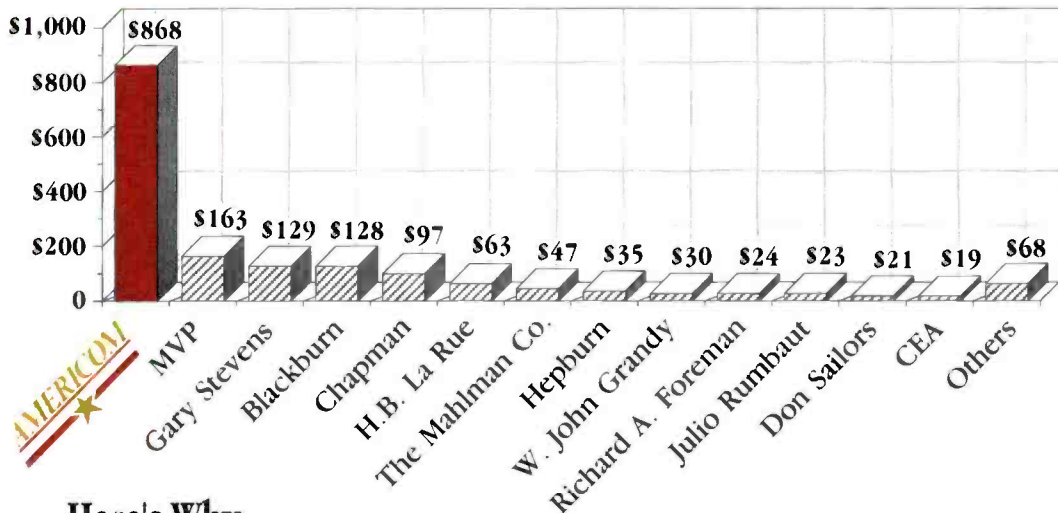
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2. **Americom Helps Sellers Get the Highest Prices for Their Radio Stations--**  
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*Ed Christian, President, Saga Communications, Inc.*
3. **Through Trust Earned by Maintaining Confidentiality and Performing--**  
"Americom's technical competence, perseverance, and commitment to our success have earned the respect of all of us at Group W Radio."  
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Top - 25 Markets



**Dan Gammon**  
Northeast and Central



**Paul Leonard**  
Southeast



**Peter Handy**  
West

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## Markey says cable reregulation is needed...

House Telecommunications Subcommittee Chairman Ed Markey promises to move cable bill this year. **PAGE 27.** Cable's



Cable representatives listen intently as subcommittee members record their views on reregulating industry. Pictured (l-r, front): NCTA's Dan Craig, TBS's Gerry Hogan and NCTA's Pamela Turner; (in background): NCTA's Jim Mooney and Cynthia Brumfield

competitors ask FCC at Orlando, Fla., field hearing for government help in gaining access to cable programming. **PAGE 29.** Cable industry comments at FCC say no new cable regulations are necessary. Broadcasters, telcos and MPAA disagree. **PAGE 30.**

## Prime time viewing off for big three...

Total prime time viewing of regular programs on ABC, CBS, NBC in February sweeps falls 8% compared to last year. NBC wins sweeps. **PAGE 31.**

## Baseball 1990: first inning for CBS, ESPN...

New tack for baseball in Fifth Estate features more games on cable (175 on ESPN and four more teams on regional cable), fewer on network TV, and marginal losses for some local broadcasters in 1990. All told, Major League Baseball rights figure should surpass \$600 million for TV and radio. **PAGE 35.**

### 32/ KWP TOPS SYNDICATED RATINGS

King World Productions' *Wheel of Fortune*, *Jeopardy!*

and *Oprah* capture first, second and fourth place in national first-run barter syndication rankings, but

ratings slip from November and year ago.

### 33/ ESPN LANDS NFL DEAL

ESPN signs four-year, 52-game deal, extending its NFL franchise until 1993.

### 50/ ON ROAD TO NAB: HIGH-DEFINITION TV

NAB rents second downtown convention center to house abundance of HDTV equipment on display in Atlanta.

### 54/ CENTRAL POLLING FOR NETWORKS

ABC, CBS, NBC and CNN form cooperative to perform exit polling operations for all of them during elections.

### 56/ N. Y. RADIO AD ANALYSIS

Joint venture between New York Market Radio Broadcasters Association and Radio Expenditures Report provides analysis of radio advertising expenditures in New York market.

### 58/ TELEVISION IN EASTERN EUROPE

USIA publishes guide to help U.S. programmers and broadcasters interested in Eastern European market.

### 46/ 10 FALL SHOWS FOR LORIMAR

Five comedies, drama with James Earl Jones and *Midnight Caller* spinoff are among 10 shows Lorimar has in



Among new shows in development: 'The Danger Team' for ABC

development for networks and Fox.

### 61/ TV STATIONS REJECT ADS FOR 900 SERVICES

TV stations are becoming much more restrictive about what kind of 900 number ads they will air and at what time.

### 87/ GETTING NATPE NOTICED

To many industry insiders, public relations firm March 5's Bob Bernstein is best known for helping turn NATPE from idea into programming force.

## DEPARTMENTS

Advertisers Index .....	86
Business .....	61
By the Numbers .....	10
Cablecastings .....	55
Changing Hands .....	62
Closed Circuit .....	4
Datebook .....	16
Editorials .....	90
Fates & Fortunes .....	83
Fifth Estater .....	87
For the Record .....	68
In Brief .....	88
International .....	58
Journalism .....	54
Law & Regulation .....	52
Masthead .....	20
Monday Memo .....	22
On Radio .....	56
Open Mike .....	21
Programing .....	46
Special Report .....	35
Stock Index .....	12
Syndication Marketplace .....	48
Technology .....	50
Where Things Stand .....	63

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## WASHINGTON

### Nudge

Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) wrote network chiefs Feb. 21 asking them to cooperate on children's TV bill. Networks are dead set against version adopted by Commerce Committee last year and are expected to fight it on Senate floor. Inouye, however, suggests they should try to achieve consensus. "It is in everyone's best interests that this bill be considered by the members early in this session," wrote Inouye. Some observers were speculating that Inouye, who sent letter same day he wrote FCC Chairman Al Sikes giving him go ahead on fin-syn (BROADCASTING, Feb. 26), is suggesting "quid pro quo." But Tom Cohen, chief counsel for subcommittee, said it was "just a coincidence; there is no quid pro quo." He said chairman sent out "a lot of letters" that day. "I recognize that we have certain disagreements about provisions in this legislation, but it is my practice to work towards a consensus. On the other hand, I will not let this bill languish. I urge you to participate in efforts to try to achieve a consensus that will result in legislation moving forward," wrote Inouye.

### Prime candidate

K Prime Partners, consortium of major cable operators and GE Americom that plans to offer medium-power satellite broadcasting service later this year, has hired general manager, according to one K Prime source. He is David Beddow, former head of Comsat Video Enterprises, Comsat unit that delivers programming to hotels via medium-power satellite. He was also planner for Comsat's ill-fated DBS venture in early 1980's. Initially, Beddow and service will be based in Washington.

### Standard bearer

Coalition to Preserve the Financial Interest and Syndication Rule in absence of Motion Picture Association of

America will carry flag for program producers today in FCC proceeding on Fox Broadcasting's request for waiver of fin-syn and Prime Time Access Rule. And it will file comments that bear stamp of Jack Valenti, head man in both groups. As Valenti has suggested in past, comments will urge commission to bring producers and networks together in effort to settle their long-standing differences over fin-syn issue, to see to it that conflicting parties sit down with observer in room to make sure they are dealing in good faith.

As coalition lawyers—and Valenti—were putting finishing touches on comments last week, it was not certain what coalition's position would be on Fox's request for waiver. At one point, there was sentiment for taking no position—Fox's position as MPAA member was hard to ignore. But there were indications Coalition would finally decide to oppose request. As for Fox's proposal that commission revise its definition of network, betting was that would be endorsed by Coalition.

### Hollywood Hi

Heads of three major Hollywood studios made rounds at FCC and Capitol

Hill last week, but they were by no means traveling in pack. Indeed, each studio has different agenda.

Disney's Michael Eisner was there on Monday to make case for denying Fox its requested waiver of the financial interest and syndication rules. Among those visited on the Hill, Eisner reportedly met with House Speaker Tom Foley (D-Wash.), House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.). Also on Monday, Martin Davis and Frank Mancuso of Paramount asked commissioners to pressure Hollywood and broadcast networks to negotiate private accord on fin-syn rules and refrain from opening fin-syn rulemaking. They took no stand on Fox waiver. Davis and Mancuso also called on Markey. Jack Valenti, president of the Motion Picture Association of America, apparently joined the Paramount executives on Hill.

On Thursday, it was turn of Time Warner's Steve Ross and Nick Nicholas, who also spoke with Markey and Hollings. Their principal topic at FCC was not fin-syn, but cable. (In addition to studio, Time Warner owns HBO and

two large cable operators). Ross and Nicholas argued that FCC's threatened reregulation was hurting cable and was unwarranted in light of prospective competition from Sky Cable group (BROADCASTING, Feb. 26).

And just for good measure, Valenti dropped by FCC on Tuesday to give high-level aides and Mass Media Bureau's Roy Stewart yet another view of why fin-syn rules must be preserved. He also hosted special screening of "The Hunt for Red October" March 1 for members of House Energy and Commerce Committee.

### Space considerations

In wake of Sky Cable DBS service announcement (BROADCASTING, Feb. 26), Charles Ergen and his Washington attorney James Ireland dropped by FCC last Wednesday to meet with key FCC staff about Ergen's DBS plans. Ergen's EchoStar Satellite Corp., one of handful of DBS permittees, made "due diligence" showing at FCC on Feb. 7 with copy of contract with GE Astro for construction of satellite.

Following meeting with Mass Media Bureau's Stuart Bedell, Bruce Romano and George Fehlner, Ergen said he is asking himself same question reporter asked him: Is there any room for relatively small players like himself in medium in which two powerful consortiums—Sky Cable on one side; Tele-Communications Inc. and other major cable operators on other—are poised to do battle?

### Mailbag

Two apparently orchestrated campaigns have burdened FCC with thousands of cards and letters about agency's stepped up enforcement of broadcast indecency. According to FCC officials, campaign in support of crackdown has generated some 41,000 cards and letters; campaign against, approximately 5,000. FCC is including missives in proceeding aimed at establishing legal rationale for 24-hour-per-day ban on broadcast indecency it adopted in December 1988 in accordance with law

## Cablevision goes a la carte

*Another bombshell for cable industry is on way from Cablevision Systems—cable party in Sky Cable DBS venture: it plans to offer to its subscribers cable programming services on a la carte basis. In cable comments at FCC, Cablevision said it "will soon offer its subscribers the option to choose programs on an 'a la carte' basis, rather than as a part of a package. Freed from the tyranny of pre-packaged services, Cablevision Systems' subscribers will be able to enjoy true 'cable democracy.'" Cablevision has been pleased with how technology has worked in its clustering experiment in Bronx and Brooklyn, and said a la carte offerings would be possible "with the introduction of further refinements in technology."*

*Cable programmers may well go through roof. Many are expressing concern at quasi tiering moves of Cablevision and Tele-Communications Inc. ESPN, in its FCC comments, for instance, said unbundling of cable services "would only exacerbate tiering problems." Such a la carte offerings would not benefit consumers and "it would also lead to higher prices and lower distribution of programming services."*

# WNAC-TV

# BLAIR

## HOW TO OUTFOX THE COMPETITION.

WNAC-TV Fox 64 in Providence-New Bedford found some independent ways to outsmart their competition.

Like becoming a Fox affiliate. And dominating kids programming. And becoming the Providence home of the Boston Celtics and University of Rhode Island basketball. Then they turned the heat up by carrying Broadcast Premiere movies.

Most important, they asked Blair to become their national sales representative.

Very foxy, indeed.

### BLAIR TELEVISION



Blair Television is a subsidiary of John Blair Communications, Inc.

passed earlier in year. But considering their cookie-cutter nature, they may not carry much weight. FCC says it has no idea who is behind campaigns.

Meanwhile, Mass Media Bureau's enforcement division reports that FCC's willingness to take action against indecency has not produced flood of substantiated complaints. (FCC will only consider taking action in cases involving complaints that are substantiated by transcripts or audio or videotapes.) Between time FCC cleared backlog of complaints last October and Feb. 1, according to division staff, it reviewed 14 new substantiated complaints. Of those, nine were dismissed Feb. 23. Other five are working their way up through bureaucracy and could still result in action against stations involved.

## NEW YORK

### PAN-ing out

While legal status of Premiere Announcement Network (PAN) continues to be challenged (see "In Brief," Feb. 12), TV station advertising consortium has already begun obtaining renewals from charter members. Forty of 47 stations in PAN during first year have already returned signed contracts, and at least one new market, New Orleans, will be added with signing of wbsu(TV). Renewals are being adjusted to give PAN more pricing flexibility in upfront, for which Group W-led consortium will have had more time to prepare than was case last year. PAN's experience in scatter market, including ads from AT&T, U.S. Shoe and "Trump" board game, have led it to focus more on selling member-station's early news, rather than late news, availabilities.

### Double pay

CBS Radio Network sports is getting affirmative nod from affiliates on its commitment to spend twice as much on Major League Baseball for rights to twice as many games: 215 stations had signed on

to take whole MLB package as of March 2, considerably higher than 137 stations on same date in 1989. Over next four seasons, network will ante up two times its average annual rights fee from \$6.5 million to \$12.5 million a year and has added 20 Sunday and four holiday games to schedule (see "Special Report," page 35).

Fresh from March 2 meeting with affiliates, Robert Kipperman, vice president and general manager of CBS Radio Networks, said affiliate confidence—in form of high clearances—that there will be 1990 season is instilling confidence in advertisers.

Also, John Rooney and Jerry Coleman have been tapped to call games on Sunday nights, and, so far, six other announcers have been confirmed for coming baseball season on CBS Radio: Brent Musburger, Johnny Bench, Jim Hunter, Steve Busby, Gene Elston and Ted Robinson.

### Countdown to comedy

April 1 launch date for HA!, Viacom's comedy network, is now less than month away, and announcement of official programming schedule is expected next week. Meanwhile, trade press will meet in New York today (March 5) with Michael Fuchs, chairman and chief executive officer, HBO, and Dick Behrs, president, Comedy

Channel, answering questions regarding pay service's own, beleaguered 3½-month-old comedy unit. Prospect of two competing comedy services in world of limited channel capacity continues to raise larger question: Which company will have last laugh?

### Eye on international

Although new CBS Enterprises head Jim Warner may be fast-tracking development of overseas resources for CBS-TV entertainment needs, he has set equal priorities on international programming opportunities for CBS-owned station, sports and news divisions. According to Warner, new division is helping station group develop two daytime game shows formatted from UK programs. Warner is also working with news division team led by executives David Burke, Sam Roberts and John Frazee on plans to improve cost structure of news gathering operations, as well as their quality and immediacy, through such means as sharing arrangements with other broadcasters holding rights in 1992 and 1994 winter Olympic games.

## ATLANTA

### Georgia on his mind

Association of Maximum

Service Telecasters' annual membership meeting in Atlanta could prove to be one of liveliest forums of NAB weekend. National Cable Television Association President James P. Mooney is featured speaker and his appearance comes at time when relations between TV broadcasters and cable are strained at best. Cable has been unhappy with National Association of Broadcasters support for Danforth cable reregulation bill and has threatened to retaliate by backing onerous broadcast legislation. AMST meeting will be held on Saturday, March 31, 10:30 a.m.-noon, at Georgia World Congress Center, coinciding with NAB convention there. Mooney has not been invited to attend any NAB-sponsored functions, according to NCTA.

### Making its case

Cable industry will likely get more detailed look at planned Sky Cable DBS service at National Cable Television Association convention in Atlanta May 20-23. Cablevision Systems is asking NCTA for some time at show to explain Sky Cable venture, why it is not threat to industry and how operators can benefit from working with venture. Sky Cable wants local cable operator help in selling dishes and marketing service as adjunct to cable service.

## At the VOA: two ways to look at it

*Voice of America Director Richard Carlson and his management team have been given high marks in "confidential report" by Levinson Institute, of Belmont, Mass. Bruce Gelb, U.S. Information Agency director, requested Levinson, which does executive development and management consulting, to do study on morale problems at VOA. And results, he said in letter to Carlson, "delighted" him. At one point, study says, "VOA is cohesive and familial. The agency executives and staff have been able to pull together as an effective management team, and [that] most people feel that morale is higher than it has been in years." At another point, it says senior staff members, for most part, "appreciate the managerial freedom and support Mr. Carlson gives them, and the competence and cooperation of their peers."*

*Views reported in study evidently are not held unanimously at VOA. Gelb had asked for "brief" study, and only three days were devoted to interviewing 24 senior staff and executives of VOA and USIA, as well as group interviews with two groups of VOA division chiefs, 19 in all. And report, copies of which circulated among lower-level VOA staffers, appeared to some of them to describe agency with which they are not familiar. "The staff construes this as an incredible whitewash," said one. "The staff is demoralized; we're understaffed and overworked, and underappreciated." Reaction to report, staffer said, "borders on the hostile."*

## HOLLYWOOD

### Lonesome Dove II?

In move that would increase attractiveness of bankrupt Qintex Entertainment to potential suitors, company president, Jonathan Lloyd, says "talks" are under way with CBS to do a sequel of *Lonesome Dove*. Original four-part was third highest rated mini-series ever for CBS with 26.1 rating/39 share average during its eight hours, and brought CBS rare critical and ratings success during 1988-89 season. Lloyd also said two unspecified sitcoms are in development for CBS, as are "several" movies of the week. CBS would not comment.



# LCA 13

## Big Family Entertainment For The Small Screen



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**ESTELLE PARSONS**

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**BETTY THOMAS**

**BIG HENRY AND THE POLKA DOT KID**  
Winner: Emmy Award; Christopher Award; Birmingham, Chicago and Children Film Festival Awards

**THE ELECTRIC GRANDMOTHER**  
Winner: Peabody Award

**FAMILY OF STRANGERS**  
Winner: Emmy Award; Christopher Award; American, Birmingham Film Festival Awards

**LUKE WAS THERE**  
Winner: Emmy Award; Learning A/V Award; Columbus, Midwest Film Festival Awards

**MAKE-BELIEVE MARRIAGE**  
Winner: American, Birmingham, Columbus Film Festival Awards

**NO GREATER GIFT**  
Winner: Film Advisory Board Award Of Excellence, Humanitas Award

**RODEO RED AND THE RUNAWAY**  
Winner: 4 Emmy Awards; Christopher Award; Mental Health Film Festival Award

**SEVEN WISHES OF A RICH KID**  
Winner: Emmy Award

**SNOWBOUND**  
Winner: American, Birmingham, Columbus Film Festival Awards

**STONED**  
Winner: Emmy Award; Birmingham, Columbus Film Festival Awards; Scott Newman Drug Abuse Foundation Award

**SUNSHINE'S ON THE WAY**  
Winner: 2 Emmy Awards

**THE TAP DANCE KID**  
Winner: Emmy Award; Columbus, Hawaii, Los Angeles, MIFED, USA Film Festival Awards; NAACP "Image" Award

**WHAT IF I'M GAY**  
Winner: 2 Emmy Awards

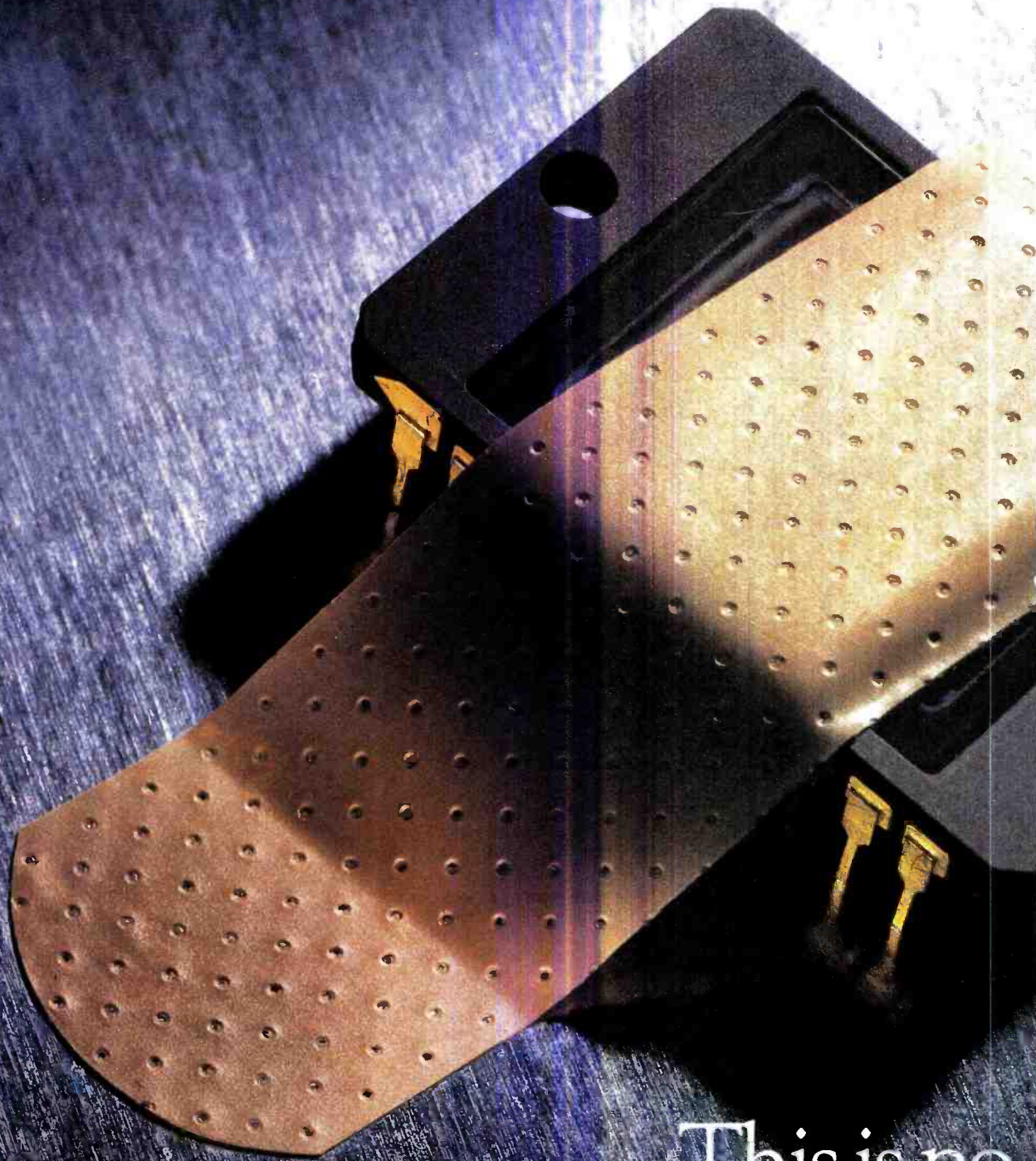


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And the BVP-370 employs the latest component triax system, specially suited for optimal performance of CCD cameras.

These features reflect Sony's belief that the only way to design a studio chip camera is from the inside out. And that a bandaid solution is no solution.

To learn more about the BVP-370 studio CCD camera, call (800) 635-SONY.

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**SONY**

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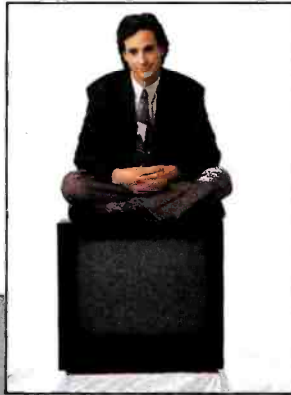


# BY THE NUMBERS 1

**N**BC again won the prime time race for the week ended Feb. 25. In fact, it has won 22 of this season's 23 weeks. NBC won with a 15.1/24, followed by ABC's 13.7/22 and CBS's 13.4/21.

NBC was also the easy winner in the February sweeps, beating ABC by two full rating points and CBS by two-and-a-half rating points (see "Top of the Week").

Season to date, NBC is ahead with a 14.9/25, followed by ABC (13/22) and CBS (12.3/20). In the



evening news race, ABC was first again, with an 11.3/21, followed by NBC's 10.1/19 and CBS's 9.9/18.

ABC's *America's Funniest Home Videos* (host Bob Saget, pictured) had another big week. It did something no other ABC Entertainment show has done in 12 years—it beat CBS's *60 Minutes* in the Sunday 7-8 p.m. time period. Only one other entertainment program has done that, NBC's *Our House*, in 1987.

"By the Numbers" continues on page 12.

## RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	23.6/37	N	<i>Cosby Show</i>
1	▲	23.6/36	N	<i>Cheers</i>
3	▲	21.5/31	A	<i>Roseanne</i>
4		21.0/32	N	<i>A Different World</i>
5	▲	20.7/35	N	<i>Golden Girls</i>
6	▲	20.4/35	N	<i>Empty Nest</i>
7	▲	19.8/29	A	<i>Wonder Years</i>
8		19.4/31	A	<i>Funniest Home Videos</i>
9		18.9/31	C	<i>Grammy Awards</i>
10	▲	18.6/31	N	<i>L.A. Law</i>
11	▲	18.3/29	N	<i>Grand</i>
12	▲	17.8/27	A	<i>Who's the Boss?</i>
13		17.6/27	A	<i>Kennedy/Massachusetts</i>
14	▲	17.4/26	N	<i>Matlock</i>
14		17.4/25	C	<i>Murder, She Wrote</i>
14	▼	17.4/27	N	<i>Unsolved Mysteries</i>
17		17.2/25	N	<i>In Heat of Night</i>
18	▼	16.7/27	C	<i>60 Minutes</i>
19		16.4/25	A	<i>Kennedy/Massachusetts</i>
20		16.2/30	N	<i>Hunter</i>
21		16.1/27	N	<i>Super Bloopers &amp; Jokes</i>
22	▲	15.8/23	N	<i>Sunday Movie: Family for Joe</i>
23	▲	15.7/23	A	<i>Coach</i>
24	▲	15.5/22	F	<i>Married...with Children</i>
25	▼	15.4/27	A	<i>Full House</i>
26	▼	15.2/22	F	<i>Simpsons</i>
27		14.8/23	C	<i>Wizard of Oz</i>
28	▼	14.7/25	N	<i>Amen</i>

Rank/rating □ Network □ Show

28	▲	14.7/22	A	<i>MacGyver</i>
30	▼	14.6/25	C	<i>Knots Landing</i>
31		14.3/21	C	<i>Designing Women</i>
31	▲	14.3/25	A	<i>Family Matters</i>
31	▲	14.3/21	C	<i>Murphy Brown</i>
34		13.9/20	N	<i>Hogan Family</i>
34		13.9/23	N	<i>Midnight Caller</i>
34	▼	13.9/25	A	<i>20/20</i>
37		13.8/21	N	<i>Monday Movie: Nasty Boys</i>
38	▼	13.7/21	C	<i>Sunday Movie: Sparks</i>
39	▼	13.3/20	N	<i>Night Court</i>
40	▼	13.2/20	N	<i>ALF</i>
41	▼	13.1/20	A	<i>Growing Pains</i>
41	▼	13.1/22	A	<i>Just the 10 of Us</i>
43	▼	13.0/22	A	<i>Perfect Strangers</i>
44		12.8/20	A	<i>Sunday Movie: Challenger</i>
44		12.8/23	N	<i>Main Event</i>
46	▲	12.7/19	F	<i>America's Most Wanted</i>
46		12.7/19	C	<i>Major Dad</i>
46	▲	12.7/23	N	<i>227</i>
49	▲	12.5/21	A	<i>Thirtysomething</i>
50	▼	12.3/21	C	<i>Dallas</i>
51		12.2/19	C	<i>Newhart</i>
52	■	11.9/20	N	<i>Nasty Boys</i>

## Week 23 □ Feb. 19–Feb. 25

Rank/rating □ Network □ Show

53	▼	11.4/17	A	<i>Head of the Class</i>
54	▲	11.2/17	C	<i>48 Hours</i>
55	▼	11.1/17	N	<i>Dear John</i>
56		10.8/19	N	<i>Baywatch</i>
57	▼	10.7/16	C	<i>City</i>
58	▼	10.6/17	A	<i>Father Dowling Mysteries</i>
59	▲	10.5/16	C	<i>Island Son</i>
60	▲	10.3/18	A	<i>Mystery Movie: B.L. Stryker</i>
61	▲	10.2/19	C	<i>Falcon Crest</i>
62		9.8/17	C	<i>Doctor, Doctor</i>
63	▼	9.6/15	N	<i>Quantum Leap</i>
64	▲	9.5/14	F	<i>Open House</i>
64	▼	9.5/15	A	<i>Young Riders</i>
66	▲	9.3/17	C	<i>Connie Chung</i>
67	▼	9.1/16	C	<i>Paradise</i>
68		8.7/15	A	<i>Primetime Live</i>
69	▼	8.5/15	C	<i>Bradys</i>
70	▲	8.3/12	F	<i>Alien Nation</i>
71	▲	8.1/14	F	<i>Totally Hidden Video</i>
72	▼	7.8/14	F	<i>Cops</i>
73	▲	7.7/13	A	<i>Mission: Impossible</i>
73	▼	7.7/13	C	<i>Tour of Duty</i>
75		7.5/12	N	<i>World of Disney</i>
76	▲	6.7/10	F	<i>21 Jump Street</i>
77	▲	5.9/10	F	<i>Tracey Ullman</i>
78	▲	5.2/8	F	<i>Booker</i>
79	▲	5.0/9	F	<i>Reporters</i>
80	▲	4.0/7	F	<i>Garry Shandling Show</i>

### Guide to symbols

▼ —Down in rank from last week

▲ —Up in rank from last week

■ —Premiere broadcast

Source: Nielsen Media Research

—No ranking change

## FREEZE FRAMES: Syndication Scorecard \*

Week ended Feb. 18

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.2	232	99	11	Star Search (TPE)	7.0	161	96
2	Jeopardy! (King World)	14.1	221	99	12	Donahue (Multimedia)	6.6	228	99
3	Star Trek: Next Generation (Paramount)	11.3	232	97	13	Geraldo (Paramount)	6.3	199	98
4	Oprah Winfrey (King World)	10.0	216	99	14	Family Feud 2 (LBS)	5.7	139	88
5	Cosby Show (Viacom)	9.7	204	98	15	Inside Edition (King World)	5.5	107	81
5	Universal Pictures Debut Net (Universal)	9.7	138	95	15	Mama's Family, syn. (Lorimar)	5.5	173	90
5	Wheel of Fortune, wknd. (King World)	9.7	203	92	15	People's Court (Warner Bros. domestic TV)	5.5	174	89
8	Current Affair (20th Century Fox TV)	9.5	191	96					
9	Entertainment Tonight (Paramount)	8.9	176	96					
10	Port XIII—Hamburger Hill (Paramount)	7.7	164	91					

\* Nielsen weekly pocketpiece

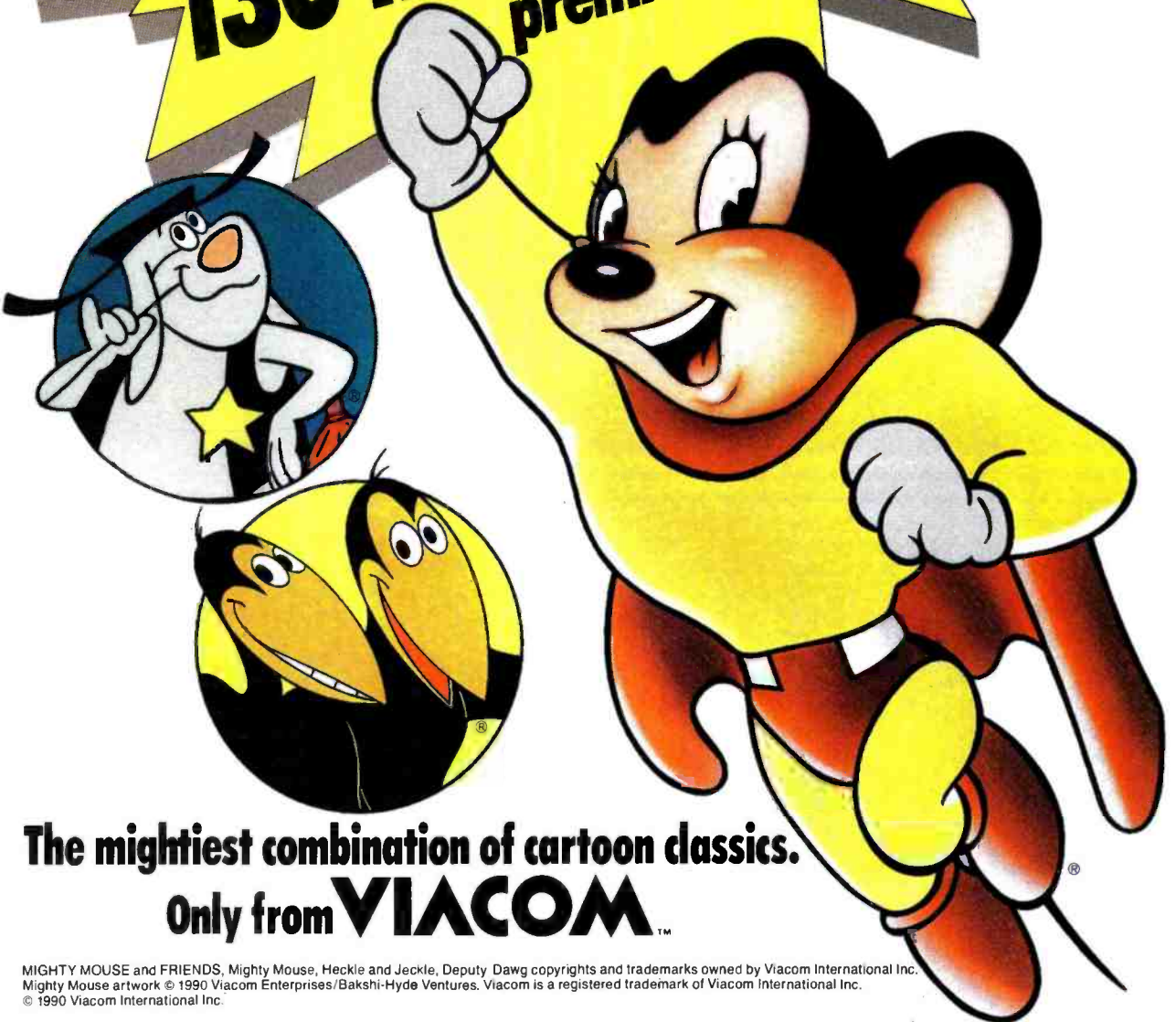
The following shows were rated, but not ranked  
Wrestling Network 7.7 176 92  
World Wrestling Federation (WWF) 12.2 252 98

Source: Nielsen and Broadcasting's own research.



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# BY THE NUMBERS 2

## Summary of Broadcasting & Cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL <sup>2</sup>
Commercial AM	4,975	251	5,226
Commercial FM	4,269	816	5,085
Educational FM	1,422	271	1,693
■ Total Radio	10,666	1,338	12,004
Commercial VHF TV	548	19	567
Commercial UHF TV	545	188	733
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,441	235	1,676
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,809	322	2,131
VHF translators	2,717	129	2,846
UHF translators	2,195	405	2,600

C A B L E †	
Total subscribers	52,300,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.1%
Pay cable penetration	29.4%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 10.

On Sunday, Feb. 25, *Videos* (actually a repeat of the one-hour premiere) won the time period with a 19.4/31. *60 Minutes* was second with a 16.7/27.

*60 Minutes* has dropped more than 30% in the ratings since its Jan. 7 telecast, and the slippage has had some questioning what, if any, effect the suspension of commentator Andy Rooney has had. On Jan. 7, several weeks before the announced suspension, *60 Minutes* scored a 22.2/36.

*The Cosby Show* was the top-ranked show for the week, with a 23.6/37. The last two parts of ABC's *The Kennedys of Massachusetts* turned in solid ratings. Part II of the Orion-produced miniseries took first place Monday, Feb. 19, with an average 17.6/27 from 9 to 11. Part III was second the following Wednesday with an average 16.4/25, behind CBS's *Grammy Awards* telecast.

## MarketScope

Market for media stocks was mixed during week ending last Wednesday (Feb. 28), although MSO stocks as group finished lower despite rebounding some early last week. Those noticeably down were Adelphia, off 15% from week ago, and ATC, off 9%. Disappointing earnings reports may have caused declines of Osborn Communications and Burnup & Sims, both of which fell 10%. Entertainment "deal" stocks were mixed, with MGM—which announced new Entertainment Business Group to negotiate company's rights agreements, joint ventures and other "transactions"—jumping 19%, while Orion Pictures was off 7%. Spelling Entertainment (SP), which still had no word on possible sale or other event, slid 9%, perhaps because of *Forbes* article doubting company's worth. Short position in SP's largest shareholder, Great American Communication Corp. (GACC), doubled to 10 times average daily trading volume. Some investors expect restructuring in advance of October "reset" (of interest rate) on GACC debt securities. TVX Broadcast Group has gained over past two weeks. Large Fox affiliate was recommended by analyst at Furman Selz. Fox parent, News Corp., reached new low, closing Wednesday at 14 7/8.

**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.



## STOCK INDEX 1

Market						Market					
Closing	Closing	Net	Percent	P/E	Capital-	Closing	Closing	Net	Percent	P/E	Capital-
Wed	Wed	Change	Change	Ratio	ization	Wed	Wed	Change	Change	Ratio	ization
Feb 28	Feb 21			(000,000)		Feb 28	Feb 21			(000,000)	

### BROADCASTING


### BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	511	496	1/2	14	1/2	02.92	20	9,197	N (BLC) A.H. Belo	34	18	34	1/4	-	1/8	-00.36	39	673	
N (CBS) CBS	182	5/8	180	3/4	1	7/8	01.03	16	4,318	N (AFL) American Family	15	15	3/4	-	3/4	-04.76	14	1,213	
A (CCU) Clear Channel	12	1/2	12	1/8	-	3/8	03.09	-104	48	O (ACCMA) Assoc. Commun.	28	3/4	31	-	2	1/4	-07.25	-65	535
O (UCOR) Jacor Commun.	5	7/8	5	5/8	1/4	04.44	-3	58	N (CCN) Chris-Craft	31	7/8	31	3/4	1/8	00.39	1	778		
O (LINB) LIN	111	7/8	112	-	1/8	-00.11	60	5,766	O (DUCO) Durham Corp.	31	30	30	1	-	03.33	30	281		
O (OBCCC) Olympia Broadcast	3	1/6	1/4	-	1/16	-25.00	-	-	N (GCI) Gannett Co.	40	3/8	39	5/8	3/4	01.89	16	6,516		
O (OSBN) Osborn Commun.	8	3/4	9	1/4	-	1/2	-05.40	-41	61	O (GACC) Great Amer. Comm.	7	5/8	7	7/8	-	1/4	-03.17	-1	267
O (OCOMA) Outlet Commun.	20	1/4	19	1/4	1	05.19	12	132	A (HTG) Heritage Media	3	5/8	3	3/4	-	1/8	-03.33	-3	158	
A (PR) Price Commun.	5	1/8	5	1/4	-	1/8	-02.38	-4	47	N (JP) Jefferson-Pilot	40	1/4	40	1/4	-	00.00	12	1,513	
O (SAGB) Sage Broadcasting	2	1/4	2	3/4	-	1/2	-18.18	-2	8	N (LEE) Leo Enterprises	28	3/8	28	1/2	-	1/8	-00.43	16	614
O (SCRIP) Scripps Howard	60	65	1/2	-	5	1/2	-08.39	30	619	N (LC) Liberty	45	5/8	46	-	3/8	-00.81	23	386	
O (SUNNC) SunGroup Inc.	2	2	2	-	-	00.00	-2	4	N (MHP) McGraw-Hill	53	50	7/8	2	1/8	04.17	13	2,578		
O (TLMD) Telemundo	5	1/2	5	1/4	1/4	04.76	-2	125	A (MEGA) Media General	30	29	1/8	7/8	03.00	-157	773			
O (TVXG) TVX Broadcast	4	5/8	4	1/8	1/2	12.12	-	33	N (MDP) Meredith Corp.	30	3/4	30	1/2	1/4	00.81	18	573		
O (UTVI) United Television	33	1/2	33	1/2	1/2	01.51	-5	365	O (MMEDC) Multimedia	76	77	1/4	-	1/4	-01.61	5	814		



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# BY THE NUMBERS 3

## STOCK INDEX 2

	Market						Market						
	Closing		Closing		Capitali-		Closing		Closing		Capitali-		
	Wed	Wed	Net	Percent	P/E	zation	Wed	Wed	Net	Percent	P/E	zation	
	Feb 28	Feb 21	Change	Change	Ratio	(000,000)	Feb 28	Feb 21	Change	Change	Ratio	(000,000)	
A (NYTA) New York Times	23 7/8	22 7/8	1	04.37	13	1,862	N (SAA) Saatchi & Saatchi	7 3/8	10 3/8	- 3	-28.91	-6	1,154
N (NWS) News Corp. Ltd.	14 7/8	16	- 1 1/8	-07.03	6	3,993	Q (TLMT) Telemation	2 3/4	2 3/4		00.00	5	2
O (PARC) Park Commun.	19 1/2	19 1/2		00.00	21	403	A (UNV) Unitel Video	10 1/4	9 7/8	3/8	03.79	16	21
O (PLTZ) Pulitzer Publishing	28 1/2	28 3/4	- 1/4	-00.86	14	298							
N (REL) Reliance Group Hold.	4 5/8	4 3/4	- 1/8	-02.63	-6	344							
O (RTSY) Reuters Ltd.	52 7/8	52 5/8	1/4	0.47	27	24,019							
O (STAUF) Stauffer Commun.	144	144		00.00	48	144							
N (TMC) Times Mirror	35	32 5/8	2 3/8	07.27	14	4,522							
O (TMCI) TM Communications		1/4	- 3/32	-37.50	-1								
N (TRB) Tribune	41 3/8	41 1/2	- 1/8	-00.30	13	2,922							
A (TBSA) Turner Bcstg. 'A'	46	46 1/4	- 1/4	-00.54	-59	2,280							
A (TBSB) Turner Bcstg. 'B'	43 3/4	44 3/8	- 5/8	-01.40	-56	1,172							
A (WPOB) Washington Post	275	275		00.00	19	3,469							
<b>CABLE</b>													
							A (ATN) Acton Corp.	12 3/4	13	- 1/4	-01.92	2	20
							O (ATCMA) Am. TV & Comm.	32 3/4	36	- 3 1/4	-09.02	40	3,570
							O (CTEX) C-Tec Corp.	18 3/4	19 1/2	- 3/4	-03.84	25	319
							A (CVC) Cablevision Sys. 'A'	29 3/8	30	- 5/8	-02.08	-4	650
							A (CTY) Century Comm.	8 1/4	9 3/4	- 1 1/2	-15.38	-11	538
							O (CMCSA) Comcast	13 5/8	14 1/2	- 7/8	-06.03	-11	1,528
							A (FAL) Falcon Cable Systems	17	17 1/2	- 1/2	-02.85	-29	108
							O (JOIN) Jones Intercable	10 7/8	11 1/8	- 1/4	-02.24	-5	135
							N (KRI) Knight-Ridder	55 5/8	54 1/2	1 1/8	02.06	12	2,882
							T (RCI.A) Rogers Commun. 'A'	106	98	8	08.20	-28	444
							T (RCI.B) Rogers Commun. 'B'	81 1/2	75	6 1/2	08.70	-21	1,011
							O (TCAT) TCA Cable TV	13	13 1/2	- 1/2	-03.70	27	314
							O (TCOMA) Tele-Commun.	14 1/4	14 3/4	- 1/2	-03.38	-29	5,028
							N (TWX) Time Warner	95 3/4	98 3/8	- 2 5/8	-02.66	212	6,158
							O (UAECA) United Art. Ent. A	15 1/4	16	- 3/4	-04.68	-8	2,124
							O (UAECB) United Art. Ent. B	15 1/8	16	- 7/8	-05.46	-8	1,010
							N (VIA) Viacom	50	51 3/8	- 1 3/8	-02.67	22	2,868
							N (WU) Western Union	1	3/4	1/4	33.33		52
<b>PROGRAMMING</b>													
O (ALLT) All American TV	3 1/2	3 3/4	- 1/4	-06.66		4							
A (CLR) Color Systems	2 1/2	2 5/8	- 1/8	-04.76	-2	13							
O (DCPI) Dick Clark Prod.	6 1/4	6 1/4		00.00	23	51							
N (DIS) Disney	109 1/2	106 7/8	2 5/8	02.45	21	14,733							
O (FNHI) Financial News	7 1/8	6 3/4	3/8	05.55	32	128							
A (FIE) Fries Entertain.	2	2 1/8	- 1/8	-05.88	-1	9							
A (HHH) Heritage Entertain.	1 1/8	1 3/8	- 1/4	-18.18	-1	8							
A (HSN) Home Shopping Net.	6 5/8	7	- 3/8	-05.35	41	594							
N (KWP) King World	39	39 7/8	- 7/8	-02.19	13	985							
O (KREN) Kings Road Entertain.		1/4		00.00		1							
N (MCA) MCA	54 3/8	52 3/4	1 5/8	03.08	20	3,985							
N (MGM) MGM UA Commun.	13 3/4	11 1/2	2 1/4	19.56	-9	701							
A (NNH) Nelson Holdings	8 1/4	8 1/2	- 1/4	-02.94		35							
O (NNET) Nostalgia Network	1 1/4	1 7/16	- 3/16	-13.04	-1	7							
N (OPC) Orion Pictures	20 3/8	21 7/8	- 1 1/2	-06.85	25	367							
N (PCI) Paramount Commun.	42 3/8	43 1/8	- 3/4	-01.73	13	5,043							
N (PLA) Playbox Ent.	13 3/8	13 3/8		00.00	-148	125							
O (QNTQE) Qntex Ent.	1 1/4	1 1/4		00.00		26							
O (QVCN) QVC Network	15 7/8	15 5/8	1/4	01.60	33	160							
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85							
O (RPICA) Republic Pic. 'A'	7 1/2	7 3/8	1/8	01.69	83	32							
O (RPICB) Republic Pic. 'B'	6 3/4	6 3/4		00.00	75	28							
O (SP) Spelling Entertainment	10	11	- 1	-09.09	27	331							
O (JUKE) Video Jukebox Net.	7 3/4	7 3/4		00.00	-24	72							
O (WONE) Westwood One	5 3/4	6	- 1/4	-04.16	-4	83							
							N (MMM) 3M	80 1/8	77 3/8	2 3/4	03.55	14	17,948
							N (ARV) Arvin Industries	14 7/8	15	- 1/8	-00.83	39	273
							O (CCBL) C-Cor Electronics	10	10 1/2	- 1/2	-04.76	8	41
							N (CHY) Chyron	1 5/8	2	- 3/8	-18.75	-11	18
							A (COH) Cohu	9 7/8	9 1/2	3/8	03.94	7	19
							N (EKO) Eastman Kodak	37 5/8	38	- 3/8	-00.98	13	12,200
							N (GRL) Gen. Instrument	34 1/2	33 1/8	1 3/8	04.15	11	342
							N (GE) General Electric	61 3/4	60 1/2	1 1/4	02.06	14	55,756
							N (HRS) Harris Corp.	29	30 1/4	- 1 1/4	-04.13	42	1,125
							N (MAI) M/A Com. Inc.	4 1/2	4 1/2		00.00	450	107
							N (IV) Mark IV Indus.	11 7/8	11 5/8	1/4	02.15	2	174
							O (MATT) Matthews Studio	1 3/4	1 11/16	1/16	03.70	87	10
							O (MCDY) Microdyne	3 3/4	3 3/4		00.00	41	15
							O (MCOM) Midwest Commun.	4	3 7/8	1/8	03.22	11	12
							N (MOT) Motorola	61 3/4	57 7/8	3 7/8	06.69	16	2,940
							N (OAK) Oak Industries	1 1/8	1 1/4	- 1/8	-10.00	-37	92
							A (PPI) Pico Products	1 3/8	1 1/4	1/8	10.00		4
							N (SFA) Sci-Artista	21 1/8	21 1/8		00.00	12	483
							N (SNE) Sony Corp.	55 1/8	54 1/4	7/8	01.61	25	15,570
							N (TEK) Tektronix	13 3/8	15 3/8	- 2	-13.00	148	387
							N (VAR) Varian Assoc.	23 1/4	21 1/4	2	09.41	15	468
							O (WGNR) Wegener	1 3/4	2 1/8	- 3/8	-17.64	8	12
							N (WX) Westinghouse	70 3/4	68 3/8	2 3/8	03.47	12	10,277
							N (ZIE) Zenith	8 5/8	8 3/8	1/4	02.98	-8	230
							Standard & Poor's 400	382.02		378.14	3.88		01.09
<b>SERVICE</b>													
O (AGRP) Andrews Group	3 5/8	3 5/8		00.00	-2	33							
O (BSIM) Burnsop & Sims	15 3/8	17 1/8	- 1 3/4	-10.21	20	193							
N (CO) Comsat	35	35 1/2	- 1/2	-0.40	9	583							
N (DNB) Dun & Bradstreet	44 3/4	44 5/8	1/8	00.28	14	8,366							
N (FCB) Foote Cone & B.	28	28 1/4	- 1/4	-00.88	19	239							
O (GREY) Grey Advertising	150	155	- 5	-03.22	13	171							
O (IDBX) IDB Communications	9 1/2	10	- 1/2	-05.00	475	47							
N (IPG) Interpublic Group	30 1/2	30 1/4	1/4	00.82	15	1,053							
O (OMCM) Omnicom Group	23 1/8	22 7/8	1/4	01.09	13	606							





# Enough said.

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Bill Boyd  
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# Datebook

■ indicates new listing or changed item.

## This week

**March 5**—Reception for opening of *Museum of Broadcasting's* seventh annual television festival (March 7-24, see below) in Los Angeles. Ahmanson building atrium, Los Angeles County Museum of Art, Los Angeles. Information: (818) 777-2580.

**March 5**—Deadline for program entries for 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts & Sciences* and *National Academy of Television Arts and Sciences*. Information: (818) 763-2975.

**March 6**—*American Advertising Federation* spring government affairs conference. Speakers include Robert Wright, NBC president and chief executive officer; W.J. (Billy) Tauzin (D-La.), House Energy and Commerce Committee; Robert Kasten (R-Wis.), Senate Commerce Committee; Leon Panetta, chairman, House Budget Committee; William Diefenderfer, deputy director, Office of Management and Budget; Thomas Miller, attorney general, State of Iowa, and Janet Steiger, chairman, Federal Trade Commission. Willard hotel, Washington. Information: (202) 898-0089.

**March 6**—"Programming that Offends: Rights, Remedies and Defenses," sponsored by *Federal Communications Bar Association* and *Communications Media Center of New York Law School* in association with *ABA Forum on Communications Law*. Panelists: Floyd Abrams of Cahill, Gordon & Reindel; Arthur Kropp, People for the American Way; James Quello, FCC; Terry Rakolta, Americans for Responsible Television; Joseph Reilly, Morality in Media, and Stephen Weiswasser, Capacities/ABC. Harmonie Club, New York. Information: (212) 986-1116.

■ **March 6**—"Regional sports, part one: Over the Air Television," sponsored by *International Radio and Television Society sports division*. Moderator: Warren Boorum of Boorum Associates. Panelists: David Gavitt, commissioner, Big East Conference; Dee Ray, president, Raycom; Jim Hedlund, president, Association of Independent Television Stations, and Stephen Grubbs, senior VP, national broadcast buying and program development, BBDO. Mark Goodson Theater, New York. Information: (212) 867-6650.

**March 7**—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

**March 7**—*Ohio Association of Broadcasters* Ohio

congressional salute, Washington Court hotel, Washington. Information: (614) 228-4052.

**March 7-11**—"The Man from U.N.C.L.E.," screenings of 20 episodes at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

**March 7-24**—*Museum of Broadcasting's* Seventh Annual Television Festival in Los Angeles. Los Angeles County Museum of Art, Los Angeles. Information: (212) 752-4690.

**March 8-9**—"Cable Television Law: Revisiting the Cable Act," seminar sponsored by *Practising Law Institute*. Doral Inn, New York. Information: (212) 765-5700.

**March 9**—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

**March 9**—"Winning New Business: Strategies That Sell Your Agency," professional development seminar sponsored by *American Association of Advertising Agencies*. Hyatt Regency Dearborn, Dearborn, Mich. Information: (212) 682-2500.

## Also in March

**March 10-13**—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5314.

**March 11**—*Academy of Television Arts and Sciences* 11th annual Frank O'Connor Memorial College Awards ceremony. Beverly Hilton hotel, Los Angeles. Information: (818) 763-2975.

**March 11-12**—*West Virginia Broadcasters Association* spring meeting. Radisson hotel, Huntington, W.Va.

**March 12**—*Academy of Television Arts and Sciences* forum luncheon. Speakers: Candice Bergen, Diane English and Joel Shukovsky, star and executive producers, CBS-TV's *Murphy Brown*. Regent Beverly Wilshire hotel, Los Angeles. Information: (818) 763-2975.

**March 13**—*Ohio Cable Television Association* annual meeting. Hyatt on Capitol Square, Columbus, Ohio. Information: (614) 461-4014.

**March 14**—*International Radio & Television Society* newsmaker luncheon. Speaker: Rev. Jesse Jackson. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 14**—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, "Fiber Optics—Hands On Splicing and Testing." Perime-

ter North Inn, Atlanta. Information: Dick Arnel, (404) 394-8837.

**March 14**—*Society of Broadcast Engineers, chapter 15*, meeting: "T-1 Use in Broadcasting" speech by Roger Shaw of Intraplex; "Satellite Use in Broadcasting," speech by Bill Wormington of CSC Satellite Communications, and "How to Get a Patent," speech by attorney Leo Zucker. New York Times building, New York. Information: David Bialik, (212) 752-3322.

**March 14-17**—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

**March 14-18**—"Pre-MTV: Pop Music on Television," screenings at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

**March 15**—FCC field hearing, for comprehensive study by the FCC of status of cable industry. Moot Courtroom, Washington University Law School, St. Louis.

**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. Awards include first Mickey Leland Award for Outstanding Leadership in Communications to Senator Daniel Inouye (D-Hawaii). Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

**March 15**—Deadline for entrants outside U.S. for *New York Festivals*, competition for radio programming, promotion, commercials and print advertising. Information: (914) 238-4481.

**March 15-16**—*Texas Association of Broadcasters* TV Day. Westin hotel, El Paso, Tex. Information: (512) 322-9944.

**March 16**—"Cable Television: The Race to Regulate," symposium co-sponsored by *Cardozo Arts and Entertainment Law Journal* and *Howard M. Squadron Program in Law, Media and Society*. Speakers include John Hanks, director, New York City Bureau of Franchises; Norman Sinel of Arnold & Porter, Washington; Stuart Robinowitz of Paul, Weiss, Rifkind, Wharton & Garrison, New York, and Frank Lloyd of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Washington. Benjamin Cardozo School of Law, New York. Information: (212) 790-0292.

**March 16-18**—"Environmental Issues in California: Setting the Nation's Agenda," conference for journalists sponsored by *Foundation for American Communications*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

**March 17**—Sports broadcasting seminar, sponsored by *AP Television-Radio Association of California-Nevada*. Hyatt Regency, Long Beach, Calif. Information: Rachel Ambrose, (213) 746-1200.

**March 17**—22nd annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Omni Shoreham hotel, Washington. Information: (301) 656-2582.

**March 17-18**—"Writing the Television Sitcom," seminar co-sponsored by *American Film Institute* and *School of Visual Arts*. School of Visual Arts, New York. Information: (800) 999-4234.

**March 19**—*Broadcast Pioneers* Golden Mike Award dinner. New York. Information: (212) 586-2000.

**March 19-22**—*National Computer Graphics As-*

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sociation 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

■ **March 20**—"Gender Differences in Business Communications: A Gender Dynamics Seminar," sponsored by *New York Women in Cable*. Viacom Conference Center, New York. Information: (718) 482-4079.

**March 22**—Advertising Hall of Fame ceremonies, sponsored by *American Advertising Federation*, honoring James Burke, former chairman-CEO, Johnson & Johnson; Raymond Mithun, founder, Campbell-Mithun Advertising, and Jean Wade Rindlaub, formerly with BBDO, Waldorf-Astoria, New York. Information: (202) 898-0089.

**March 22**—*Mississippi Association of Broadcasters* broadcaster/agency swap. Holiday Inn-Downtown, Jackson, Miss. Information: (601) 957-9121.

**March 22-23**—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

■ **March 23**—*Cable Television Administration and Marketing Society, Washington/Baltimore chapter*, seminar on telemarketing. Gannett Tower, Arlington, Va. Information: (703) 378-3431.

**March 23-24**—"Almost Everything You Need to Know About Being a Journalist in the Nineties," sponsored by *Society of Professional Journalists, region one; Radio-Television News Directors Association, region 11*, and *Yale University, Poynter Fellowship*. Park Plaza hotel, New Haven, Conn. Information: (203) 281-9600.

**March 25-26**—"Making the Promise of Local Cable Programming a Reality," local programming seminar sponsored by *National Academy of Cable Programming*. Key Bridge Marriott, Arlington, Va. Information: Steven Schupak, (202) 775-3611.

■ **March 26**—"Washington Issues Day," sponsored by *Telecommunications Industry Association*. J.W. Marriott, Washington. Information: (202) 457-4987.

**March 26-29**—*North Central Cable Television*

*Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

**March 26**—"Women in the Media," one in *American Forum* series sponsored by *American University School of Communication*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

■ **March 27**—"Corporate Culture and Gender Styles: A Gender Dynamics Seminar," sponsored by *New York Women in Cable*. Viacom Conference Center, New York. Information: (718) 482-4079.

**March 28-31**—*National Association of Black Owned Broadcasters* 14th annual spring broadcast management conference. Marriott Marquis, Atlanta. Information: (202) 463-8970.

**March 29**—46th annual dinner of *Radio and Television Correspondents Association*. Washington Hilton, Washington. Information: (202) 828-7016.

■ **March 29**—"Update on AIDS Coverage," seminar sponsored by *Gannett Center for Media Studies*. Speaker: James Kinsella, author of "Covering the Plague: AIDS and the American Media." Gannett Center, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

**March 29-31**—*Broadcast Education Association* convention. Georgia World Congress Center, Atlanta. Information: (202) 429-5355.

**March 30**—*Wireless Cable Association* seminar on wireless cable. Hyatt Atlanta Airport, Atlanta. Information: (202) 452-7823.

■ **March 30**—"Representing Your Local Broadcaster: A Practical Workshop for Lawyers," ninth annual legal forum sponsored by *American Bar Association Forum on Communications Law and National Association of Broadcasters*. Atlanta Hilton hotel, Atlanta. Information: (312) 988-5580.

**March 31**—*Association of Maximum Service Telecasters* annual membership meeting, during NAB convention. Room 364, Georgia World Congress Center, Atlanta.

**March 31-April 3**—*National Association of Broadcasters* 68th annual convention. Atlanta

Convention Center, Atlanta. Information: (202) 429-5300.

## April

**April 1-3**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

**April 2**—*Association of Maximum Service Telecasters* engineering breakfast, during NAB convention. Marquis ballroom, Marriott Marquis, Atlanta. Information: (202) 462-4351.

**April 3**—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

**April 4**—Deadline for entries in 42nd Annual Prime Time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, for entries aired June 1, 1989, through April 4, 1990. Information: ATAS, (818) 763-2975.

■ **April 5**—20th annual Matrix Awards luncheon, sponsored by *New York Women in Communications*. Waldorf-Astoria, New York. Information: (212) 532-3669.

**April 5-8**—Tenth annual Health Reporting Conference, sponsored by *American Medical Association, division of television, radio and film services*. Westin hotel, Tabor Center, Denver. Information: (312) 645-5484.

■ **April 5-9**—Public radio conference, coordinated by *National Public Radio*. Sheraton Washington hotel, Washington. Information: 822-2090.

**April 6-8**—*AP Television-Radio Association of California-Nevada* 38th annual convention and awards banquet, including seminars on ethics, radio and TV writing and tape editing. Hyatt Regency, Long Beach, Calif. Information: Rachel Ambrose, (213) 746-1200.

■ **April 9**—Deadline for comments on the domestic telecommunications infrastructure to *National Telecommunications and Information Administration*. U.S. Department of Commerce, NTIA, Washington. Information: (202) 377-1551.

**April 12**—*Federal Communications Bar Association*

## Major Meetings

**March 14-18**—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

**March 31-April 3**—*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**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

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

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

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

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

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

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

**June 9-12**—*American Advertising Federation* national conference, featuring presentation of Addy Awards. Marriott Pavilion, St. Louis.

**June 10-13**—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

**June 11-14**—*ABC-TV* annual affiliates meeting. Los Angeles.

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

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

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

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

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

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

**Oct. 2-4**—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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

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

**Oct. 13-17**—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Oct. 3-7, 1992, Jacob Javits Convention Center, New York.

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

**Nov. 14-16**—*Television Bureau of Advertising* annual meeting. Dallas.

**Nov. 28-30**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

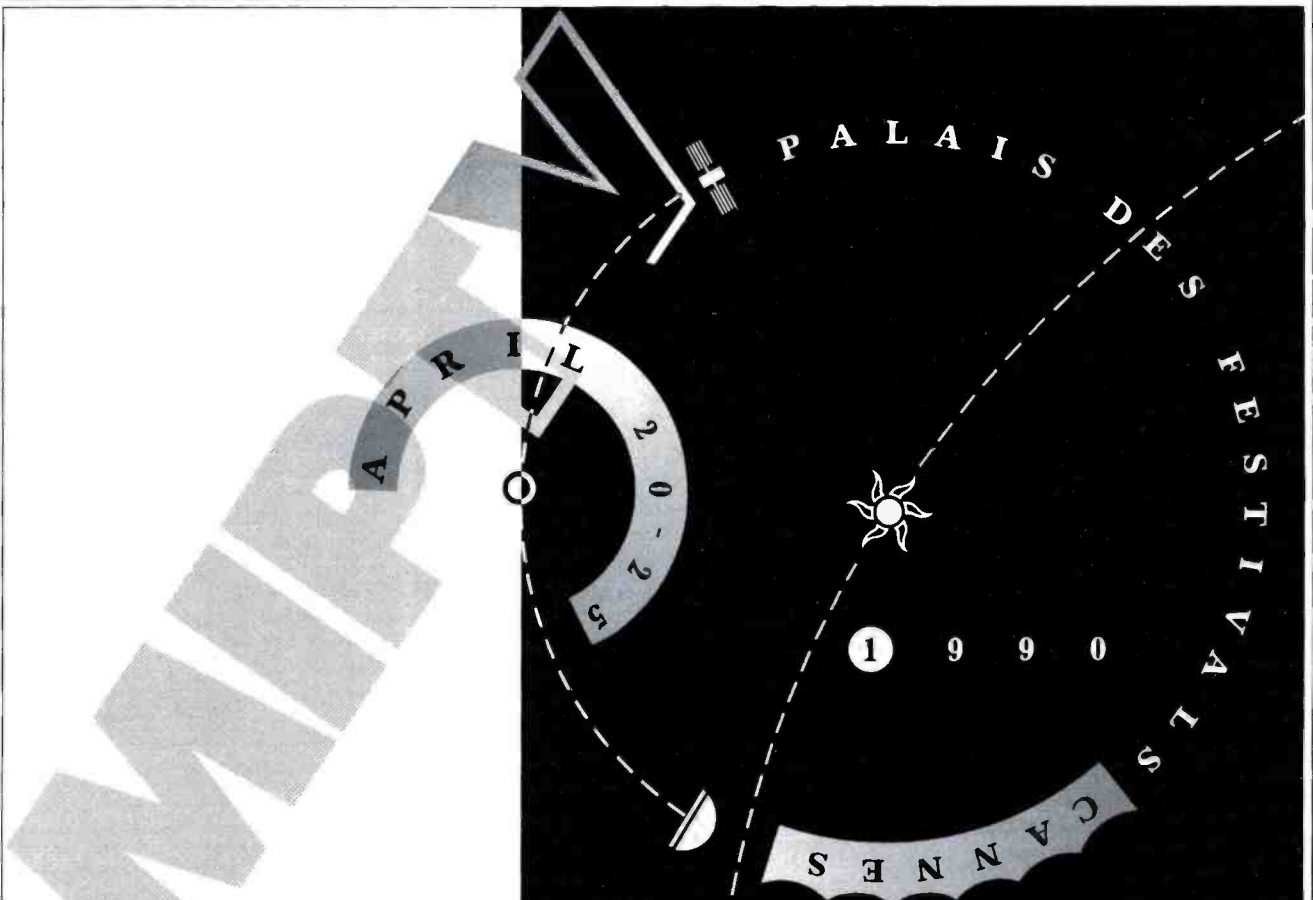
**Jan. 7-10, 1991**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

**Jan. 14-18, 1991**—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

**Feb. 1-2, 1991**—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

**Feb. 1-4, 1991**—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.





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tion luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

■ **April 12**—Regional cable sports panel, sponsored by *International Radio and Television Society sports division*. Mark Goodson Theater, New York. Information: (212) 867-6650.

**April 13-14**—12th annual Black College Radio Convention, sponsored by the *National Association of Black College Broadcasters*. Luncheon speaker: FCC Commissioner Andrew Barrett. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**April 13-14**—*National Association of Hispanic Journalists* job fair, during NAHJ eighth annual conference and expo. San Francisco. Information: (202) 783-6228.

**April 15**—Deadline for entries in awards contest for diplomatic correspondence, consumer journalism, newsletter journalism, Washington correspondence and regional reporting, sponsored by *National Press Foundation*. Information: (202) 662-7523.

**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 17**—"Scoop or Snoop? The Press and Private Lives," one in American Forum series sponsored by *American University School of Communications*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

**April 17**—*New Jersey Broadcasters Association* annual engineering conference. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

**April 18**—*New Jersey Broadcasters Association* semi-annual sales seminar. Rutgers University Continuing Education Center, New Brunswick, N.J. Information: (201) 247-3337.

**April 18**—Digital audio production demonstration by New England Digital, sponsored by *Society of Broadcast Engineers*, chapter 15. New York Times building, New York. Information: David Bialik, (212) 752-3322.

**April 18-20**—*Broadcast Financial Management Association* 30th annual convention. Hyatt Regency, San Francisco. Information: (708) 296-0200.

**April 18-20**—*Virginia Cable Television Association* 24th annual convention. Cavalier hotel, Virginia Beach. Information: (804) 780-1776.

**April 18-21**—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopocolo, (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 19-20**—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

**April 19-20**—"Cable Television Law: Revisiting the Cable Act," seminar co-sponsored by *Practising Law Institute* and *California Continuing Education of the Bar*. Hotel Meridian, San Francisco. Information: (212) 765-5700.

**April 20-21**—*Texas AP Broadcasters* annual convention. Worthington hotel, Fort Worth. Information: Diana Jensen, (214) 991-2100.

**April 20-25**—*MIP-TV*, international program mar-

## Errata

Price for new **BTS LDK 391** camcorder was listed incorrectly in Feb. 26 "Road to NAB" story. Its list price is **\$38,000**.

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

■ **April 22-25**—First national pay-per-view convention, sponsored by *Cable Television Administration and Marketing Society*. Theme: "Creating the Reality." Hilton, Walt Disney World Village, Orlando, Fla. Information: (703) 549-4200.

**April 24**—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting, featuring BCT/E testing. Perimeter North Inn, Atlanta. Information: Dick Arnell, (404) 394-8837.

**April 24-25**—*Ohio Association of Broadcasters* spring convention. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

**April 25**—*International Radio and Television Society* newsmaker luncheon. Panelists: Paul Tagliabue, commissioner, National Football League; Francis Vincent Jr., commissioner, Major League Baseball; David Stern, commissioner, National Basketball Association. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 26**—"Program Promotion/How Are We Doing at Promoting Ourselves?" sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. Warner auditorium, Rockefeller Center, New York.

**April 27-28**—*Nebraska AP Broadcasters Association* convention, including annual awards dinner. Interstate Holiday Inn, Grand Island, Neb. Information: (402) 341-4963.

**April 27-29**—*Federal Communications Bar Association* annual seminar. Kingsmill Resort, Williamsburg, Va. Information: Jean Kiddoo, (202) 944-4834.



## May

■ **May 1**—Deadline for entries in fifth annual "Service to Children Television Awards," sponsored by *National Association of Broadcasters*. Information: (202) 429-5350.

**May 8**—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

**May 8**—*Society of Cable Television Engineers, Chattahoochee chapter*, annual chapter meeting. Perimeter North Inn, Atlanta. Information: Dick Arnell, (404) 394-8837.

■ **May 11**—Deadline for comments to *National Telecommunications and Information Administration* on the globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

**May 13-15**—*New Jersey Broadcasters Association* 44th annual convention. Bally's Grand hotel and casino, Atlantic City, N.J. Information: (201) 247-3337.

**May 15**—*International Radio and Television Society* annual meeting and Broadcaster of the Year Award luncheon. ABC's Hugh Downs to receive award. Waldorf-Astoria, New York. Information: (212) 867-6650.

**May 17-20**—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the '90s." Capital Hilton, Washington.

**May 19**—Presentation of 42nd annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

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**May 19**—National Association of Broadcasters small and medium market managers roundtable. Crescent hotel, Phoenix. Information: (202) 429-5420.

**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.

■ **May 21-24**—Tenth Nebraska Videodisk Symposium, "A Decade of Development," sponsored by Nebraska Videodisk Design/Production Group, University of Nebraska-Lincoln and KUON-TV. Nebraska Center for Continuing Education and Cornhusker hotel and conference center, Lincoln, Neb. Information: (402) 472-3611.

■ **May 24**—Deadline for reply comments to National Telecommunications and Information Administration on the domestic telecommunications infrastructure. U.S. Department of Commerce, NTIA, Washington. Information: (202) 377-1551.

**May 25**—Deadline for entries for syndicated programs in 42nd annual Prime Time Emmy Awards sponsored by Academy of Television Arts and Sciences. Information: (818) 953-7575.

**May 31**—Deadline for entries in National Association of Broadcasters Crystal Radio Awards competition. Information: (202) 429-5420.

## June

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

**June 3-15**—Annenberg Washington Program sixth annual 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 8**—Center for Communication annual award luncheon, honoring Thomas Murphy, chairman, Capacities/ABC, Plaza hotel, New York. Information: (212) 836-3050.

**June 8-9**—NBC-TV affiliate promotion directors conference. Bally's, Las Vegas.

**June 9-12**—American Advertising Federation national advertising conference, including national ADDY awards presentation (June 10, Kiel Auditorium, St. Louis). Marriott Pavilion, St. Louis. Information: (202) 898-0089.

**June 9-15**—Notre Dame Executive Management Development Seminar exclusively for radio station owners, general managers and sales managers. South Bend, Ind. Information: National Association of Broadcasters Radio Office, (202) 429-5420.

**June 10-13**—Broadcast Promotion and Marketing Executives and Broadcast Designers Association annual conference, including presentation of Gold Medallion Awards. Bally's, Las Vegas.

**June 11-13**—New York Festivals, comprising International Radio Festival and International Advertising Festival, featuring screenings and awards banquet. Sheraton Center hotel, New York. Information: (914) 238-4481.

**June 11-14**—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 14-17**—Missouri Broadcasters Association annual spring meeting. Rock Lane Lodge, Table Rock Lake, Branson, Mo.

**June 15-16**—Texas Association of Broadcasters Radio Day. J.W. Marriott, Houston. Information: (512) 322-9944.

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

**June 20**—"Tape restoration and preservation,"

speech by John Metarazzo of Agfa-Gevart to Society of Broadcast Engineers, chapter 15. New

York Times building, New York. Information: David Bialik, (212) 752-3322.



## Sun is shining

EDITOR: Congratulations on the excellent articles in the Feb. 19 BROADCASTING "Special Report" addressing the radio networks, I found them to be very informative.

I do, however, want to point out that I was more than a little taken aback and concerned when I read that the Sun Radio Network was moving away from working with AM radio. This is not true, nor has it ever been our intent to abandon this market. Just the opposite is true. It was our idea in the beginning to offer assistance to the small to medium size radio stations that were having difficulty in providing good, affordable programming.

I started Kayla Satellite Broadcasting Network Inc. in May 1986, and we have grown every month since then. When we were asked to fund the failing Sun Radio Network Inc. (in Florida) last May, our group met and agreed to fund Sun through the year with the clear understanding we would offer to buy the assets of the company and continue to operate in a very positive manner.

Of course, being a young (four years old)

upstart of a network, we fully realize we cannot be profitable overnight. We have planned very carefully and with foresight to withstand many of the traps and pitfalls of doing business today. For anyone to suggest that we're making money at this stage would be foolish. For your article to read as negative as it did is also very misleading. Please know that the Sun Radio Network is growing daily, and I'm very pleased with the personnel we have in place at the network offices in Clearwater, Fla. We recently added a sales staff to carry our story to advertisers and to help every affiliate.

With Kayla's recent takeover of Sun Radio Network, we look to the future with great expectations. Our talk show hosts are outstanding people, many of them with national exposure as writers, lecturers and authors. Sonny Block on real estate, consumer advocate Chuck Harder and car expert Jeff Brooks are just a few of those hosts. We at Sun are proud to be the nation's only 24-hour-a-day live talk network, and we are growing daily.—Larry D. Wyman, president, Kayla Satellite Broadcasting Network Inc., Clearwater, Fla.

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A radio-information line commentary by Leigh Ellis, WAKE(AM) Valparaiso, Ind.

It's well known that the vast majority of radio stations are feeling the pressure of rising operating costs and the heat of competition from alternate sources of information and entertainment. How to keep up? The answer may be as near as your telephone, in the form of an information line.

The advantage of an information line system is less in the immediate revenue that it produces than in the value-added service that a station can offer to its clients when competing with local "shoppers," cable outlets and the like. In addition to serving advertisers, an information line system enhances the station's market position as a provider of a valuable service to the community.

Consider for a moment all of the information a station has immediately at hand or can easily obtain: news headlines, weather, sports scores, lottery numbers, arts calendars. You name it, and you can sell it to a sponsor. An information line supplements the standard service provided by a radio station in two ways.

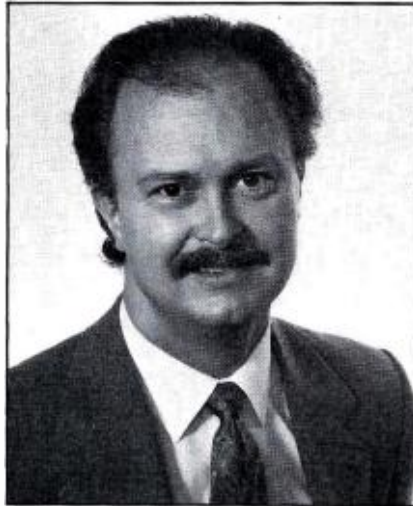
First, it makes information available to the listener at any time of the day or night, with no waiting. And remember all you've read about America becoming a service economy. None of us can stand to wait anymore. Second, you can give the listener more in-depth information by telephone than you can in a typical broadcast, as well as make that information available again for those who may not have caught it all the first time around.

Telephone automation technology for setting up information lines is now available and affordable for radio stations in small to mid-sized markets. (The PC-based system my station opted for is from Enhanced Systems Inc. of Norcross, Ga.)

PC-based systems, as opposed to those dedicated to a single purpose, offer the advantage of handling other applications such as voice messaging or an automated switchboard in addition to an information line. It's possible to buy only the hardware and software you need for the moment, then expand after the "infoline" concept proves itself and pays for itself—as it should do very quickly.

At its most basic level, an information line gives callers just one recorded message, with no alternative choices. While this is fine for callers with rotary dial telephones, it's hardly cost efficient from the station's standpoint as it limits sponsorship opportunities.

It makes more sense to welcome the caller by identifying the station and the information service it is providing, then offering two or more choices from a "menu"; for example: "For today's winning lottery number, push 1. For the latest weather, push 2." After the first selection is made,



**“ Telephone automation technology for setting up information lines is now available and affordable for radio stations in small to mid-sized markets. Consider all the information a station has at hand. You name it and you can sell it to a sponsor. ”**

additional menus and information can be presented almost indefinitely; however, station managers experienced with the infoline concept suggest keeping things simple by limiting the number of menu levels and choices available.

Station manager Bill Kelley at WKBN(AM) Youngstown, Ohio, purchased software to set up an information line. He also bought software for telephone polling, call accounting, and an automated switchboard able to route overnight emergency calls to an on-duty staff engineer.

WKBN has an information line on which

callers from touchtone phones can select local weather or Ohio and Pennsylvania lottery numbers (callers with rotary phones hear both messages). The station has sold sponsorships for both on 52-week contracts, with sponsors receiving on-air promos for the information lines, as well as an ID tag within each recorded message. The WKBN information line system generates well over 50,000 calls each month, and paid for itself within a few months.

Depending upon the issue at hand, the telephone polling system has generated as many as 1,000 calls a day. It works in much the same way as the information line. Callers can press one button for yes, another for no; they hear a message thanking them for their participation, and are automatically dropped. The results of the poll are updated and displayed to on-air talent immediately as calls are being taken.

Once an information line system has been installed, the opportunities it presents are limited only by the imagination of management. Take some obvious examples, like up-to-the-minute news headlines. For each headline topic, a caller might select (or pass up) additional background information or even editorial comments.

How about sports scores on a menu that offers a choice of local high school, college, or professional results, perhaps augmented by interviews with coaches, or a look ahead at the next game? Theater chains might like an infoline that not only lists starting times but also offers callers the option of a capsule review of each film. Auto dealers could supplement their newspaper ads with more detailed information on specific cars. Callers could search for a restaurant by neighborhood or by type of cuisine—and what restaurant could resist being included on those menus? Could your sales staff find a sponsor for health or beauty tips? Daily horoscopes? A concert line? How about a current listing of top-10 hits in the station's format, with a segment played from each song? The possibilities for local tie-ins and joint promotions are endless.

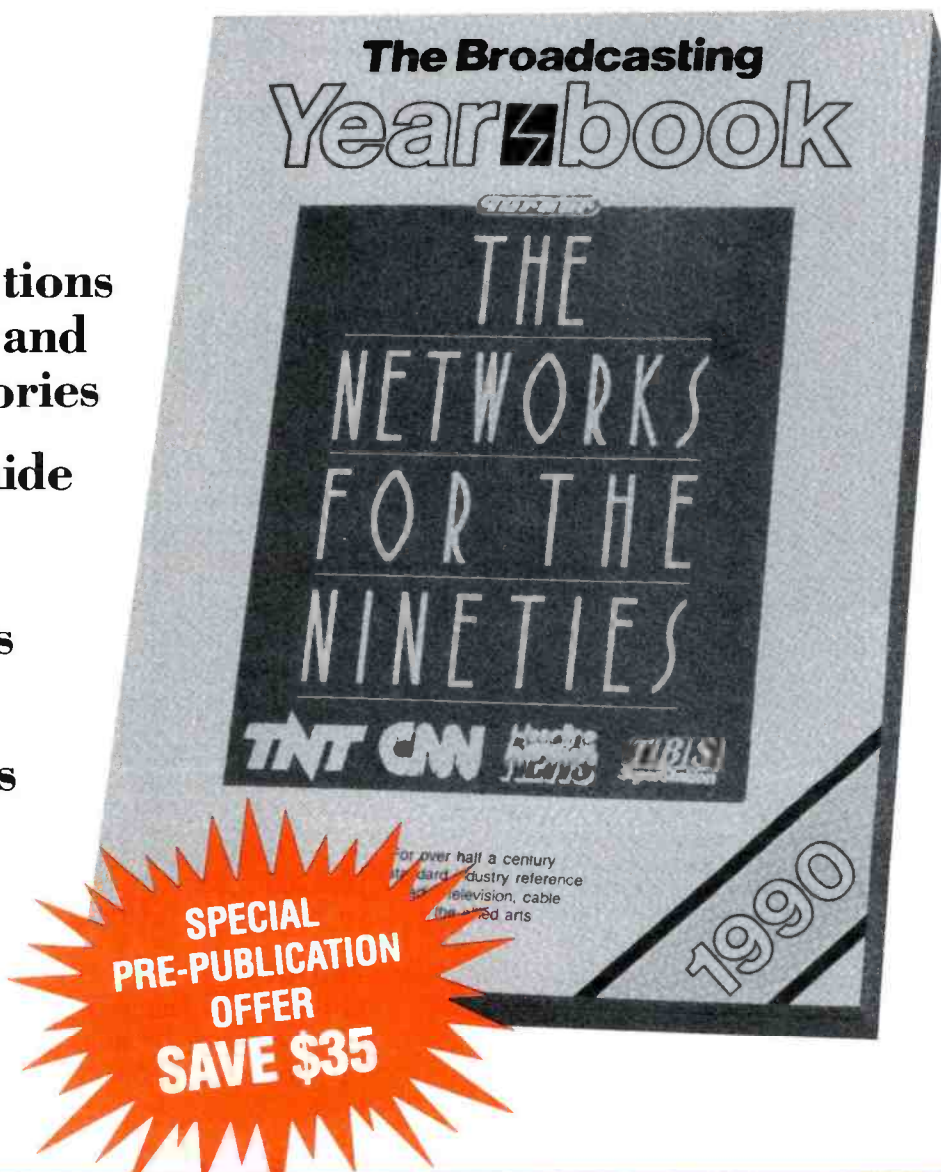
In many markets, for example, the community needs to know about school and business closings when storms approach. A telephone automation system can eliminate the need to put staff members on the phone to take information from school officials. Instead, school personnel can call a designated line, enter an authorization code number, and press the appropriate button to indicate whether their school will be open or closed. The same setup can be made available to local businesses as well.

And like most computers, an information line system can work 24 hours a day, seven days a week, without a break, and never ask for a raise. While it is unlikely to replace members of a station's staff, it is likely to put them to more efficient use.



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**K000(FM)**—June 23, 1947: 102.5 mhz; 50 kw. Ant 500 ft. Stereo. 1250 Radio Lane (77809). (713) 422-9866. FAX: (713) 422-3227. Breaker Broadcasting Co. (group owner: acq 11-25-78). Net: MBS. Rep: Republic. Format: Adult contemp. ■ John McLaughlin, pres; Jan Hammer, gen mgr; Billy Cobham, gen sls mgr; Rick Laird, prog & mus dir; Jean Ponty, news dir; Jerry Goodman, chief engr. ■ Rates: \$55; 40; 55; 30.

#### Television Station Directory

##### Florida Television

#### Sarasota

**ADI No. 14; see Tampa-St. Petersburg (Lakeland & Sarasota Market)**

**WDDW**—ch 6. 100 kw. vis. 20 kw. aur. ant 910/1,030g. Jan 14, 1966. Box 6, 822 Security Blvd. 34480. (814) 252-4000. FAX: (814) 252-5341. Licensee: Keenan Bcstg of Sarasota. Ownership: Keenan Station Group, 100% (see group owners). ■ ABC. Rep: Katz Continental. Wash atty: Segal, Tedesco, Greco & Woods. ■ Mike Epstein, pres; Candace Robertson, gen sls mgr; Del Unser, prog dir; Kim Sundberg, film buyer; Ken McMullen, news dir; Camilo Pascual, chief engr. ■ On 18 CATV's—125,000 subs. ■ Rates: \$550; 225; 60.

#### Cable Systems Directory

##### Michigan Cable

**Clinton.** Clinton Cableview Inc. 5524 Clayton St. 49002. (319) 545-6230. Frank Howard, mgr; Tim Cullen, chief tech. ■ Services Clinton, Allentown, Delphia. Polk county. Top 100 TV market. ■ Subs: 24,227; homes passed: 28,000; total homes in franchised area: 30,000. Started 8/76. Length 115 mi. Charges: install \$30; \$15mo. Franchise fee 3%. ■ Channel usage: total ch capacity 40; TV 12; available unused 6. Allband FM. Pay cable: 2 chs (HBO; 17,250 subs; \$12/mo.); (Showtime; 17,250 subs; \$12/mo.). Basic cable: 18 chs (A&E, BET, CBN, CNN, Discovery, ESPN, FNN, Headline News, HSN, Lifetime, MTV, Nickelodeon, TNN, TNT, USA, WGN-TV, WWOR-TV, WTBS). Origination—automated: one ch (time/weather); access: one ch (govt). ■ Ownership: Cableview Systems Inc., 100% (see MSO).

#### Group Ownership Directory

##### Group Ownership

**Esser Communications Group Ltd.** Stns: 3 AM, 4 FM, 2 TV. WECR-AM-FM Birmingham, Ala.; WTOG-TV Hartford; WMMX (FM) Middleton, both Conn.; KUBU (AM)/KUBQ (FM) Santa Fe, N.M.; WSEY-AM-FM Avis, Pa. (67%); KJJR (TV) Lubbock, Tex. Note: interest in WSEY-AM-FM has been sold subject to FCC approval. Executives: Joseph A. Esser, chmn & CEO; Richard McAuliffe, pres & chief operating off; William Horton, sr VP admin; James Northrup, VP engrg; Frederick Gladding, VP & controller. Ownership: Joseph A. Esser, 67%; Richard McAuliffe, 33%. Hqs: 2000 Main St., Suite 800, Hartford, Conn. 06404. (203) 844-7676.

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# Broadcasting Mar 5

Vol. 118 No. 10



Telecommunications Subcommittee Chairman Ed Markey (far right) greets (l to r): NCTA's Jim Mooney, Cox Cable's Jim Robbins and Turner Entertainment Networks' Gerry Hogan before the first in a series of hearings on the cable industry. In the background, behind Mooney: cable lobbyists Bert Carp of Turner Broadcasting and William Oldaker of Manatt, Phelps, Rothenberg & Phillips.

## Markey makes move on cable

**At Telcomsubcom hearing, he says reregulation is necessary and plans to move legislation this year**

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) served notice on the cable industry last week when he announced his intentions to "pass" cable legislation this year. Markey did not indicate what the measure might look like; he only said he has reached the conclusion that reregulation is necessary.

Markey's pronouncement was made during the first in a series of subcommittee hearings on cable and comes at a time when the Senate Commerce Committee is already preparing to adopt some type of reregulation measure. A second hearing is tentatively scheduled for March 14.

Despite Markey's commitment to move a bill, the tenor of the hearing was less contentious than previous sessions and cable emerged from the proceedings relatively unscathed. Coincidentally, it also served as a convenient platform for the industry to tout its new customer service standards (BROADCASTING, Feb. 19). And city witnesses calling for cable reregulation seemed to take it on the chin from

some of the subcommittee's Republicans who were extremely vocal in their resistance to the idea of reregulation.

There is considerable speculation as to what prompted the chairman's announcement. Cable sources say he is motivated mainly by a fear that the Senate will steal the limelight. They also doubt any legislation will actually hit the President's desk before Congress adjourns.

Cable's detractors, however, say Markey is close to cable and has taken control of the process to protect the industry. Moreover, they believe the congressman is responding to House Energy and Commerce Committee Chairman John Dingell's (D-Mich.) call for cable legislation (BROADCASTING, Jan. 29). In the meantime, the subcommittee appears far from reaching any consensus on the issue; some members support the status quo, others favor telco competition, and some think rate reregulation is the solution.

But Markey voiced some rather harsh criticism of the industry. "Some cable operators have engaged in unconscionable acts that have harmed the public. Some cable operators have put their own profits above their customers' interests with unjusti-

fiable rate hikes, unresponsive customer service and by manipulative programing practices," he said.

Later, Markey said he wanted to "fine tune" the Cable Act to make sure "protections are built in against unnecessary rate increases." But at the same time, he added, "it is critically important not to under-regulate or over-regulate." Nor does he want the legislation to "stifle" the growth of cable.

He asked National Cable Television Association President James Mooney if his industry would support establishment of a lifeline tier of services including broadcast and public access channels, CNN and C-SPAN priced at about \$5-\$10 a month.

Mooney said NCTA's position on lifeline depended on "a number of things." He said including CNN would cause great concern. "It is our crown jewel," he said, adding that news is not unique and is offered on many broadcast channels. Pressed further for an answer, Mooney said it would be "imprudent" for him to "negotiate here," although he said "we are customarily reasonable people."

The NCTA president also pointed out



The inquisitors. L to r: Subcommittee counsel Larry Irving, Chairman Markey and Matthew Rinaldo, ranking Republican from New Jersey.

On the firing line. Starting at right: Courtroom reporter; Jim Robbins, Cox Cable; Jim Mooney, NCTA; Gerry Hogan, Turner Entertainment Networks; Gene Kimmelman, Consumer Federation of America; Paul Berra, NATOA, and Saul Ramirez, mayor pro tem, Laredo, Tex.



that cable is troubled by any form of reregulation that would "put us in the hands of city councils." He also emphasized in his testimony that the overall Consumer Price Index for 1989 increased by 4.6%, while cable prices increased by "only" 3.8%. Furthermore, after an "arduous process" the industry has adopted customer service standards, Mooney stated. "These represent a good faith effort and I expect full compliance," he said.

James Robbins, president of Cox Cable Communications, said his company developed service standards two years ago. Said Robbins: "We have tied our managers' compensation into the improvement of customer service in their systems to make sure this accountability has teeth." Cox is the fifth-ranked MSO. Like Mooney, he told

the lawmakers that cable is committed to the new standards. "Clearly our communities feel we are doing something right. Thirty-six of our franchises have come up for renewal since the Cable Act went into effect, and all 36 have been renewed," said Robbins.

Gerald Hogan, president, Turner Entertainment Networks, warned that reregulation of cable could "choke off investment in programming." Deregulation has enabled operators to invest in programming "that broadcasters had either abandoned or never attempted," said Hogan.

City witnesses Saul Ramirez, mayor pro tem of Laredo, Tex., and Paul Berra, cable communications manager for St. Louis and president of the National Association of Telecommunications Officers and Adminis-

trators, called for rate regulation. Ramirez argued that in Laredo effective competition does not exist and that cable is an essential service that should be regulated as a utility.

Berra was asked if NATOA supported telco entry, to which he replied that NATOA backed the concept as long as there are "safeguards." "We believe in competition," said Berra. He also expressed skepticism about NCTA's customer service standards. "The substance of the NCTA proposed standards is minimal. It is hard to understand why the industry needs 16 months to implement these simple standards."

Gene Kimmelman, legislative director of the Consumer Federation of America, said that reimposition of cable rate regulation would save consumers about \$6 billion per



year. But Kimmelman's figure was challenged by Dan Schaefer (R-Colo.), who asked for an analysis of the CFA number. Schaefer also pointed out that in the six years of cable deregulation, he has received only 10 complaints in his district. His district is home to several cable MSO's and has a high percentage of cable subscribers.

Matthew Rinaldo, the subcommittee's ranking Republican from New Jersey, said cable's steps to "clean up its own house should be welcome." Rinaldo also seemed to question Ramirez's assertion that NCTA's customer service standards were "simply window dressing." Ramirez later told Rinaldo they were "good." And the congressman asked, which is it, "window dressing or good?"

Mike Oxley (R-Ohio) said he refused to believe consumers are being "starved to

death by increased rates." Oxley also expressed an interest in a must carry rule that covers low-power TV stations.

"When I came here cable was the fair-haired boy...now you've become the bad guy," said Washington Democrat Al Swift. Swift asked the cable witnesses why they thought the industry was in such a predicament on Capitol Hill. Robbins attributed it to the industry's critics such as customers, the cities who lost their power over cable, broadcasters whose audience share drops each year and the telcos who want to get into cable. But Swift disagreed. He said that to credit the telcos was absurd... "because they are so damned incompetent convincing anybody of anything." Rather, he said, cable has not "managed" its success and has gotten greedy.

Certainly cable's long-standing critics

were not silent. Rick Boucher (D-Va.) accused the industry of "badly" abusing its status as an unregulated monopoly. Boucher is the author of a bill that would permit the telephone industry to compete with cable. He was skeptical about the new DBS venture, Sky Cable, and whether it would actually compete with cable. "We should be so lucky," replied Mooney. He told Boucher that Ku-band DBS is "very real" and that he did not see how the service could be restricted just to "white areas." "I am very encouraged to hear that," said Boucher.

Representative Jim Cooper (D-Tenn.) noted that the hearing was "largely civilized," but that it really "masked the outrage people feel. The people back home are mad and are not going to take it anymore," said Cooper, the author of cable re-regulation legislation. —KM



Witnesses (l-r): John Sie, TCI, William Johnson, Scientific-Atlanta, James Chiddix, ATC, and Jonathan Kramer, Communications Support Corp.

## FCC's case against cable moves to Orlando

Cable competitors and would-be competitors told the five FCC commissioners assembled for the agency's field hearing in Orlando, Fla., last Friday that they need government help in gaining access to brand-name cable programming.

Without such programming, they said, they will be unable to provide the competition needed to keep a check on cable rates and insure that cable provides good technical and customer service.

Robert Schmidt, president of the Wireless Cable Association, which represents companies that broadcast a competitive cable service via microwave channels, asserted that wireless cable "can succeed in head-to-head competition with cable in communities across the country, but only if it can secure fair access to programming consumers demand."

But, he said, the upstart medium is "being denied access to these critical programming services for no other reason than because those services either are now owned by cable operators or are cowed by the buying power of the large MSO's."

Nonexclusive access to cable programming was just one of the themes sounded by the 28 witnesses at the second of three field hearings the FCC is holding early this year.

Some witnesses advocated breaking down the legal and regulatory prohibitions against telephone companies' offering cable services,

arguing in part that it would accelerate the transition to switched broadband fiber optic networks capable of delivering advanced two-way information services and giving all programmers a chance to reach the home.

"There are more imaginative people with more imaginative ideas for new cable channels than there are channels," said Reese Schonfeld, president of Opt-In America, a group backed by two telephone companies and some 40 other corporations and dedicated to fostering fiber to the home. The limited channel capacity of conventional cable has hampered Allbritton Communications' effort to offer a local cable news service in Washington, Schonfeld said.

During the afternoon session, a series of broadcasters hammered cable for various alleged sins against television stations. The "competitive imbalance" between cable and broadcasting, said Jim Sefert, president and chief executive officer, Cosmos Broadcasting, "if left unchecked, will...continue to diminish the diversity of voices within the marketplace"—a longtime FCC goal.

For FCC watchers, the hearing was noteworthy because it was the first formal FCC meeting for Ervin Duggan, who was sworn in as fifth commissioner just two days earlier.

Duggan broke his promise to be "appropriately quiet" before the hearing was an hour old, challenging as "disingenuous" the

claim of John Sie, senior vice president, Tele-Communications Inc., that cable operators face significant competition. He compared the claim with saying the bicycle provided the automobile competition as transportation.

In his comments, Duggan also revealed that he had reservations about unfettered telco entry into cable, expressing doubts about the advisability of allowing one entity to control both the content and conduit.

Commissioner Andrew Barrett, who was thought by many to favor telco entry when he joined the FCC last fall, indicated that he is inclined to oppose it.

As a representative of TCI, the company that is rightly or wrongly seen as the chief culprit in withholding programming for competitive media, Sie caught some heat from Commissioner Sherrie Marshall. Under questioning by Marshall, Sie said TCI is a "passive investor" in the several services.

Sie may have convinced some of the more than 250 people jammed into the Orlando city council meeting room, but not FCC Chairman Alfred Sikes.

At an informal press conference during the lunch recess, Sikes said: "It's my view generally that MSO's that have program interest both have an interest in how those are distributed and have an influence over their distribution." —HAJ

# Cable takes its lumps at FCC

**MPAA—minus Fox and Warner Bros.—comes out against 'if carry, must pay' proposal; NCTA says no reregulation is needed but NAB, INTV say it's essential; telcos offer to provide competition**

Cable comments in the FCC's notice of inquiry on competition in that industry broke down among predictable ground, for the most part, but the filings did hold a few surprises.

One was that the Motion Picture Association of America took a stand against CBS's if carry, must pay proposal. In addition, MPAA comments were not backed by Warner Bros., which filed separately under Time Warner, and 20th Century Fox.

Another was a new effective competition standard offered up by the National Cable Television Association—five versus three broadcast stations in a market, which, if adopted, would cause rate regulation to be extended to more smaller cable systems.

Otherwise, the parties hit notes they have been sounding for months. The NCTA said the Cable Act "has worked precisely as intended," fostering "the growth and development of cable television in a manner that has greatly enhanced the value of cable service to consumers." The Community Antenna Television Association said rate increases, on the whole, have not been excessive, making rate regulation unnecessary.

NAB pushed the commission to endorse bills to limit the manipulation of signal carriage and channel positioning, and to create a mechanism for fair compensation of signals, i.e., payment for carriage. Without such measures, the communications environment will "inevitably lead to a further deterioration of the ability of broadcasting to compete with cable." Barring creation of such measures, NAB recommended that cable be reregulated, either along the lines of the Senate bill offered by John Danforth (R-Mo.), which includes more stringent effective competition standards, or through use of the common carrier model.

The Association of Independent Television Stations said that "limited regulation of a now mature cable industry is essential to permit fair competition...and promote program diversity."

NCTA backed its newly proposed effective competition standard with a study by a Rand Corp. economist and a Northwestern University professor. Their analysis showed that "additional signals beyond five have no discernible effect on the behavior of cable operators."

NCTA said video competition, dominated by broadcast competition, serves as a check on rates. NCTA also asserted that cable is not a monopoly because when a monopolist raises rates, it sells less product, while cable has increased rates and penetration has also risen. Additionally, NCTA said, dramatic rate increases that would restrict penetration growth would restrict an operator's ability to add revenue from ad-

vertising and PPV, which will also serve as a check on rate increases.

The United States Telephone Association said what cable needed was competition, which the local telephone companies could provide. USTA put forth its latest q ratio analysis. (The q ratio compares the market value of companies in an industry to the sale price of companies that are sold to the replacement value of their assets.) USTA said cable's latest q ratio was 4.3, "far in excess of what should be expected in a competitive market." These figures show, USTA said, that the cable industry exerts monopoly and monopsony power. USTA said the ratio was derived from figures showing that the average cable system's stock price in the third quarter of 1989 was \$1,741 per subscriber, while the replacement cost is \$405. Conversely, USTA said broadcasting's q ratio was 2.2 and telephone companies' 1.2.

Knowing it was coming, NCTA took aim at USTA use of the q ratio. NCTA quotes Wharton (University of Pennsylvania) professor Sanford Grossman saying that the q ratio should not be applied to cable because it "can be very high even in a competitive firm." And, said NCTA, applying a q ratio to cable systems "presents overwhelming problems that render the calculated values of q useless."

USTA maintained that the telcos should be free to offer cable services in any area where "they are willing to meet the same terms applicable to others," including the ability to "create, produce and package programming." USTA said video dial tone services "can reflect benefits" in common carrier development, but that it "will not correct the monopoly power problem in cable."

INTV's remedies included carriage of local broadcast signals on secure channel positions; proper compensation for use of those signals, and limitations on the number of services operators can carry in which they hold a financial interest or in which they sell advertising. INTV said must carry could be achieved, and the cable operators' First Amendment rights protected, by the FCC's use of the compulsory license. "A local cable system could elect to forgo the price break afforded by the compulsory license and compete toe to toe with competing broadcast stations serving its franchise area," INTV said. "Alternatively, the cable system could choose to preserve its compulsory license subsidy, but only upon compliance with regulations assuring that the compulsory license subsidy is used in a manner assuring true and fair competition with its broadcast competitors."

MPAA, filing comments only on behalf of Buena Vista, Columbia, MGM/UA, Orion, Paramount and Universal, came down hard on cable in some areas, but took a more reserved tone in others. It rejected rate regulation, saying open competition was a better solution, and alluded to the potential that rate reregulation would curb programming expenditures.

It suggested greater control over customer service and technical standards by federal and local government. While MMDS, TVRO and SMATV do compete with cable, MPAA said broadcast stations, home video and theaters "in a realistic marketplace sense" are not cable competitors, and should not be included in any effective competition standard. MPAA called for a horizontal cap of 12% on system ownership (meaning Time Warner would just meet the criteria and TCI would be forced to divest), but it stopped short of prohibitions on vertical integration. Rather, it said, any MSO with a 15% or greater interest in any cable network should reserve 80% of its channels to carry services in which it has no interest. MPAA said no MSO should be able to carry more than three basic and two pay services in which it holds a 15% or greater interest.

On DBS, MPAA recommended that the FCC "adopt a bar or restriction on the ownership or control of a DBS system by any company which also owns or controls a cable system."

MPAA said "there is no more promising potential competitor to cable" than telcos and it suggested the FCC issue a detailed proposal on video dial tone. That concept "is still too inchoate for us to comment on in detail," MPAA said. The association added that telco entry should not come without regulatory safeguards, including regulations on cross subsidy.

MPAA said it backed new must carry rules, and suitable channel assignment carriage. MPAA said it still opposes the compulsory license in principle, but would not object to the retention of the local license in the context of must carry. "We would not support, however," said MPAA, "any 'if carry, must pay' proposal of the type emanating from CBS."

Time Warner said "reregulation of the cable industry is not only costly, it is unnecessary."

The National Telecommunications and Information Administration urged measures to allow telephone companies to distribute product of unaffiliated programmers and limits on what measures cities can place on video providers. NTIA backed reimposition of must carry rules and the continuation of the compulsory license. It said limits on horizontal concentration were not needed, and said it had no problem with vertical integration, per se, but suggested examination of any antidiscriminatory practices.

The Wireless Cable Association called for restrictions on horizontal concentration and vertical integration, mandated programming access, preempting of state and local regulation of wireless, and Congressional regulation of all cable tiers in areas where there is not a competitor offering the same services at competing wholesale prices.

Major League Baseball asked the FCC to extend the syndicated exclusivity rules to cover local baseball contracts.

The U.S. Conference of Mayors and the National League of Cities urged municipal rate regulation, antitrafficking rules, more meaningful technical standards and curbs on horizontal and vertical integration.—MS



## Viewing off for February sweeps; NBC wins again

ABC's 'America's Funniest Videos' emerges as hottest new series

Total prime time viewing of regular programs on the three networks in the February sweeps period fell 8% compared to a year ago. Network researchers last week said a number of factors were at work, including the lack of blockbuster specials, such as the mini-series *Lonesome Dove*, which aired on CBS in February 1989.

NBC was the easy winner of the sweeps, with an average 15.1/25 overall and a 15.2/25 for regularly scheduled programs. ABC was second with a 13/21 overall and a 12.5/20 for regular programs. CBS was third with a 12.6/20 overall and a 12.3/20 for regular shows.

ABC was the only network among the big three to show an increase in viewership in February compared to a year ago. The network had a 9% overall rating gain and an 11% increase in audience share. NBC was off 8% in rating and 6% in share. CBS was down 16% in rating and 14% in share.

For regular programming only, ABC was up 2% in rating and 5% in share. NBC was down 8% in rating and 6% in share, and CBS was down 16% in rating and 14% in share.

The researchers also said increased cable penetration over the past year, to about 57% by A.C. Nielsen's count, helped basic cable networks, particularly USA Network (up 14%) and TNT (up 10%), make significant viewing gains. The Fox network also had about a 10% gain in the just-ended sweeps, compared to a year ago. However, viewing to non-Fox independents was off slightly, about 2%.

"It was a pretty lackluster sweeps," said David Poltrack, senior vice president, planning and research, CBS, whose network did not have much to crow about during the sweeps period.

"It was a pretty conventional sweeps," said Alan Wurtzel, senior vice president, marketing and research services, ABC. "We all had a couple of specials and there were no major blockbusters. Basic cable and Fox benefited the most from network erosion."

Robert Niles, vice president, research, NBC, said the network has now won eight sweeps in a row, and 19 of the last 20, dating back to May 1985. The network's 15% margin of victory over ABC was the widest margin in a sweeps race since 1979.

Niles tried to put the best face on the continuing network viewing erosion. Despite increased competition from cable and independents and Fox, he said, "the fact that we can command two-thirds of viewing [in prime time] is pretty impressive." Niles



**Full speed ahead.** FCC Chairman Alfred Sikes looks on as Julia Duggan plants a kiss on the cheek of her husband, Ervin S. Duggan, after Sikes swore him in as a member of the commission last Wednesday (Feb. 28), in a ceremony in the Dirksen Senate Office Building. Close to 300 friends and associates, including those who had served with Duggan in the Carter White House, Senate and House staffers, and present and former FCC commissioners, attended the ceremony.

The oath-taking—for which the Duggans supplied the family's 200-year-old Bible—brought the five-member commission up to full strength for the first time since Sept. 29, 1989, when Commissioner Patricia Diaz Dennis left the agency. Duggan's term runs to June 30, 1994.

Senator Wyche Fowler Jr. (D-Ga.), a friend of Duggan's since both attended Davidson College in North Carolina, was the host for the swearing-in ceremony and the reception that followed. He took the occasion to note that use of the Senate office building room was "symbolic" of the cooperation he said now marks relations between Congress and the commission, a condition he attributed to the agency's new chairman, Sikes. Duggan's remarks were brief and, for the most part, light. But he said the ceremony was "not just another shifting of gears.... What we do in government is terribly important. In Eastern Europe, what they're looking for is not whether we are free but how we use our freedom. I hope to suggest some answers to that in the little corner of government" in which he will serve. Duggan also announced his first staff appointment: Leonard Kennedy will be his senior legal adviser. Kennedy had held the same post with former Commissioner Dennis before leaving the commission in January to join the Washington law firm of Dow, Lohnes & Albertson.

stressed that while viewers are not watching network television as much as they once did, 95% of viewing households tune to the networks on a weekly basis. "We've lost in frequency but the reach is still there," he said.

Poltrack of CBS said last week that Nielsen was to blame, at least in part, for the networks' eroding viewing levels. He said the peplemeter sample base continues to consist of more cable homes, on a representative basis, than make up the real universe of cable homes. "It depresses over-the-air and network ratings," he said. It also may have inflated basic cable ratings, said Poltrack.

ABC's *America's Funniest Home Videos* was clearly the biggest story in the sweeps as far as new series are concerned. The show averaged a 19.8/30 in its Sunday 8 p.m. to 8:30 p.m. time slot and knocked off CBS's *60 Minutes* in a special airing the last Sunday of the sweeps. That has only been

done twice by an entertainment series in the last 12 years.

Wurtzel of ABC did not discourage the notion that other *Video* clones may find themselves on the network schedules in the coming months. "Imitation has always been a factor in television," he said. And, with consumer use and interest in video cameras growing by leaps and bounds, Wurtzel said, "the supply [of clips] is virtually infinite."

The flip side to that coin, however, is the new show that follows *Videos* on ABC, *Elvis*. It fell 11 share points off its lead-in, deflating to some degree ABC executives' high hopes for the show.

Fox's strongest night continues to be Sunday. *The Simpsons* was second in its time period in the sweeps with a 13.8/20, behind the second half of *Murder, She Wrote* on CBS at 8:30 p.m. *America's Most Wanted* was third at 8 p.m., as was *Murder...with Children* at 9 p.m. —SM



**Good as Gold.** Thomas F. Murphy, chairman and chief executive officer, Capital Cities ABC was presented with the 1990 Gold Medal Award of the International Radio and Television Society at a dinner banquet at New York's Waldorf-Astoria Hotel last Thursday (March 1). Hosting the affair was ABC News anchor Peter Jennings. Among those offering toasts were Barbara Walters, Jim McKay, Capcities/ABC President Daniel Burke and Murphy's son, Tom Jr. Warren Buffett and his wife, Susie, saluted Murphy with an original song, "Battle Hymn of the Networks." Shown above is Murphy with IRTS President Betty Hudson.

## King World keeps ratings crown

**'Wheel,' 'Jeopardy!,' 'Oprah' remain among highest ranked syndicated shows; some rating erosion evident**

Although still at the top of Nielsen's national first-run barter syndication rankings through the third week of the February sweeps, King World Production's *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show* are not doing as well as they did last November and a year ago in February. At the same time, syndicated ratings for Paramount Pictures Domestic Syndication's *Star Trek: The Next Generation*, *Entertainment Tonight* and *Hard Copy* and Fox Domestic Syndication's *A Current Affair* are improving.

Compared to February 1989 sweeps numbers, when first-ranked *Wheel of Fortune* scored a 17 rating, the half-hour game show got a 15.2 rating in the national rankings for the week ending Feb. 18, 1990. *Jeopardy!*, ranked second both years, has seen slightly less erosion with a 14.1 rating, compared to a 14.3 score last year.

It should be noted that King World's hold on the top rankings is far from collapsing. But even in the early fringe hour *The Oprah Winfrey Show* (ranked fourth) has slipped to a 10 rating, compared to an 11.8 in the February 1989 sweeps; and, half-hour reality strip *Inside Edition* slipped from a 6.4 November 1989 sweeps score, to a 5.5 rating.

Although Paramount hasn't announced any new syndicated product for the 1990-91

season, its current product, such as the weekly hour science fiction adventure *Star Trek: TNG*, has stayed in warp drive with a third-ranked 11.3 rating, compared to a 9.8 November 1989 sweeps rating, and half-hour strip *Entertainment Tonight* has picked up steam with a 8.9 rating, against a year-ago 8 score. In addition, late night hour strip *The Arsenio Hall Show* made the jump from a 3.1 rating in year-ago numbers to a 3.8 rating midway through the February sweeps period. And this season's latest half-hour tabloid entry, *Hard Copy*, added to Paramount's good fortune with a 5.4 rating, compared to a 5 in the November 1989 sweeps. However, the highest rated half-hour tabloid remains Fox's eighth-ranked *A Current Affair*, up from an 8.5 one year ago to a 9.5 rating two-thirds of the way through the February sweeps.

A look across the syndicated landscape follows:

■ **Game shows:** Following *Wheel and Jeopardy!*, LBS Communications' *Family Feud* is the next ranked game show (number 14 overall) with a 5.7 rating, down from a 7.9 rating in year-ago numbers. Warner Bros. Domestic Syndication's *Love Connection* held steady at a 3.5 rating. However, this year's Warner entry, *Third Degree*, continued its nose dive, going from a 2.6 rating in the November sweeps to a 1.7 in the most recent mass measurement. Perhaps the sharpest decline belongs to Buena Vista Television's *Win, Lose or Draw*, dropping from a 6.6 year-ago rating

to a 1.6.

■ **Talk shows:** Behind *Oprah*, Multimedia Entertainment's *Donahue* is ranked 12th with a 6.6 rating, down from a 7.3 November sweeps measure. In 13th place is *Geraldo*, whose ratings rose from a 5.7 November score to 6.3 in the February sweeps, perhaps reflecting Tribune Entertainment's attempt to soften the show. Multimedia Entertainment's *Sally Jessy Raphael* dropped slightly from a 4.7 to a 4.4 for the same period.

■ **Weeklies:** Long-time Television Program Enterprises hour *Star Search* went from a 4.7 rating last year to a 7.0 in the most recent measurement. *Mama's Family* (Warner Bros.) continued to lead weekly first-run sitcoms with a 5.5 rating, up from a 5.2 November sweeps rating. This season's Viacom action/adventure entry, *Superboy*, flew steady with a 5.1, up from a 4.7 November rating.

Among MCA TV's slew of first-run product, *Charles in Charge* moved up with a 5.1 rating, compared to a 4.3 November rating, and *The New Adventures of Lassie* moved from a 2.8 to a 3.3 in the same period. For other MCA product, *Out of This World* was down slightly (from a 3.9 to 3.5), as was *My Secret Identity* (from a 3.4 to 2.9) during the identical sweeps interim. MCA's *The Munsters Today* dropped slightly to a 2.5, compared to a 2.9 November number.

■ **Children's:** Buena Vista Television continues to dominate early fringe animated programming, with *Chip 'n' Dale's Rescue Rangers* picking up from a 4 November mark to a 5 rating, and companion piece *Duck Tales* also moving ahead with a 4.4 rating, compared to a 3.8. Behind those two: Group W Production's *Teenage Mutant Ninja Turtles* (3.5 from 3.3); Claster Television's *Muppet Babies* (2.9 from 2.7); Warner Bros.' *Alvin & The Chipmunks* (held even at 2.7); Viacom's *Super Mario Bros. Super Show* (even at 2.7); LBS Communications' *Real Ghostbusters* (2.1 from 2.4), and Worldvision's *Funtastic World of Hanna-Barbera* (1.6 from 2.3) and *The Jetsons* (1.6 from 1.8). —MF

## Rooney returns to '60 Minutes'

In a move that caught few off guard, CBS News President David Burke reinstated *60 Minutes* commentator Andy Rooney, effective last Sunday, March 4. Rumors of an early return for Rooney had been circulating since his suspension three weeks ago for controversial remarks attributed to him in *The Advocate*, a bi-weekly gay newspaper (BROADCASTING, Feb. 12).

In a statement, Burke said he is "concerned that the balance between the needs of a news organization to maintain its reputation for fairness and objectivity, free of any inference of bias, and the ability of commentators to speak without constraint be maintained." The release also said: "Andy has consistently stated publicly over this time that he is not a man who holds



prejudice in his heart and mind toward any group in our society. Those of us who know him and work with him know two things—first, that is true, and second, it is time Andy returned to his proper place on *60 Minutes*.”

Rooney was unavailable for comment. A spokesperson at CBS said Rooney would discuss the suspension on the March 4 broadcast of *60 Minutes*.

In the *Advocate* article of Feb. 27, Rooney said, according to writer Chris Bull, that “blacks have watered down their genes” because unintelligent members of their race “drop out of school early, do drugs and get pregnant.” Rooney denied the quote, calling it a “know-nothing state-

ment” that he abhors. Burke, after meeting with Rooney to discuss the article, suspended him for three months without pay and issued a statement saying, “CBS News could not tolerate such remarks or anything that approximates such comments since they in no way reflect the views of this organization.” The release said Rooney’s future with the network would be decided at the end of his suspension. Turning points in the Rooney drama appear to have been a Feb. 21 meeting between Rooney and Burke and, according to a source at the network, pressure from *60 Minutes* Executive Producer Don Hewitt on Burke calling for Rooney’s return (BROADCASTING, Feb. 26). Hewitt told BROADCASTING he is “elat-

ed” about Rooney’s return and added that he is “sick and tired of people talking about what was not on *60 Minutes*.” As for Burke’s change of heart, Hewitt said, “We’re lucky to have a president of CBS News who has a real sense of when to take action and when to close it down.”

At the time of his suspension, Rooney said he would “like to think that his temporary departure would cause *60 Minutes* ratings to plummet but the show is too good without me for that to happen.” Rooney may have been right. Since his departure, the show dropped from fifth when he last appeared to 10th three weeks ago, 11th two weeks ago and to 18th last week, the lowest ratings for the show in 12 years. —JF

## ABC and ESPN retain \$1.35 billion pieces of NFL pie

### Network gets new playoff games; cable surcharges could reach 25 cents

Capital Cities/ABC, through ABC-TV and 80% interest in cable sports service ESPN, will spend about \$1.35 billion for rights to National Football League games over the next four years. The price tags for both networks were essentially doubled, but ABC Sports not only kept, but expanded on, its crown property. ESPN retained its most prestigious series, but said it likely will only break even on 1990-93 package.

The ABC contract, reportedly valued at \$900 million, or about \$225 million per season, includes 17 prime time Monday night games for the first two years and 18 games the third and fourth year. After ranking 16th out of 104 primetime shows in 1988-89, said ABC, *Monday Night Football* last season won its time period 14 out of 16 weeks with an 18.1 overall rating.

“For 20 years,” said ABC Sports President Dennis Swanson, “*Monday Night Football* has been a great showcase for ABC Sports and its retention has always been our number one priority.”

But, for a price tag twice as high as its previous package, ABC will, for the first time in the network’s history, broadcast NFL playoff games other than the occasional Super Bowl. In addition to winning the 25th anniversary of the Super Bowl next January, ABC will broadcast two playoff games each season, thanks to the NFL’s choosing to expand the post season in the form of additional wild card games. Three prime time preseason games and the Hall of Fame game also went to ABC.

□

One week after Turner Broadcasting System landed a four-year, 47-game NFL deal, ESPN completed the cable picture, signing a four-year, 52-game deal, which extends its NFL franchise until 1993.

ESPN President Roger Werner said the deal’s reported \$450 million figure “was in the ballpark” for what ESPN paid to keep the NFL. (Earlier last week, Ted Turner, on CNN’s *Larry King Live*, said published reports that TBS’s deal was \$450 million were not correct, but were in the ballpark.)

ESPN will carry eight regular season games in 1990, and nine in the 91-93 seasons. ESPN will also carry the Pro Bowl each year as well as three preseason games. ESPN said the majority of the games will be on Sunday night.

Although the rights have more than doubled, Werner said whatever surcharge ESPN plans to pass along “will be substantially less than double.” In the last contract, ESPN paid \$153 million for three years, and passed along an average monthly surcharge of nine cents per subscriber.

The new pricing will kick in on July 1, said Werner, with ESPN expected to release details, possibly this week, on the new surcharge. Unlike the last ESPN deal, wherein ESPN made a modest profit, Werner said he believes ESPN will more likely break even under this contract.

Both Turner and ESPN will carry six preseason games over the four-week exhibition season. Some games will be scheduled on Thursday and Saturday, in addition to

Sunday, which Werner said ESPN wants.

The two NFL cable deals are likely to exacerbate the differences operators have with programmers about rising programing costs. While Turner was working on what it will go to the industry with, there was one report circulating of 12 cents per subscriber. That could mean a combined surcharge increase of 24 cents, which would be added to nickel rate increases for USA and TNT this year, \$1 for the Goodwill Games, not to mention several penny increases for other services or additions of new services, such as regional sports services or comedy networks.

Some operators are more proficient than others at selling advertising time in those special events to offset that cost, but even the most advanced in the field say it’s difficult if not impossible to gain the cost back using that route.

ESPN will again sell to local broadcasters in markets whose teams are playing each other. —JF MS

### ABC’s spring housecleaning

As part of ABC’s “Spring Season” strategy, four new series will be added to its schedule over the next six weeks, three dramas and one comedy, pushing out *China Beach*, the *ABC Monday Night Movie* and *Anything But Love*.

*Equal Justice*, an hour-long drama about a group of attorneys in a district attorney’s office, premieres with a special two-hour episode on Tuesday, March 27, at 9-11 p.m. before moving to its regular slot, Wednesday, 10-11, beginning March 28. *China Beach*, currently on Wednesday, 10-11, goes on hiatus and will return by the end of May, according to the network. The new series’ competition is CBS’s *Wiseguy* and NBC’s *Quantum Leap*.

*Twin Peaks* an hour-long prime time soap/mystery, debuts on Sunday, April 8, at 9-11 with a special presentation before taking over its regular time slot of Thursday, 9-10, on April 12. *The Young Riders* currently in that slot moves to Monday at 9-10 beginning April 16, replacing the first hour of the *ABC Monday Night Movie*. *Twin Peaks* goes up against CBS’s *Knots Landing* and NBC’s *L.A. Law*.

*Capital News*, a one-hour drama about the staff of a Washington newspaper, makes its premier at 9-11 on Monday, April 9, with a special two-hour episode, before taking over its regular place on Monday, 10-11, on April 16. The series replaces the second hour of the *ABC Monday Night Movie*. It goes up against CBS’s *Murphy Brown* and *Designing Women* and the first hour of *NBC Monday Night at the Movies*.

*The Marshall Chronicles*, a half-hour comedy about the life of a teenager, takes over Wednesday, 9:30-10, on April 4. The critically acclaimed *Anything But Love*, currently in that slot, will return with repeat episodes later in the year, according to the network. *The Marshall Chronicles* goes up against the second half-hour of CBS’s *Jake and the Fatman* and NBC’s *Dear John*.

## TCI next into DBS race

### MSO orders two 16-transponder satellites from Ford Aerospace

If the future is DBS, Tele-Communications Inc. intends to be a part of it.

The nation's largest cable operator has underscored its direct broadcast satellite ambitions, signing a contract with Ford Aerospace for the construction within six years of two 16-transponder DBS satellites.

Tempo Satellite, TCI's DBS subsidiary, filed a copy of the contract with the FCC as part of its required "due diligence" showing on Feb. 22—the day after a group of major media companies—NBC, Rupert Murdoch's News Corp., Cablevision Systems and Hughes Communications—announced plans to launch a 108-channel DBS system by late 1993 (BROADCASTING, Feb. 26).

In a letter to FCC Chairman Alfred Sikes the day after the filing, TCI President John Malone called its satellite contract "a major step in our determination to realize the potential of advanced technology for the delivery of entertainment and information services to the American public."

The plans of the NBC-Murdoch-Cablevision-Hughes consortium indicate that "the DBS marketplace will be highly competitive," Malone said. Nonetheless, TCI plans

to take "an evolutionary approach" to satellite broadcasting, Malone said, citing its participation in K Prime Partners.

K Prime, a partnership of TCI, several other major cable operators and GE Americom, proposes to offer a 10-channel medium-power service via GE Americom's Satcom K-1 beginning late this year.

As Malone pointed out in his letter, the participating cable operators have committed \$100 million to lease transponders on Satcom K-1 over the next six years.

The difference between medium-power satellite broadcasting and high-power DBS is the size of the receive antenna. One-meter antennas are required to tune in medium-power services, while one-foot antennas are all that are needed for high power.

If all goes well, the partnership plans to shift its service from Satcom K-1 to TCI-Tempo's high-power DBS system in the mid-1990's.

There is at least one major obstacle to TCI's two-step satellite broadcasting strategy: TCI-Tempo may be denied an FCC permit for a DBS system. TCI's fitness to be a broadcast licensee has been challenged in light of a \$36 million antitrust judgment against the company in 1986.

But even if the FCC refused to grant TCI

a permit, its DBS plans are not dashed. K Prime Partners could simply make a deal with one of several other would-be DBS operators who have construction permits, but little money.

In its filings, TCI said its contract with Ford is contingent solely on its getting a clean bill of health along with a DBS permit from the FCC.

John Sie, TCI senior vice president and Tempo vice president, said Tempo chose Ford to build its satellites because it offered the best terms on pricing and timing. Ford is able to accelerate the construction schedule to have the first bird ready for launch in three years instead of six, he said.

To seal the deal with Ford, Sie said, Tempo has placed the first construction payment in escrow pending the removal of the FCC contingency. Sie declined to give the amount of the payment, but said it was enough money to make the contract "binding and real."

Satellite industry sources said that although the entire contract may ultimately be worth \$200 million-\$250 million, the initial payment being held in escrow may be as little as \$100,000 or \$200,000. In other words, the sources said, considering its size, TCI has little at risk. —HAJ

## Sikes to consider minority advisory committee

### Chairman tells BROADCASTAP he will study proposal to boost ownership

"BROADCASTAP is truly one of the 1,000 points of light" of which President Bush so often speaks, said FCC Chairman Alfred Sikes at Broadcast Capital Fund Inc.'s Minority Ownership Forum in Washington last week. The forum proposed—and Sikes said he was considering—creation by the FCC of a special Advisory Committee in Minority Telecommunications Development with members appointed from both the public and private sectors.

"It's a valuable concept," he told BROADCASTING later. He said he and FCC Commissioner Andrew Barrett are "working out" some ideas for promoting minority ownership. But, he added, "capital and entrepreneurial expertise are much more vital than government legislation"

Kenneth Robinson, senior adviser to the chairman, said Sikes and Barrett had been discussing the possibility of forming the committee before the BROADCASTAP appearance. There are other options being discussed but, he added, the FCC is restricted in ways it can form auxiliary committees.

How much "latitude" the FCC has in developing policies will be determined, in part, by the Supreme Court in its review of the FCC's current minority preference and distress sale policies.

Most at the forum were optimistic that Sikes would do something because, as Donald A. Thurston, president of Berkshire

Broadcasting Co., put it, "Sikes is a true friend to broader minority ownership."

John E. Oxendine, BROADCASTAP president, said he thought the forum was a success simply because the chairman gave it his full attention. Oxendine said he believed the Advisory Committee would send a very strong and positive message to industry leaders, but cautioned that it might be "more symbolic than substantive."

Erwin Krasnow, partner at Washington law firm Verner, Lipfert, Bernhard, McPherson & Hand, and former general counsel of the National Association of Broadcasters, said forming the committee would send the "right political signal that the Sikes administration feels minority ownership is on the same level as" high-definition television and the World Administrative Radio Conference, for which the FCC already has advisory committees.

Minority ownership, said Skip Finley, president-general manager, WKYS(FM) Washington, is important "not only because it provides programing diversity, but because it creates economic diversity."

As proposed, the committee would assess the implications of the decision of the Supreme Court in the *Shurberg* case; review proposals adopted by the FCC in 1982 in response to the report of the Advisory Committee chaired by then-commissioner Henry Rivera; consider proposals to increase the use of tax certificates, and broaden or re-define the distress sale policy; and explore other ideas that foster

Sikes's commitment to expanding minority ownership.

Minority tax certificates, said William Kennard, a partner at Verner, Lipfert, need "fine tuning." He suggested that minority broadcasters need to make their concerns known to the IRS because some of their policies senselessly restrict what tax certificate holders can do with them. He said that current law precludes their use in broadcast holding companies and prohibits their reinvestment in the original partnership. It limits many potential places where the certificates would otherwise be attractive, he said.

Regarding the current distress sale policy, Verner, Lipfert's Riley Temple said there have been only 38 such sales in 12 years. Since Shubert has cast doubt on the constitutionality of the policy, John Feore, a partner at Dow, Lohnes & Albertson, proposed that the policy eliminate race as the only factor in determining a bidder's eligibility. Distress sales, however, should create other advantages for minorities including a higher percentage rate payable of fair market value, as well as possibly using tax certificates in the process, he suggested.

BROADCASTAP was celebrating its 10-year anniversary. One of its stated goals is to have minorities own at least 10% of the nation's broadcast properties. Oxendine said minorities presently own less than 3%. Increasing that percentage is important, he said, because minority broadcasters just want the opportunity to show they can compete on a "level playing field." —PJS, HAJ





## Baseball's 'course correction'

**Network exclusivity, more national and local cable, greater media revenues**

Motivated by consistently weak ratings for ABC's *Monday Night Baseball*, and by the presence of some 400 unauthorized national telecasts of games via cable television superstations, Major League Baseball has made what its broadcasting director Bryan Burns described a year ago as "a major course correction" for the league's TV exposure. "The public spoke," in the form of low ratings, on the subject of *Monday Night Baseball*, said Burns: it had not worked financially.

And the teams spoke also, said Burns, telling the league to reduce its national network schedules so each club could sell more games to local TV outlets, which now include more regional cable

sports services than ever before—all but four clubs will be seen on local cable this year.

Consequently, the league's new contracts—concurrent 1990-93 deals with CBS at \$1.1 billion and ESPN at \$400 million—by design, gave a total of 24 network games back to the teams for their local over-the-air or regional cable schedules and, at the same time, added 175 league-authorized games to the national basic cable schedule.

Not everyone is happy with those shifts. A group of local over-the-air rightsholders and the Association of Independent Television Stations last fall demanded, to no result, that the league rewrite its

ESPN contract, protesting that ESPN's Wednesday night exclusivity essentially took games away from deals already made on the local level (BROADCASTING, Sept. 18, 1989).

It appears, however, that the local broadcasters have not moved to fill the 11 Saturday afternoons or other windows vacated by the broadcast networks. According to data gathered by BROADCASTING, local over-the-air telecasts of all 26 teams will drop by 14 games, from 1,653 in 1989 to 1,639 in 1990 (see chart).

The drop can be attributed mainly to reduced schedules at several of the superstations. The White Sox local exposure dropped from 67 to 45 games in its move from WFLD-TV Chicago to superstation WGN-TV there, which also reduced its Cubs schedule by seven games to 145. Braves rightsholder WTBS(TV) Atlanta cut its schedule from 120 to 109 games.

Non-superstation rightsholders also varied. WDIV(TV) Detroit cut its Tigers schedule from 52 to 38 games. But KPLR-TV St. Louis added 16 games (up to 76) to its local broadcast-exclusive Cardinal's schedule, and with two over-the-air outlets, the Oakland A's will appear at least six more times on Bay Area TV than they did in 1989.

Although most stations hold long-term contracts and said they will air the same number of games as last year, they also



**Starting lineup.** A new cast of announcers will call the Major League Baseball game of the week, on CBS for the first time since 1964: (l-r) play-by-play/analyst team Brent Musburger and Tim McCarver; pre-game anchor, Greg Gumbel, and the other analyst/play-by-play pair, Jim Kaat and Jack Buck.

## Local rightsholders' playing field

### AMERICAN LEAGUE EAST

Team	TV originator number of games*	Radio originator	Regional Cable number of games
<b>Baltimore Orioles</b>	WMAR 45	WBAL	Home Team Sports 85
<b>Boston Red Sox</b>	WSBK 75	WRKO	New England Sports Network 82
<b>Cleveland Indians</b>	WUAB 60	WWWE	SportsChannel 45
<b>Detroit Tigers</b>	WDIV 38	WJR	Pro Am Sports System 70
<b>Milwaukee Brewers</b>	WCGV 60	WTMJ	none
<b>New York Yankees</b>	WPIX 75	WABC	MSG Network 75
<b>Toronto Blue Jays</b>	CTV 50	CJCL	The Sports Network 60

### AMERICAN LEAGUE WEST

<b>California Angels</b>	KTLA 52	KMPC	SportsChannel 35
<b>Chicago White Sox</b>	WGN 45	WMAQ	SportsChannel 114
<b>Kansas City Royals</b>	WDAF 50	WIBW	none
<b>Minnesota Twins</b>	WCCO 33 KITN 27	WCCO	Midwest Sports Channel 64
<b>Oakland A's</b>	KPIX 32 KICU 30	KSFO	SportsChannel 50
<b>Seattle Mariners</b>	KSTW 60	KIRO	none
<b>Texas Rangers</b>	KTVT 73	WBAP	Home Sports Entertainment 55

### NATIONAL LEAGUE EAST

Team	TV originator number of games*	Radio originator	Regional Cable number of games
<b>Chicago Cubs</b>	WGN 145	WGN	none
<b>Montreal Expos</b>	CTV 20	CJAD	The Sports Network 25
	Radio Canada 36 CFCF 10		
<b>New York Mets</b>	WWOR 75	WFAN	SportsChannel 75
<b>Philadelphia Phillies</b>	WTXF 85	WCAU	Prism 40 SportsChannel 25
<b>Pittsburgh Pirates</b>	KDKA 48	KDKA	KBL Entertainment Network 57
<b>St. Louis Cardinals</b>	KPLR 76	KMOX	none

### NATIONAL LEAGUE WEST

<b>Atlanta Braves</b>	WTBS 109	WSB	Prime Southeast undetermined
<b>Cincinnati Reds</b>	WLWT 47	WLW	SportsChannel 25
<b>Houston Astros</b>	KTXH 72	KTRH	Home Sports Entertainment 50
<b>Los Angeles Dodgers</b>	KTTV 46	KABC	SportsChannel 35
<b>San Diego Padres</b>	KISU 51	KFMB	Cox Cable 50
<b>San Francisco Giants</b>	KTVU 50	KNBR	SportsChannel 55
<b>1990 total games:</b>	<b>1,639</b>		<b>1,137</b>
<b>1989 total games:</b>	<b>1,653</b>		<b>1,061</b>

\*Does not include exhibition game telecasts. Radio flagships all carry entire 162-game schedule.



reported increased difficulty putting together 1990 schedules, as they worked around Wednesday nights. In the words of Robert DeBiassio, Cleveland Indians broadcast director, "to appease" the broadcast stations, many teams even added more home games to the over-the-air schedules—a tactic still considered by most teams a threat to attendance.

And, while local broadcast schedules essentially held their ground, the launches of new cable channels in Cincinnati, Philadelphia, Oakland and San Francisco mean that regional cable schedules are gaining fast, rising from 820 in 1985 to 1,031 in 1988 and 1,061 in 1989, and with the creation of four new regional cable contracts since last year, local cable schedules will increase by 76 games, to 1,137, in 1990.

#### Rights revenue: win-win (national-local) for MLB

The "course correction" will bring immediate financial results to the league. Barring a prolonged lockout or players strike in 1990, MLB will surpass \$600 million in national and local radio and television rights fees.

Assuming that, in 1990, CBS pays the \$250 million, ESPN the \$100 million and CBS the \$12.5 million average annual fees over the courses of their new four-year contracts, national rights will tally \$362.5 million. Local rights will likely hit the \$250 million mark. The rise in total league revenue of approximately \$134 million to \$612.5 million, or 28% of last season's \$478 million total, is higher than last year's 18% increase, and higher than the average 15.4% average annual increases between 1984 and 1989, but modest in contrast to tripled and doubled TV income recently achieved by professional basketball and college football.

For rights to 16 regular season and all post-season baseball games, CBS, which in December 1988 signed a four-year, \$1.06 billion deal with the league, will pay an average \$250 million each season, although such long-term contracts have traditionally included graduated payments each season, often with a balloon payment in the final season. In 1989 (the balloon year of their contracts), NBC and ABC combined to pay \$240 million.

ESPN's concurrent 1990-93 contract will bring the league approximately \$100 million each season. ESPN gained rights to 175 games and Wednesday prime time exclusivity over all but regional cable schedules. Both CBS and ESPN have projected they will break even or make money over the course of their contracts.

MLB has often noted that, via superstations carrying the Mets, Cubs, Braves, Angels and Red Sox, cable was already carrying about 400 games. And even with new agreements with the superstation teams that bring some remuneration to the league, MLB has not, until the ESPN deal, controlled national cable rights or exposure.

On the local front, the 26 teams should, together, take in about \$250 million from radio and over-the-air and cable TV combined. Although the majority of existing

local contracts did not change between 1989 and 1990, the introduction of new cable sports contracts in San Francisco, Oakland, Cleveland and Cincinnati (assuming a \$1.5 million average annual rights fee—on the low side, according to a variety of sources) would raise the national local rights total from \$232 million in 1989 (according to the league) to at least \$238 million.

Add to that new or renegotiated over-the-air TV deals in St. Louis, Arlington, Tex., and Chicago (White Sox) and new radio deals in Atlanta, Boston, Seattle and Toronto (assuming average increases of \$1 million) and the figure rises another \$7 million to \$245 million. Renegotiated cable deals by the Angels, Rangers, Expos, Phillies,

Pirates, Padres and Blue Jays almost certainly push the figure to \$250 million—an \$18 million, or 7%, increase over 1989.

Although by last week, opening day remained threatened by the league's labor dispute, Jay Rosenstein, CBS vice president of sports programming, confirmed that the network does not pay the bulk of its rights fee until the post season. Any games not played in 1990, he said, could be picked up in the following season schedule.

Some of the broadcast TV and radio outlets, however, do not look forward to the possibility of a delay. Joe Skladany, WCCO(AM) Minneapolis sports coordinator, who was in Tampa last week observing damage to businesses in Florida that depend on the surge of business from the annual six

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ESPN Sunday Night Baseball commentators Jon Miller (play-by-play, left) and Joe Morgan (analyst).

weeks of spring training, noted that soon WCCO and its affiliate stations will be feeling the same pinch. "Everybody gets killed on April 1. We'll lose a lot. I haven't figured out how much per game, but we'll lose a lot of money," he said.

### CBS and ESPN: also win-win

When it made its new baseball deal, CBS was attacked by NBC for allegedly overbidding, and public outcry last year over the prospect of 28 fewer regular season games on national TV led the league and CBS to change the national broadcast schedule from 12 to 16 games.

However, although CBS has gained many fewer regular season games for essentially the same amount NBC and ABC paid in 1989, CBS has also gained, for the next four years, exclusive coverage of the entire schedule of up to 21 post-season games (two playoff series and the World Series had been rotated annually between ABC and NBC).

By dropping much of a marginally profitable regular season and winning the entire post season—which in the past has constituted only one-third of the schedule but two-thirds of the revenue—CBS hopes to avoid a year such as 1989, when both NBC and ABC failed to make a direct profit from their schedules. On CBS, the post season's share has been raised from one-third to

more than one-half of the schedule, depending on how long the best-of-seven playoff series run.

CBS's willingness to pay well for post-season exclusivity was a key to their winning bid. "Our strategy, our focus on the prime time values of the post season," said Rosenstein, noting that the World Series has proved itself tough to counterprogram in the fall, "coincided with Major League Baseball's desire to give more back to the local schedules." NBC and ABC, he said, have demonstrated that they also value exclusivity in the record rights they will pay, respectively, to the National Basketball Association and College Football Association (BROADCASTING, Nov. 13, 1989, and Jan. 22).

One reason CBS proposed fewer regular season games was its already crowded spring and summer schedules. CBS enters its first of four years covering baseball in the middle of what it is calling a "Dream Season" of sports programing, an unprecedented year and one not likely to be matched again, including Super Bowl XXIV, the NBA, the National Collegiate Athletic Association basketball tournament, U.S. Open Tennis, and college and professional football next fall.

ESPN's baseball package, said Steven Bornstein, ESPN executive vice president of programing and production, "is a huge acquisition for us," reminiscent of its first National Football League—"Wonder Bread years and a feeling that we have arrived."

In 1990, the 175-game ESPN schedule will assure every club two appearances and will comprise six prime time telecasts each week (spread across four nights) from April 2 through Sept. 3. Featured are a Sunday night schedule of 24 games originating from a different ball park each week, more single games on Wednesday nights and doubleheaders on Tuesday and Friday nights. Also planned are holiday specials including a tripleheader on Memorial Day (Monday, May 28), a doubleheader on the Fourth of July and up to three games on Labor Day (Monday, Sept. 3).

Even ESPN's 211-game college basket-

ball schedule "pales in comparison, concerning logistics and manpower," said Bornstein, noting ESPN's plans to regularly feature cuts to other games in progress. And calling itself "the daily electronic voice of Major League Baseball," ESPN has created a daily MLB news show, *Baseball Tonight*.

"We're looking pretty good" in ad sales, said Bornstein. "Demand has been strong, but we have a huge inventory to sell, and it's a little early to project results." —PDL

## Local baseball landscape: crowded and competitive

Following the creation of Major League Baseball's new four-year contracts with CBS and ESPN, local rightsholders have had to make a few adjustments to a changed—and changing—landscape. Although a thinner broadcast network schedule theoretically opened 24 additional windows for the local rightsholders, a four-nights-a-week ESPN schedule—including Wednesday night exclusivity—coupled in some markets with the introduction of regional cable channels, has made the field more crowded and scheduling more difficult. Overall, local broadcasters will hold their ground in the number of games they air, and regional cable services will telecast marginally more games (see story, page 35).

And as the league grows more sophisticated in making its network deals, so do the teams, a handful of which have taken radio—and in one case television—ad sales in-house and out of their flagship stations' hands.

The introduction of ESPN exclusivity on Wednesday nights has, by most accounts, not forced local broadcasters to cut their schedules, but it has made scheduling more difficult.

In Cleveland, for example, Indians broadcasting director Robert DiBiassio said that "the ESPN deal cutting down schedule options has led directly to more home games...the most ever" with the addition of about 10, bringing the WUAB(TV) schedule to 41 road and 19 home games. The station, he said, turned down West Coast away games that would start at 10:30 p.m. ET and cut into its late news. That left SportsChannel Ohio with an unusually high number of away games: 25 out of a schedule of 45. "I don't think it's a major problem," DiBiassio said of the threat of 19 over-the-air games to Indians attendance. "If your product is good, people will come." And, he added, "You have to appease your over-the-air guys."

Jim Evers, station manager of KICU-TV San Jose, Calif., said that putting together its 30-game Athletics schedule "was a lot harder this year, with two over-the-air outlets [KICU and KPX(TV)] and cable," in the form of brand new SportsChannel Bay Area, "vying for pieces of the [scheduling]

### CBS Radio: Saturdays, Sundays and holidays too

CBS Radio remains Major League Baseball's sole network rightsholder this season, thanks to a 1990-93 contract valued at \$50 million over four years, or \$12.5 million per season—a nearly two-fold increase in rights over its previous agreement (BROADCASTING, March 13, 1989). With the increased rights fee comes a substantial expansion of the *Game of the Week* schedule that CBS Radio Sports established in 1985.

In addition to the 26 Saturdays when CBS will offer two games to cover local blackout limitations for its affiliates, it will launch a new series of 20 Sunday night games and will present four holiday specials: Opening Day, Memorial Day, Independence Day and Labor Day.

The expanded schedule has also required the network to expand its stable of announcers. Although John Rooney and Jerry Coleman are confirmed to announce the Sunday night games, CBS had not by press time filled its rotating roster for Saturdays.

As it has since 1976, the network will present exclusive coverage of the All-Star Game, League Championship Series and World Series, but this year, in the event of down-to-the-wire finishes, it will also have the option of covering pennant race and division tie-breaking games. Longtime CBS sports anchor and announcer Brent Musburger will, when he is not calling games for CBS-TV, host a weekly baseball talk show on CBS Radio.



puzzle.”

In Kansas City, one of the few remaining markets with no regional cable sports, Buddy Turner of Royals rightsholder WDAF-TV Kansas City said scheduling “is probably a little tougher, but with CBS not having all the weekends, you get some relief.” As to the effects of heightened baseball exposure on cable, “It could be argued either way,” he said. The ESPN schedule may enhance interest in the game, and “we do get black-out protection in the home markets,” he said. “But with that much exposure, people may have been watching the Royals because they weren’t seeing their favorite team. Now they may see their favorite team. We will just see the season through and assess it in the fall.”

On the radio side, the teams in San Diego, Oakland, Seattle, Pittsburgh and Milwaukee have taken ad sales in-house, and several team broadcasting directors said they are studying the model created by their colleague, San Diego Padres broadcasting director, Jim Winters, who believes that “Baseball is the salvation of AM radio today. Leaving behind the traditional rights deal, the Padres sell radio, television, scoreboard, scorebook and in-park promotions all out of their team offices. That one-stop shopping has proved attractive to advertisers, he said, and Padres flagship KFMB(AM) last year benefitted in the form of an 8.4 Arbitron rating during the season—in contrast to 4.2 out of the season. That difference of 4.2 points, Winters said, was worth \$3 million, or \$450,000-\$750,000 per point.

Robert Fromme, general manager of the Kansas City Royals Radio Network, which is administered by rights holder WIBW(AM) Topeka, Kans., concurred with Winters. “If a station’s numbers go up five points, your 7-midnight might be quadrupled or more, and your morning drive, afternoon drive are all worth more. You don’t get it back in the game, but you get it back.”

The Padres, however, have taken the in-house ad sales strategy two steps further. Not only has the team retained rights, it is still making more than ever from KFMB(AM), which continues to pay a fee, even though its days of holding the rights ended in 1986. And Winters has also brought pre-, in- and post-game television ad sales in-house.

“It’s opening the eyes of a lot of ball clubs,” said Winters. “We control our own destiny...choosing which games to promote heavily if, say, ticket sales are lagging. And we never had a pre-game show until we took it in house. We’re using it to sell our product—the players—and we’re making money at it.”

Another team that is calling more of its own shots is the Seattle Mariners. According to a team spokesman, it will receive “far less” payment from its radio rightsholder next year, as the team takes control of all advertising time sales in the broadcasts. That will not be unfamiliar territory to the team’s new owner, veteran radio executive Jeff Smulyan. Although the team is currently in discussion with regional cable sports services about possible carriage, the Mariners will likely keep that in-house

as well, with the spokesman saying the team would “probably put our own channel together.”

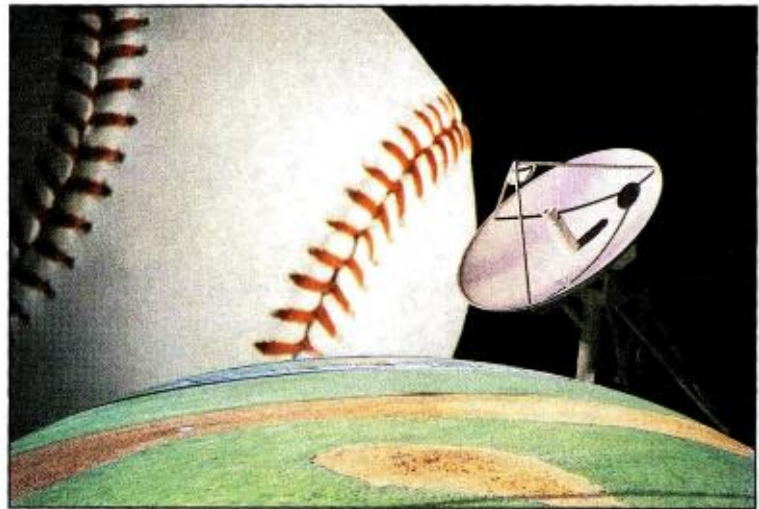
Howard Zeiden, vice president, sales and marketing, for WMAR-TV Baltimore, said the team has given him no indication that it wants to get into the television business, producing the games and selling time. And that’s the way it should be, he said. “Baseball teams ought to do what they do best and let the broadcasters do what they do best,” he said.

The Pittsburgh Pirates have been pleased with their two-year experience in producing the team’s radio broadcasts and, according to Dean Jordan, vice president of broadcasting and advertising, are “looking forward to a bigger and better” third year.

Despite its radio success, the team has no interest in getting into television, Jordan said. The Pirates have entered the final option year of a three-year rights deal with KDKA-TV Pittsburgh, and the two parties are in the process of negotiating a new one for 1991 and beyond. “We have been very happy with KDKA,” said Jordan. KDKA-TV plans to broadcast 48 regular-season games (40 away, eight home) and two preseason games.

Indeed, Winters’s model may not work everywhere. Some broadcasters predicted no trend at all, certainly not in TV, noting that teams had tried and failed to follow the Padres’ model. The Kansas City Royals, noted WDAF-TV’s Buddy Turner, “retained rights their first year or two, but they real-

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ized their specialty is baseball. I'm not aware of any trend." Echoing that sentiment, WPXI(TV) Vice President Martin Appel said, "There was a time when the Yankees held the rights, but the team saw that stations were in the business of selling ads. It's a big job. I think that logic still holds."

According to David Rubenstein, Oakland A's broadcasting director, the decision to retain rights is "a function of the philosophy of the owner...whether they want to hire people to do it, or take guaranteed

money" in the form of a rights payment. The A's do not foresee taking TV ad sales in-house, he said, noting that "TV is overnight ratings" and, therefore, not apt to benefit in a way directly analogous to monthly Arbitron radio books.

When the Royals made the current deal with WBW, said Fromme, "they decided they'd rather have a bird in the hand—'We'll just take our rights fee and be happy.'"

Nevertheless, more AM radio stations

may find themselves entering air-time sale or barter agreements if they wish to hold onto their teams, and some may have to pay not for ad time within games but rather for points in Arbitron. How far the practice spreads among teams may depend on whom they hire. Fromme conceded that, if his station were to find a new rights deal for the Royals in 1991 too expensive, "then I might go to the Royals with a proposal to do exactly what San Diego did." —PDL

## Major League Baseball team by team

### Baltimore Orioles

The Orioles and WMAR-TV Baltimore, entering the final year of a three-year rights agreement, have begun negotiations on a new deal. And despite rumors that the market's other two network affiliates are interested in the rights, Howard Zeiden, WMAR-TV vice president, sales and marketing, said he is sanguine that his station will conclude a new deal for last season's second-place AL finishers for 1991 and beyond within two or three months. Executives of the other two stations—WBAL-TV and WJZ-TV—declined to comment on the reports.

Upfront selling for the 45 TV broadcasts has been "terrific," said Zeiden. The uncertainty caused by the lockout has yet to discourage advertisers, he said. Joining veteran Bird advertisers such as McDonald's and Jiffy Lube, he said, are newcomers including area Ford, Chevrolet and Oldsmobile dealers, Faust Homes and Pizza Hut.

Under a long-term rights contract, Group W's Home Team Sports, which now serves some 1.8 million cable homes, is scheduled to televise 85 regular season games (66 home, 19 away) and five preseason games starting March 12. Sales have been "fabulous," said Jeff Wagner, HTS general sales manager. Miller Brewing, which stepped in as a "dominant" network advertiser last fall, will take a major position in the Orioles telecasts. Other major advertisers: Hardees, Texaco, Subaru, Washington Post, All-Star Automotive Group, Kodak, Giant Food and Safeway.

The Orioles' on-field success "made it easier" to sell radio time this year, said Jeff Beauchamp, vice president-station manager, WBAL(AM) Baltimore, rights-holder and flagship of a 40-station network. "Interest has been high." Anheuser-Busch abandoned Orioles radio last year, leaving WBAL without a beer advertiser. But that has been corrected, Beauchamp said, with Miller Brewing on board for 1990. Other new advertisers include Sears and U.S. Air. Returning are Amoco and area Jeep/Eagle and Honda dealers, Resorts International, Esskay meats and Loyola Federal. In the last

year of a three-year rights deal, Beauchamp said WBAL will likely begin negotiations with the Orioles on a new deal within the next month or so. Although the franchise has made no indication of wanting to retain the rights and produce the games itself, he said, it has talked about some sort of "hybrid" arrangements.

### Boston Red Sox

WSBK-TV Boston, entering the fifth year of a five-year contract, has just renewed its agreement with the Red Sox for an additional five years. The station will carry 75 regular season and five preseason games. Last year's broadcasts generated household ratings of 10/11, according to Stuart Tauber, the station's assistant general manager. About half the ad inventory for the upcoming season is sold out, he said, including deals with Delta, Dodge, and New England Ford dealers. A network of New England stations will receive 32-55 of the games.

New England Sports Network, a cable company partly owned by the Red Sox, will air 82 regular season games this season, and 15 spring training games. John Claiborne, vice president and general manager for the network, said the system's subscriber base is up to 310,000 this year, and he expects inventory to be sold out by the start of the season. Sponsors lined up so far include Budweiser, New England Chevrolet, New England Nissan, Polaroid, Texaco, Store 24 and Century 21. Included among the promotional tie-ins with advertisers will be a Budweiser-sponsored major league scoreboard read twice per game.

Radio coverage for the Red Sox this year will be handled by WRKO(AM) Boston in the first year of a four-year contract. The station will originate all 162 regular season games and 20 preseason games to a network of 65 stations in 60 markets, covering all of New England. A station spokesperson said sales are going well, with Anheuser-Busch among those on-board.

### Cleveland Indians

This is the second year of WUAB-TV's Lorain, Ohio, three-year contract for Cleveland Indians games. The station will air 60 games (19 home and 41 away) and has sold better than 50% of its advertising inventory. Major sponsors include Anheuser-Busch, Allstate, Quaker State, Northeast Ohio Ford Dealers and the Ohio Lottery, reported general sales manager Joe Occhionero. Program director Ron St. Charles said WUAB-TV averaged a 9 rating/16 share for last year's baseball coverage, down from the previous year, which he attributes to the performance of the team.

WWWE(AM) Cleveland is the flagship for a 30-station network and will broadcast 162 Indian regular season games, along with 16 spring training games. The station also plans a 25-minute pre-game show, *Countdown to Baseball*, and a 15-minute post-game show, *Final Edition*. According to Tom Campbell, the station has sold about 85% of its network inventory and 70% of local avails. Anheuser-Busch is a leading advertiser. Campbell said the figures are off because of the lockout.

SportsChannel Ohio is carrying 45 Indian games this year and next, according to Mike Dolan, marketing and public relations manager. He said SportsChannel is available to 600,000 subscribers and had planned to carry preseason games but, because of the lockout, "it doesn't look good." Last year, SportsChannel signed an end-of-the-season deal with the Indians to carry 11 games.

### Detroit Tigers

WDRV(TV) Detroit will present seven home games, 38 away and five preseason games this season, as the station enters the second year of a three-year contract. Ad inventory is about 70% sold out, said



Hal Wheck, general sales manager. Advertisers include Anheuser-Busch, Ford Dealers, Taco Bell, Kroger Supermarkets, Blue Cross, General Electric, Unocal, ABC Warehouse, Southwest Airlines, Michigan Bell and Michigan State Lottery. Bernie Smilovitz will host 40 half-hour pre-game shows.

Ann Arbor-based Pro Am Sports Systems will provide 15 away, 55 home and one preseason game via cable. Mostly due to the strike, only about one-third of the ad inventory has been sold so far, according to Bill Wischman, general manager, including deals with Chevy, Stroh's, U.S. Sprint, GMAC, General Electric, Cellular One, Builder's Square and Budget Rent-a-Car. The service will provide a full lineup of Tigers-oriented programming, including a feature on former Tiger players called *Tigers at Heart* (the date for the lineup has not yet been announced). The subscriber base is 625,000, said Wischman.

Tigers radio coverage this season will be handled by WJR(AM) Detroit, now in the fourth year of a five-year contract. The station will carry 182 games, including 20 preseason matches. The station is the flagship for a network of 47 stations in Michigan, and one in Florida. The station did not disclose advertising information.



## Milwaukee Brewers

WCGV-TV Milwaukee is in the second year of a three-year contract to broadcast Milwaukee Brewers games. The station, which retains all broadcast TV rights, has lined up four affiliates for a regional network. WCGV-TV will air eight pre- and 60 regular season games, all away, according to General Manager Bob Furlong. No pre- or post-game shows are planned. Major advertisers include Miller, Har-dees and Chrysler Plymouth and inventory is about 70% sold. A baseball strike "would affect us financially," said Furlong, and would have an impact on ratings. "We make money from our sports." Should a strike take place, the Fox affiliate would schedule regular programming in its stead.

The Brewers retain radio rights and have a network of approximately 63 stations in 49 markets, according to William Haig, vice president, broadcast operations, Milwaukee Brewers Radio. WTMJ(AM) Milwaukee is the flagship for the broadcasts of 162 regular season and 18 pre-season games.



## New York Yankees

WPIX(TV) New York Vice President Martin Appel does not believe that 1990, the 40th season of Yankees baseball on WPIX, will prove to be the last. Officially, the station lost the rights a year ago, when

Madison Square Garden Network won New York region TV exclusivity from the team, 1991 through 2000. Nevertheless, Appel said that negotiations to buy some of MSG's future schedules are "going slowly. Sure, we're hopeful. The whole nation is watching," he said of the only market in which cable will have the first, and potentially only, pick of 150 games—at a cost of at least \$36.6 million per season, according to MSG parent Paramount Pictures Corp. financial statements.

In the meantime, WPIX, flagship for an eight-station network in New York, Pennsylvania, Connecticut and Florida, will continue its barter arrangement with the team, through which a revenue sharing plan kicks in after "certain guarantees" to the station are met. Like last year, WPIX will air three exhibition and 75 regular season games, with Anheuser-Busch onboard as a principal advertiser. The 40th season is also announcer Phil Rizzuto's 50th with the Yankees (he was a player for 16 years) and 34th calling their games. He and the late Yankee player and coach Billy Martin will each be the subject of half-hour specials on WPIX this season.

MSG—which spokesman Paul Schneider said has negotiated long-term agreements with all its affiliates—plans to reach a total 3.5 million subscribers (about 90% basic cable) with 75 regular season and three exhibition game telecasts this year. MSG will precede each with the half-hour *Yankees Scorecard*, an ACE Award nominee in its first year, 1989, and follow each with a 15-minute post-game show. Former NBC announcer Tony Kubek has joined MSG. Miller beer is on board for a "raftload of promotions throughout the season," said Schneider; other advertisers include Jeep Eagle, Coca-Cola, GE, The Wiz (electronics stores), New York Lotto, Met Life, Mastercard and Hertz.

Entering the fourth season of its current 10-year contract, WABC(AM) New York has sold product exclusivity to Budweiser, Nissan, Marine Midland bank and The Wiz for a 15 exhibition game and complete regular season schedule. Last year, said Fred Weinhaus, station president and general manager, WABC(AM) created a department dedicated to Yankees ad sales and raised its revenue "by about a million dollars. Barring prolonged problems with the [league-labor] negotiations, we expect to improve again by close to a million." The station is aiming to sell exclusivity to a domestic auto company as well. The advertisers, he said, "seem to think there's a value in it."



## Toronto Blue Jays

The Sports Network (TSN), which has held the cable rights for the Blue Jays for the last two years, is currently working on a new contract. The network, according to programming executive Rick Brace, would likely run 60 regular season

games and four preseason games. TSN recently made the move from pay to basic cable, giving it a total of 5.2 million subscribers. RDS, a subsidiary of TSN, handles the French broadcasts and has about 1.6 million subscribers. Major sponsors include Labatts, Esso and Coca-Cola.

TV Labatt, a division of Labatt Brewing Co., 45% owner of the Blue Jays, holds the TV rights for the team and is in the last year of a six-year contract with CTV Television Network. CTV will air 50 regular season games.

Telemedia Broadcasting Systems (TBS) enters the first year of a three-year radio rights contract with the team. The flagship station is CJCL(AM) Toronto and feeds a network of more than 50 affiliates. National advertisers include Labatts, General Motors, Zenith and Miracle Food Mart.



## California Angels

Cable television rights to the California Angels are held by SportsChannel Los Angeles, which, as the former Z Channel, was purchased by Rainbow Enterprises just over a year ago in a joint investment with NBC. SportsChannel will carry 36 Angels home games, the exact number it plans to carry for the crosstown rival Dodgers this season. The club sold the rights to SportsChannel in a deal that expires in 1994, according to Tom Seeborg, vice president, public relations and broadcasting, California Angels. SportsChannel handles all advertising sales.

Television broadcast rights are held by independent station KTLA-TV Los Angeles, which is in the third year of a five-year deal with the Angels. KTLA-TV will air 52 road games and five home games this season, and plans call for a half-hour pre-game show before each game. There is no regional on-air network of stations.

KMPC(AM) Los Angeles holds the broadcasting rights to the entire 162-game schedule, which is coincidentally owned by Angels club owner Gene Autrey (under subsidiary Golden West Broadcasting Co.). Seeborg says that more than 90% of the stations' advertising inventory has been sold, and includes Texaco and Anheuser-Busch as major sponsors. KMPC(AM) serves as the flagship station to the California Angels Radio Network, listing 22 stations in Southern and Central California, in addition to stations in Arizona, Hawaii and Nevada, and carriage by XPRS(AM) Tijuana, Mexico.



## Chicago White Sox

WGN-TV Chicago is the new television rightsholder of the White Sox, taking over for WFLD(TV) Chicago in a new multi-year contract. WGN-TV, which also carries Chicago Cubs games, will carry 45 regu-

lar season and three preseason White Sox games. Jake Fendley, the station's director of sports sales, said ad sales are coming along "remarkably well, considering where they are coming from." Based on wgn-tv's lead-in programming from 6 p.m. to 7 p.m., *Night Court* and *Cheers*, the station is projecting a 7 rating. Major sponsors signed include Miller, Dodge, Hyundai, Coca-Cola and McDonald's. Although many of the advertisers are different from those wgn-tv has signed for the Cubs in the same category (Coke with the White Sox, Pepsi with the Cubs, for instance), Fendley said some advertisers will be in both schedules. The White Sox games will be carried at night and on weekends, while the Cubs games will be aired primarily in the afternoon.

WMAQ(AM) will carry all regular season and 15 preseason games this year, and will likely do a 10-minute pre-game and 15-minute post-game show. Rick Starr, vice president and general manager, said the station has signed Sherwin Williams, Illinois Bell, Illinois Lottery, Miller Beer and Chevrolet, but added that many advertisers are sitting on the fence, waiting for resolution of the labor dispute. The longer it goes on, he fears, the greater likelihood that some may put their baseball dollars elsewhere. The White Sox will be heard in a 30-station lineup in four states—Illinois, Indiana, Iowa and Florida. WTAQ(AM) will carry 40 games in Spanish.

SportsChannel Chicago will be increasing the number of games it will carry this year from 94 to at least 114 regular season games and one exhibition game. Like wgn-tv, SportsChannel benefited from the renegotiation of the WFLD-TV contract, in which both wgn-tv and SportsChannel picked up more games. The service will again carry *Sox '90 Weekly*, with manager Jeff Torborg, Mondays at 6:30 p.m. Sponsors signed include Chrysler, Toyota and Anheuser-Busch. SportsChannel serves 1.6 million subscribers.

## Kansas City Royals

WBW(AM) Topeka, Kan., has invested about \$1 million in satellite equipment to stretch its Royals Radio Network to 135 stations in 12 states. The result is that in addition to about 25,000 listeners in Kansas City, the 27th ranked market, the full season schedule reaches another quarter million listeners. But according to network general manager Robert Fromme, the station is having "more trouble [selling ads] this year than we've ever had," since WBW became the rights-holder in 1975. That trouble appears to spread throughout the Midwest, he said, and has not been explained by either the league's labor dispute nor lack of interest in the team, whose ticket sales are "far ahead of last year." In any case, the station has sold about 85% of its inventory—"you like to be at 95%," he said—offering product exclusive deals to An-

heuser-Busch, Ford, Amoco, Guy's potato chips and Crown Center hotels.

WDAF-TV Kansas City will carry two preseason and 50 regular season Royals games in its third of five years as the team's television flagship. The 18-station network, which covers Kansas, Missouri, Nebraska, Iowa, Oklahoma, Arkansas and Colorado, will carry no regular pre- or post-game shows, but, as it did last year, WDAF-TV will produce a dozen or so half-hour specials on the team. Having earned in 1989 a ratings/share of 16/31 in Arbitron—number one in the nation—and 17/32 in Nielsen—number two—the station is right on track to sell 80% of its inventory "by the first pitch," said Cheryl McDonald, general sales manager. Miller, Honda and Ford are onboard with season-long product exclusivity, and other advertisers include Phillips 66, All-State, Quaker State, Midas, Tru Value and Pizza Hut.

## Minnesota Twins

The Minnesota Twins enter the second year of a five-year deal with Midwest Communications, owner of WCCO-AM-TV Minneapolis, and distributor of radio and broadcast and cable TV service to the Twin Cities area and the five states bordering Minnesota.

Midwest again will televise 124 Twins games in some fashion. On cable, the year-old Midwest Sports Channel will carry 64 games. Of that number, 41 will be home games that will be offered to cable subscribers within the Twin Cities area on a pay-per-view basis and the other 23 will be part of the basic service carrying all the schedule outside the Twin Cities. The Twins games on cable reach about 200,000 total subscribers, according to Midwest Sports Channel's general manager, Brian Cuttor.

On the broadcast TV side, CBS affiliate WCCO-TV—set to air 33 games—will continue to share Twins coverage with independent KITN(TV) Minneapolis, which bought rights to 27 games from WCCO-TV. A four-station regional network reaching Iowa, South Dakota and North Dakota will carry the Twins on nights that the games are carried by either station. It is expected that a Duluth, Minn., station will also sign on to carry the games. The games will also be available over Midwest-owned stations in Alexandria and Walker, both Minnesota.

During last year's May sweeps, according to Nielsen, Twins games on WCCO-TV had an average 18 rating/32 share. "Wcco telecasts of the Twins had the highest prime time ratings of any baseball broadcasts in the top 25 markets," said Bob McGann, station manager. He did not have an exact figure, but said ad sales have gone well. Anheuser-Busch, Hardware Hank, Carquest, Farmers Insurance, Sherwin Williams, John Deere, Marquette Bank, Amoco, Dodge, the Department of Housing and Urban Development, and Northgate Computer Systems

are the major sponsors.

Only about 40% of the time has been sold on the cable service, which Cuttor says is still in a startup phase. Among those that have signed so far are Anheuser-Busch, Honeywell and Carrier Air Conditioning. If there is a delay in the start of the season due to the current impasse between the players and management, it will probably not have a grave impact on the Midwest Sports Channel. "It may have a favorable impact. We're just a startup. I'm in a situation where my expenses are more than my revenues. So when I don't have to do Twins games, I'm probably going to save money," Cuttor said.

The radio outlet, WCCO(AM), is presenting half-hour pre- and post-game shows. An 80-station network has been established over the five-state area. The station began selling time for the 1990 season last July and as a result has sold 91% of its inventory. Anheuser-Busch and Amoco are among the largest sponsors.

## Oakland Athletics

A total of 112 World Champion Oakland A's games will be available on TV in the Bay Area this year, thanks to an unusual situation wherein two broadcast stations and a new regional pay cable sports service hold rights to three separate regular season schedules.

Next month SportsChannel Bay Area will launch a new service in the area on the strength of both the A's and San Francisco Giants, opposites in last year's World Series. The contract—at least five years in length—calls for 50 Oakland games this year, 55 in the next two years and "some years at 60," said Tom Chestnut. Both the A's and Giants schedules will include 10 away games. Despite speculation that SportsChannel could deliver the games through widely distributed competitor Pacific Sports Network, Chestnut said, "At this time we are proceeding as the stand-alone service that we are and do not foresee a change from" plans to create a pay service within the Bay Area ADI and a basic service for distribution in adjacent regions. Subscriber projections will be released around the April launch. In SportsChannel's six other markets, its parent Rainbow Programming's marketing arm handles ad sales, but in Oakland will subcontract a local rep, offering inventory in both schedules.

"It's very comfortable to be able to sell back-to-back pennants," said Alan Clack, account executive for KPFX(TV) San Francisco, which has carried the team since 1983. Sales of the CBS affiliate's 32-game A's schedule—which earned an average 8.4-20 average rating-share in 1989—can be complemented by spots within 17 regular season network games, including four A's games, as well as three San Francisco Giants games, the All-Star game and post-season games on CBS. (The station's "Championship Season" also in-



cludes combinations of local and national NFL Champion San Francisco 49ers and NBA Golden State Warriors schedules.) "We promote the station," said Clack, "as having everything in sports."

This summer KICU-TV San Jose, Calif., begins a new three-year contract with the A's that calls for a minimum of 30 games each season, up from 24 last year. Station manager James Evers said that 50-60% of the season ad inventory had been sold, with Bay Area Chrysler among returning sponsors.

The Oakland A's retain radio rights to 14 exhibition and all 162 regular season games to be aired via flagship station KSPQ(AM) San Francisco and a 22-station network in California, Nevada, Arizona and Oregon. The flagship sells ad time in pre- and post-game shows, as well as an evening scoreboard show.

## Seattle Mariners

KSTW(TV) Seattle is in the second year of a three-year deal for rights, which the station retains, to broadcast 65 Seattle Mariners games (five preseason, 60 regular), with an option to broadcast several home games under special circumstances (a tight pennant race at season's end, for example, or a player with a hitting streak) if both sides agree.

With the closest other baseball team—Oakland, Calif.—some 600-plus miles away, KSTW feels it effectively has the franchise on baseball in the Northwest. The station is carried on most cable systems in the state. In addition, games will be fed via satellite to four other markets this season: Vancouver, Wash.; Anchorage; Honolulu; Nampa, Idaho. There are also talks with stations in four other markets. The station will produce pre- and post-game shows from the ballpark.

According to KSTW's Scott Baur, who handles advertising for the games, sales are ahead of this time last year, with advertisers on board including Anheuser-Busch, True Value, Stuart Andersen and Cuprinol Stain. According to the station, advertisers in the first three preseason games—March 16, 17 and 18—have been advised that the lockout may force the station to substitute regular programming on those dates. But, according to Baur, games are continuing to be sold on the assumption that there is going to be baseball.

There is no cable coverage of home games on a regional basis. Mariners executives are currently in discussions with two cable sports services, but, according to a Mariners spokesman, the likelihood is that the team will "put our own cable channel together."

KIRO(AM) Seattle—in the first year of a three-year contract—has the rights to 162 regular and 20 preseason games. It is the originating station for a network of 30-35 stations. Advertising in the games is 80% sold to clients that include Chevron, Anheuser-Busch, Alaska Airlines, Sherwin Williams and GTE. Beginning next year, the Mariners, owned by

radio executive Jeff Smulyan, will begin selling all advertising time in the broadcasts.

## Texas Rangers

Last December the Texas Rangers signed new three-year pacts with both of its television outlets: Home Sports Entertainment (which also has cable rights to the Houston Astros) and KTVT(TV) Fort Worth. Under the agreement, HSE will offer between 50 and 60 games over its network, which includes about 250 systems in Texas, Louisiana, Arkansas, Oklahoma and New Mexico. All of the HSE presentations will be home games.

KTVT has signed to do 65 road games for each of the three years of the contract. In addition, it will offer eight home games in 1990 and 1991 and 10 home games in 1992. This is the first time in five years that KTVT will have an opportunity to telecast Rangers home games. The details are not yet final, but the station expects that a regional network of between 15 and 18 affiliates will be in place when the season begins. Major advertisers include Anheuser-Busch, Southwest Airlines and Goodie's Headache Power.

HSE has been doing especially well with viewership for both its National Basketball Association and Major League Baseball telecasts, said Jack Stanfield, HSE vice president, programming and executive producer for Rangers games. About 80% of the ad inventory for the Rangers season has already been sold. Regular half-hour pregame and 15-minute postgame shows are being planned for the HSE telecasts.

WBAF(AM) Fort Worth is in the second year of a three-year rights deal to provide radio coverage of the Rangers. The station was top rated in the Dallas-Fort Worth area last season, said 25-station regional network coordinator Robert Shiflet, who attributed much of that success to the Rangers. In the Arbitron book, the station maintained first place evenings during the past two baseball seasons. "A lot of that was Rangers and all the excitement around [pitcher] Nolan Ryan coming to the Rangers," he said.

All the preseason and regular games will be aired over WBAF and each broadcast will include a 35-minute pregame, 30-minute postgame and one-hour call-in show. About 80% of the ad time for the games has been sold to several large advertisers, including: Delta Airlines, Anheuser-Busch, Chevron, Chief Auto Parts, Carrier Air Conditioning, GTE, Farmers Insurance Group, Keebler, True Value Hardware and Goodie's Headache Power.

## Chicago Cubs

WGN-TV, whose parent, Tribune Broadcasting, also owns the Cubs, will carry

145 games this year, reaching both the local market and over 25 million cable subscribers through its carriage by cablecaster United Video.

Jake Fendley, director of sports sales for the station, said the lockout has not deterred WGN-TV's national sponsors, which include Anheuser-Busch, Nissan, Buick, *The Chicago Tribune*, Unocal, Pepsi, United Airlines and True Value Hardware. Ad sales are 35% ahead of last year, said Fendley. WGN-TV will carry the shows featuring the best of the 1989 Cubs in the place of any canceled spring training games.

The pregame show, *Leadoff Man*, is sponsored by the Chicagoland Chevrolet Dealer Association, while the post-game *Tenth Inning* is sponsored by the area's Chrysler-Plymouth Dealer's Association.

WGN(AM) will carry all 162 regular season games and was scheduled to carry 14 preseason contests. The Cubs will be heard on a 13-state network on 71 stations.

Steve Quast, general sales manager for WGN(AM), said the lockout "has caused some [advertisers] to pause," giving them "another reason to procrastinate." He said the station sells spring training games as part of the package, so if the lockout continues, the station will be faced with altering the package to account for makegoods.

New sponsors Pharmor Drugs and First Illinois Bank join Chevrolet, Marathon Oil, Old Style Brewing and Blue Cross/Blue Shield as major radio advertisers.

## Montreal Expos

Labatts Beer is entering the final year of a five-year contract this season, holding the TV rights for the Montreal Expos. Labatts also owns The Sports Network, which holds the cable rights for the Expos and is preparing to sign a multiyear deal with the team. Coverage in Canada is split between French and English broadcasts.

English radio broadcasts for the Expos are handled by CJAD(AM) Montreal, this year in the second of a three-year contract with a fourth-year option. The station has 21 affiliates and is also carried on Armed Forces Radio in Germany. French broadcasts are done by CKAC(AM) Montreal, flagship for a 42-station network. The station enters the second of a three-year contract and will air all 162 games, the All Star game, the National League Championship Series and the World Series.

The CTV Television Network, which also broadcasts the Toronto Blue Jays, will broadcast 20 games this year regionally and 10 over affiliate CFCR-TV Montreal. Another 36 games will be seen on Radio Canada, the French language TV network.

The Sports Network was near signing a new contract with the team last week. The network will carry 25 games to systems reaching 5.2 million viewers.

## New York Mets

WWOR-TV Secaucus, N.J., enters the fourth year of a five-year contract with the Mets. The station is scheduled to carry nine pre-season and 75 regular season games, a mix of home and away contests, said Mike Ryan, vice president of broadcasting for the team. Ryan reported only one change in the announcing rosters for this season. Steve Zabriskie has been dropped as an announcer on WWOR-TV. He is not being replaced, and the station will stay with the announcing team of Tim McCarver (who will also work on CBS network games this season) and Ralph Kiner. WFAN(AM) New York is going into the fifth year of a six-year contract with the team, and is scheduled to carry 15 pre-season and 162 regular season games.

The team and Sportschannel are still involved in litigation over a pact made several years ago giving the latter payable rights to Mets games. This season, SportsChannel is scheduled to carry 75 games.

At deadline, stations were still firming up contingency plans in the event of a continued lockout by the ball clubs. But according to Ryan of the Mets, which has a cost and revenue sharing agreement with WWOR-TV and WFAN, the potential strike has not kept away the team's perennial full-season sponsors. "We are seeing a little bit of a fall off in spot sales," said Ryan. "The spot advertisers are a little reluctant to commit dollars to games they aren't sure are going to happen." The sponsorship contracts address the lockout situation.

## Philadelphia Phillies

WTRF-TV Philadelphia is in the eighth year of its 10-year contract with the Phillies, according to Lonnie Burstein, program manager. The station broadcasts 90 games—five pre-season, 85 regular season. WTRF-TV also airs about 35 pre-game shows. According to Walter DeHaven, general sales manager, advertisers include Anheuser-Busch, Ford, Bell Atlantic, First Pennsylvania bank and Independence Blue Cross. Approximately 65% of the ad time is sold for the season and DeHaven expects to go into opening day with 85% sold.

Regional cable sports channel Prism, which has just entered into a new, four-year contract with the Phillies, will air 40 home games, according to Donald Heller, vice president and general manager.

Sportschannel Philadelphia, launched Jan. 1, will carry 25 games, most of them away, and five pre-season games. Advertisers who have renewed contracts include Budweiser, Texaco, Claridge Casino, New Jersey Yellow Pages and Mister

Goodbys (home centers). Outstanding renewals, expected to sign by last week, include Blue Cross-Blue Shield, Coca-Cola, Leaf (owners of a baseball card company) and Mellon bank.

WCAU(AM)'s 11-year contract runs through 1993. The station, which has a 28-station network, will broadcast the entire season of 162 games in addition to 22 spring training games, "if they have them," said Chris Witting, vice president and general manager. Major advertisers include Anheuser-Busch, Aamco, U.S. Air and Chevrolet. Inventory is about 70% sold. In case of a strike, WCAU(AM) is exploring such programming options as expanded sportstalk in the evening, special updates, AAA baseball and baseball specials.

## Pittsburgh Pirates

The Pittsburgh Pirates have been pleased with their two-year experience in producing the team's radio broadcasts and, according to Dean Jordan, vice president of broadcasting and advertising, are "looking forward to a bigger and better" third year.

Radio and television audiences will be served up the same helpings of the Pirates this year as last, assuming all the games are played. The Pirates will produce all the games for radio, airing them via Group W's KDKA(AM), in the third year of a three-year contract.

Jordan said the Pirates are "still plugging away" at selling their radio time. The big challenge is replacing Anheuser-Busch, which cut the Pirates from its media plans as part of its shift of some dollars from advertising to promotion. Major returnees are Giant Eagle, Jeep Eagle, Sears, K mart and Mellon Bank.

Despite its radio success, the team has no interest in getting into the television business, Jordan said. The Pirates have entered the final option year of a three-year rights deal with Group W's KDKA-TV Pittsburgh, and the two parties are in the process of negotiating a new one for 1991 and beyond. "We have been very happy with KD," said Jordan. KDKA-TV plans to broadcast 48 regular season games (40 away, eight home) and two pre-season games.

On the cable side, the Pirates have entered the first of two option years that wrap up its five-year cable rights deal with Tele-Communications' KBL Entertainment Network. However, the terms of the agreement have been renegotiated. KBL will televise 57 regular-season contests and three pre-season ones.

## St. Louis Cardinals

Independent KPLR-TV St. Louis is in the third year of a three-year contract to carry Cardinals games. The station holds the

broadcast rights and sells the advertising time. With the signing of a new three-year, broadcast-only contract through 1993 (BROADCASTING, Oct. 30, 1989), and the renegotiating of the final year of the first contract, the station's game total has been upped from 60 to 76 games: 14 home, 60 away and two pre-season. Cencom cable had previously carried 50 games on a pay-per-view basis, but Ed Koplar, head of station owner Koplar Communications, has been an outspoken critic of cable sports "siphoning," and reportedly bid between \$13 million and \$20 million to "guarantee that Cardinal fans over a broad geographical area will continue to have access to free over-the-air baseball telecasts through 1993," as well as preclude any cable coverage.

KPLR-TV is the originating station for the Cardinal Baseball Network, comprising 32 stations in a nine-state area. Announcers are former Cardinals pitcher Al Hrabosky and Ken Wilson.

According to station Vice President and General Manager Robert Fulstone, the May 1989 Nielsen average for KPLR-TV's baseball broadcasts—17 rating/32 share—made it the top-rated independent for baseball, and the third-rated station overall for baseball coverage, behind the Cincinnati Reds on WLWT(TV) and the Twins on WCCO-TV Minneapolis. Advertising sales for the Mariners are "way ahead of last year," he said, with major sponsors including Anheuser-Busch, Schnucks (food retailer), True Value and Hardees.

KMOX(AM), which has two years to go on its contract, will cover 162 regular season Cardinals games for a network of about 130 stations, according to Robert Hyland, general manager of the station and senior vice president, CBS Radio. In-game ad inventory is 90%-95% sold, according to Hyland. Major advertisers include Chevrolet, Busch, McDonald's, Amoco, Sears and the Missouri Lottery. For games lost to a lockout or strike, the station will try to accommodate advertisers, many on board since the fall, in other sports or special programming that may be created to replace games.

## Atlanta Braves

ESPN's 175-game schedule and Wednesday night exclusivity will limit superstation WTBS(TV) Atlanta's broadcasts of the Braves. Additionally, the upcoming Goodwill Games will knock about 15 games off the cable schedule, bringing the number of games shown to 109—down from 120 last year and 135 in 1988. However, the Turner Broadcast System is affiliated with Prime Network, and latest word is that launch of a new Atlanta-based regional pay cable sports channel will occur after the beginning of the season. As many as 37 Braves games could be moved to the regional service from the superstation, which said it is still considering which programs to use to fill that part of the broadcast schedule.

Because the Braves and TBS are com-



monly owned, there is no rights deal per se. Sales, said John Vandegrift, director of sports programming for TBS, are ongoing because TBS, unlike most sports broadcasters, has a full national network to sell. Last year's Braves telecasts earned a 1.9 rating/4 share in 923,000 homes.

As it has for nearly a quarter decade, WSB Atlanta will be the radio broadcast flagship. Unlike in the past, however, the station now holds the rights. Previously, the Braves held onto them.

A year ago, WSB created a regional distribution network that consists of 106 stations. Jim Ashbury, general manager of WSB, said that last year's ratings were all-time highs. Ad sales, he said, are better now than they were at this point a year ago.

## Cincinnati Reds

SportsChannel of Ohio will give the Reds a new cable carrier and more exposure in Ohio, Kentucky, Tennessee, Indiana and portions of West Virginia, Mississippi and North Carolina in 1990. This year 25 games will be carried with five additional games added each year of the three-year deal. Because the deal was just announced, the carrier is still working with the Reds on some final programming details and could not yet say how many subscribers would be reached. The marketing and ad campaigns are to start in the first week of March.

WLW(AM) Cincinnati will carry all 182 games to about 80 affiliates. More than 80% of the ad spots are already gone, and the station is top-rated when the Reds are on, according to David Martin, the station's manager. Marty Brennaman and Joe Nuxhall have called the games since 1974.

WLW(TV) Cincinnati is in its 29th year of Reds broadcasts and the third year of its three-year deal. As it did last year, the station will air 47 games this year.

## Houston Astros

Astros television rights holder KTRH(TV) Houston, entering year five of a 10-year rights contract, is scheduled to air 72 regular season and eight preseason games this year. Station general manager Julio Bermudez said the station has sold 78% of its Astro inventory for the upcoming season, with returning sponsors including Anheuser-Busch and Southwest Airlines. Contingency strike plans were being formulated at deadline, but among the possibilities is a series of "best of" Astros games from seasons past, which would be packaged as two-hour programs in prime time, said Bermudez.

On the radio side, KTRH(AM) returns as the flagship station in a regional net-

work that will again total between 40 and 45 stations in Texas and Louisiana, a team spokeswoman said. The stations are scheduled to air the full slate of Astros games.

Home Sports Entertainment enters the second year of long-term cable rights agreement and is scheduled to carry 50 Astros games this season. That is down from 80 games last season, most likely because HSE also carries 55 Rangers games. The Astros' participation in Florida's Sunshine Network ended last year, as a result of ESPN's new national cable rights deal with Major League Baseball.

## Los Angeles Dodgers

Now in the third year of a five-year contract as rightsholder, and the 33rd consecutive year of broadcasting Los Angeles Dodgers baseball, KTTV(TV) boasts one of the longest continuous broadcasting relationships in Major League Baseball. As it did last year, the station will air 46 regular season games and four spring training games if the lockout is resolved in time. All of the games are on the road. Greg Nathanson, general manager, KTTV(TV), said in the event that the lockout is not resolved until after the start of the season, any games missed would be made up later in the season.

The radio rights to the games are held by KABC(AM), also in the third year of a five-year deal. The station is the flagship station for a 29-station network, and will broadcast all regular season games. KWKW(AM) is the Spanish radio rights holder, subleasing the rights from KABC(AM). KWKW(AM) will also air all regular season games, and is the flagship station for a six-station Spanish radio network.

SportsChannel, which takes over the cable carriage of the Dodgers from the now defunct Z Channel, will present 35 home games this season. Unlike the broadcast television and radio rights, the Dodgers retain all cable rights to the games.

## San Diego Padres

According to Padres Director of Broadcasting Jim Winters, the Padres have signed a new three-year deal with Cox Cable of San Diego that provides pay-per-view rights to Cox and five other regional cable systems, with a heftier unspecified share of profits to go to the ballclub. Last year, Winters says, rights for PPV broadcast were sold on a straight license basis to Cox, but a "marked increase" in PPV revenues led the team to seek a profit sharing arrangement in addition to rights fees. Cox offers the advertiser-supported 50-game PPV home schedule to viewers for either \$6.95 per game or \$180 for the entire season package.

On the broadcast side, KUSI-TV, a San

Diego independent, will air 51 road games, with the Padres retaining all rights to the telecasts. In the second year of a three-year contract, Winters says the Padres pay a straight fee to the station for the right to sell all advertising time. Winters estimated that 60%-70% of advertising inventory has been sold. He said that station deals of this type have benefited the station, with improved ratings from sports programming as lead-in and lead-out programming. Included in the broadcasts are half-hour pre-game and post-game shows. Ten other area TV stations are part of the San Diego Padres Television Network.

The team's deal with KFMB-AM is structured similarly to its deal with KUSI-TV, with the Padres retaining the broadcast rights and handling all advertising sales on a straight licensing fee arrangement with the radio station. KFMB-AM (in the first year of a five-year deal) has, Winters said, given a cue to the Pittsburgh Pirates to seek a similar deal with its radio partner. Close to 90% of the advertising inventory has been sold, with sponsors including Anheuser-Busch, Chevron, Coca-Cola, Home Federal Savings, Chrysler Plymouth and Toyota Motor Sales.

## San Francisco Giants

Now in the second year of a six-year deal with the team, KRVU(TV) holds the broadcast television rights for 50 regular season games, 47 away and three at home. The Fox affiliate is the flagship for a five-station network. Jeff Block, general sales manager, KRVU(TV), said advertising inventory stands at "about 40%" sold and he expects to start the season at 60% sold, an increase over last year. Block credits the Giants' World Series presence last year with the increase in advertising activity. The major sponsors include Toyota, Mitsubishi, Safeway and Sizzler. The Giants hold a separate sponsorship deal with Anheuser-Busch.

The radio rights for Giants baseball are held by KNSF(AM), also in the second year of a six-year deal. The station is contracted to carry all regular season games and 17 spring training games. Bob Agnew, program director at the station, said that even if the lockout were resolved immediately, there would be a two-week lag time before games could begin. "We've already lost eight games," he said. The station, which has a sports identity, will fill the time with sports talk shows and Golden State Warriors basketball games, which would have been preempted in favor of the spring training games. The station is the flagship for a 14-station network, an increase of four stations from last year. According to Brent Osborne, manager, sports and national sales, two-thirds of the advertising inventory has been sold, "at a pace well ahead of last year," he said. Osborne expects to have about 80% of the inventory sold by the start of the season.

SportsChannel is the cable carrier of the Giants and will offer 55 games this season.

## Lorimar reveals its fall line

**Programmer will have 10 shows in development at networks and Fox, but only one at CBS, where management shakeup cost company several development commitments**

A series that blends clay animation and live action, a drama starring James Earl Jones, a *Midnight Caller* spinoff, and five comedies are among the network series projects in development at Lorimar Television for the fall, David Salzman, president, Lorimar Television, and Leslie Moonves, executive vice president, creative affairs, Lorimar Television, told BROADCASTING last week.

Lorimar Television, the leading supplier of network television with 10 series on the air (sister company Warner Brothers Television is second with seven series), can double its current output next season with a development slate that stands at 10 projects, with the possibility of adding at least one more.

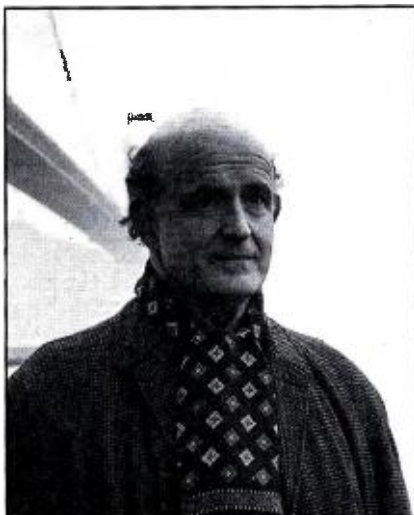
In fact, were it not for the shakeup at CBS Entertainment that saw Jeff Sagansky replace Kim LeMasters as president of that division late last year, Lorimar would have had several additional projects. Surprising in Lorimar's development slate this year is that there is only one project in the works for CBS, and that one was only firmed up late last week. Lorimar has traditionally had a strong presence at CBS, supplying them with *Dallas*, *Knots Landing* and *Falcon Crest* throughout the 1980's. At the start of the season, CBS had six Lorimar-produced series on their schedule, the three prime time soaps plus *The People Next Door*, *Island Son* and *Paradise*.

"The rules have definitely changed [at CBS] with Sagansky there," said Salzman. Salzman said when Sagansky took over the entertainment division of the third-rated network, "he swept all the pieces off the chess board and started again." He said numerous development commitments Lorimar had with CBS were lost due to the reshuffling.

While the bad news for Lorimar is that it has only one project in development for CBS, the good news is that it has a total of 10 projects under consideration at the networks. In addition to the CBS development project—a comedy for 8 p.m.—Lorimar has four projects for ABC, three for NBC, and two for Fox.

### ABC

■ *Gabriel's Fire*, a one-hour drama starring James Earl Jones, "is one of our strongest projects," said Salzman. Jones stars as a former Chicago cop who is freed from prison after 20 years by an aggressive woman lawyer. She convinces him to join her as a private investigator. Coleman Luck, execu-



Peter Boyle: 'Three for the money'

utive producer on the project, served as executive producer and writer on *The Equalizer*. *Gabriel's Fire* has a pilot commitment from ABC. Included in the cast with Jones are Laila Robbins, Madge Sinclair and Charlie Walsh.

■ *The Danger Team*, a one-hour drama, features three clay figures that come to life to help a young, aspiring detective solve her cases. The project, which blends clay animation and live action, is produced by David Bleiman and Ken Pontac, who produced the *Gumby* children's series. The cast includes Kathleen Beller, Steve Levitt and Steve Gilborn.

■ *Maverick Square*, a one-camera, half-hour comedy, about "the unusual denizens of Boston's Maverick Square neighborhood and their pursuit of instant riches," is from first-time pilot writer Frank Renzulli and will be produced by Steve Miner, former director of *The Wonder Years*. *Maverick Square* has a pilot commitment from ABC.

■ A half-hour comedy pilot produced by Tom Miller and Bob Boyett, who anchor ABC's Friday night at 8-9:30 with *Full House*, *Family Matters* and *Perfect Strangers*. No other details were available about the project.

### NBC

■ *The Sisters*, a one-hour drama, focuses on the relationships of four dissimilar, upper middle class sisters who are dealing with the recent death of their father. Ron Cowan and Dan Lipman, who serve as executive producers of the project, formerly wrote for the drama series *Family*, and also co-wrote the highly acclaimed made-for-television movie *An Early Frost*. No casting has been done.

■ *Three for the Money*, also a one-hour drama, is a spinoff of NBC's *Midnight Caller*, starring Peter Boyle, who portrayed Gary Cole's father in an episode of the series. Scott Valentine, who co-starred on NBC's *Family Ties*, co-stars in the project as Peter Boyle's son, as the father and son team up as bounty hunters who find missing people and valuables. Also starring is Cynthia Gibb. Robert Singer, currently the executive producer of *Midnight Caller*, serves as executive producer of this project.

■ *Just Friends*, a half-hour comedy, will be produced by Jeff Franklin, executive producer of ABC's *Full House*.

### Fox

■ *D.E.A.*, described by Moonves as a "gritty, fictionalized version of Fox's *Cops*, is a 9 or 10 p.m. one-hour drama, and is created by Richard DiLello, who created *Midnight Caller*. The project revolves around an ensemble cast of young Drug Enforcement Administration agents, produced in cinema verite format. Salzman said the series will be shooting from locations around the world. Salzman also said he thought, if accepted, the show might fit into Fox's Friday night schedule. *D.E.A.* has a pilot commitment from Fox.

*The World According to Straw* is a half-hour comedy, "with *Married...With Children*-type of humor," said Salzman, who added that the project "might not work at the other networks." The project looks at how a rigid and uptight corporation is "turned upside down by unorthodox operations manager John Straw and his band of maintenance men." Jordan Moffet, who wrote *The Marshall Chronicles* (a midseason comedy series for ABC), and Edward Milkis, former producer of *Happy Days* and *Laverne and Shirley*, serve as executive producers of the project. —SC

## King World scouts independents for production partners

**COO Palley says company is looking to distribute programs to all markets; late night and reality offerings are among possible new projects**

King World chief operating officer Stephen Palley said last week the company was talking with some major independent station groups (outside of the Fox network) about "collaborating" on the development of programs for the independent station market.



Up to now, King World has largely served affiliate stations in the syndication market with such programs as *Wheel of Fortune*, *Jeopardy!* and *Oprah Winfrey*. The success of those shows, and others, has almost mandated that King World expand beyond its traditional affiliate station base, said Palley. "We expect those shows to last beyond their current renewals," he said. "And we need to start looking for other areas to sell our domestic programming. The independents are fertile ground for that."

Among the programs being discussed with the independent groups is a late night show, a reality strip, and a slate of made-for-TV movies, each of which would cost "less than \$1 million," said Palley.

Nevertheless, Palley stressed the company was marketing its latest two proposed strips, the magazine *Only Yesterday* and the game show *Monopoly*, primarily to affiliates. "Those shows are more the genre that appeal to affiliate television stations and their audiences," he said.

Asked about clearances for *Monopoly*, whose format is still being refined as the selling process continues, Palley declined to cite the number of stations so far clearing it, or the percent of the country covered. "But let me tell you this, the percentage of clearance for *Monopoly* is significantly higher than some of the shows, like *Quiz Kids*, which is announced as a firm go."

Last week, Jeff Wald, president, Guber-Peters Television, which is trying to launch *Quiz Kids* for the fall, said the show was cleared in 48% of the country.

Palley did say that *Only Yesterday* was cleared in "over half" of the country so far. But he said no decision has been made yet on whether *Yesterday* or *Monopoly* would air as planned next fall.

"We have a tradition," said Palley, "where if we say a show is a go, you know it's going to be on the air."

In an unusually candid statement for a competitor trying to launch a show in a very tight market, Palley said: "I can assure you that neither one of them will have 70% of the United States. And if they are launched, they'll be launched with deficits." The 70% coverage mark has been the traditional threshold for getting advertisers to buy barter time. Some advertisers won't accept less than 80% coverage.

Palley's remarks came following a speech he made at a luncheon sponsored by the New York Chapter of the National Academy for Television Arts and Sciences. After being hit with a barrage of questions about the two shows, he asked whether "all you want to talk about is *Monopoly* and *Jeopardy!*?" adding: "I would have brought the pilot."

Palley also said the company's R&D Network, a consortium for testing new pro-

grams, is developing a new talk show and a humorous advice show. The consortium includes Gillett Broadcasting, Post-Newsweek, Midwest Television and Scripps Howard Television, all comprising mostly network affiliates.

Palley stressed that King World no longer sees itself as just a seller of programs to local stations. "We are program suppliers to any medium," he said. Last month, the company formed a new division, King World Enterprises, whose first mandate is to gear up for network program production.

Palley also said the company is considering the possibility of launching a cable network. But those plans are very preliminary. The company has yet to determine what "niche" might be feasible, or how it would execute such a plan.

Palley also said King World was involved in its first international co-venture, a mini-series called *Paris/Dakar: A Great Adventure*. The partners include Germany's Beta Taurus, Silvio Berlusconi Communications and Harmony Gold. The company also recently formed a home video division that will focus on distribution of "nontheatrical" home videos.

Palley said the company may be more active in acquiring broadcast stations in the top 50 markets if it can find stations at the right price. It currently owns WIVB-TV, the CBS affiliate in Buffalo. —SM

## The team of English and Shukovsky make 'Murphy' work

Husband and wife creation is a hit for CBS; they have another show in the works for the network

Walking into the production offices of Diane English and Joel Shukovsky on an early Friday afternoon, one finds the executive producers of *Murphy Brown* and their writing staff taking a break from the series of run-throughs for the episode that will be filmed later that night. The husband and wife team, who made their way to Los Angeles in 1981 from New York—where she wrote for public television and he was the president of an advertising firm—are the talent behind one of CBS's few half-hour successes that have been developed during the 1980's.

Starring Candice Bergen, the second-year series anchors Monday night at 9 p.m., the network's only night of comedies. Since the start of the season, the show has consistently ranked in the top 20 and is the number-one rated show in its time period among the key women demographics of 18-plus, 18-34 and 18-49. Indicative of the show's importance to CBS, the network ordered 27 episodes, compared to the normal order of 22 or 23 episodes.

In addition to the ratings success, the show has attracted critical acclaim, capturing two Emmies (for best writing and Bergen for best actress), and two Golden Globes (for best comedy and again for Bergen as best actress).

English said one of the influences of the show stems from her being a fan of workplace comedies, "Taxi was the all-time great." However, at the time she was creat-



Joel Shukovsky and Diane English, producers of 'Murphy Brown'

ing *Murphy Brown*, that type of comedy was perceived to be out of vogue. "Two years ago, television was really into family comedies and there was no ensemble workplace comedy that had been a hit in a long time and even Brandon Tartikoff said the workplace comedy was dead. Now he's

looking for one. But we brought it back," she said.

In developing *Murphy Brown*, English and Shukovsky were looking for an adult series that blended humor and topicality and dealt with both intelligently. "We wanted a hard-edged comedy, set in Washington,

where we could do political humor, which was something nobody had done before, because people always said it would be dated when the series got into syndication. But the key is to choose your references carefully. It's not like nobody knows who Benedict Arnold is 200 years later," she said.

"We keep the intelligence of the show right up there. You have to read the newspapers, and you have to have a certain IQ to get it all. If there's a joke that we think 10% of the audience will get, and it's a really funny joke, that 10% deserves it," said English. As an example, English said a reference to the French existentialist Albert Camus was written into the pilot episode. "Corky [the former beauty-queen character] thinks Camus is a soap and that was a joke that the network pointed at and said

they're not gonna get it, but it got a huge laugh from the audience, which was a mixture of all kinds of people," said English.

Although it appears the show would attract an upscale, urban audience, Shukovsky says the demographics have been improving. "We have always done quite well in the overnights and we were doing less well in the 'burbs, but that's changing now. People are starting to catch the characters who have changed over the past year," he said.

Their desire for topicality in the show is producing an episode that addresses advertiser sensitivity and the power of one viewer to affect change in network television. In the episode, English says the *FYI* show that Brown anchors is planning to air an entire segment on the subject of AIDS and its spread among teenagers, and one high

school that is giving out condoms to prevent the disease. "One woman sails in and she has written a letter to the sponsors and all of them are running scared and it looks like they're going to have to pull the segment," she said. The thinly disguised character of the protesting viewer is based on Terry Rakolta, the Michigan woman who created an advertising controversy last year with a letter-writing campaign against Fox's *Married...With Children*.

English says the episode won't necessarily be used to torpedo Rakolta or others who share her point of view. "As much as I don't like Terry Rakolta's politics, there is a lot of what she says that you have to listen to. It's not all black and white. There is a lot of gratuitous sex and violence on television and what is the viewers' recourse? To write letters to sponsors. Should it involve

## Syndication ■ Marketplace

*Family Feud*, which has already been given a firm go for the third season, has cleared seven of the top 10 markets and has reached 50% coverage of the U.S., according to Jon Nottingham, president, **LBS Distribution**, the domestic sales arm of LBS Communications. Host Ray Combs has signed for the 1990-91 season. The show is Mark Goodson Production and is distributed by LBS Communications, which offers *Feud* on a barter basis (five-and-a-half local, one minute national) through its barter sales division, TV Horizons.

**Claster Television** has cleared *Record Breakers*, a series of three half-hour specials on youngsters who compete in miniature car racing events, in 118 markets representing 94% national coverage. The spring specials, which are scheduled to air during March, April and May, have cleared the top three markets (WPX-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago) and 49 of the top 50 markets. Hosted by wrestling analyst Jesse (The Body) Ventura and co-host Gary Apple, *Record Breakers* was produced on location in Atlanta, San Diego and Philadelphia by DIC Enterprises. Claster is offering the programs on a barter basis (four minutes local, four minutes national).

In other news, Claster's animated strip *G.I. Joe* has been sold in 89 markets, representing 87% coverage for the fall 1990 season. The series, also produced by DIC Enterprises, has been sold in 47 of the top 50 markets, including to WPX-TV New York, KTLA-TV Los Angeles, WFLD-TV Chicago, WGBS-TV Philadelphia, KTVU-TV San Francisco-Oakland, WLVI-TV Boston, WDCA-TV Washington, WKBD-TV Detroit, KDAF-TV Dallas and WJAB-TV Cleveland.

As expected, **Samuel Goldwyn Television** has proclaimed *American Gladiators* a firm go for its second season in 1990-91. The weekend hour barter offering has been renewed in over 40 markets (representing over 60% coverage), including 18 of the top 20 markets. Among the renewals: WNYW-TV New York, KCAL-TV Los Angeles, WPWR-TV Chicago, WPHL-TV Philadelphia, KPX-TV San Francisco, WKBD-TV Detroit, KXAS-TV Dallas and KMOV-TV St. Louis, with half of those major markets committing to continue on a double-run basis. *Gladiators* counts 130 markets currently on its carriage list, representing 90% coverage and 48 of the top 50 markets.

**Genesis Entertainment** has been given the green light to a second season of the late night weekly hour *The Byron Allen Show*, based on 73 markets cleared and a total of 56% national coverage for the 1990-91 season. *Allen's* current 1989-1990 clearances number 162 stations and 96% coverage. The top stations re-upping for another season include WBZ-TV Boston, WJLA-TV Washington, WJBK-TV Detroit, WCIX-TV Miami, KQVR-TV Sacramento and KCTV-TV Kansas City, Mo. *The Byron Allen Show* is being offered on a barter basis (seven minutes local, seven minutes national), and is produced by BYCA Production in asso-

ciation with Allbritton Television Productions.

Long-time sports producer/syndicator **GGP** and Capital Cities/ABC-owned **KABC-TV Los Angeles** have joined to co-produce the hour-long *Countdown To The Academy Awards* special preview for airing locally and distribution internationally. The Oscar nominee preview will air in Los Angeles March 24 at 7 p.m. (PT), two days prior to the network telecast on ABC. GGP sold the program to over 30 countries at last month's Monte Carlo film and television market. According to Hillary Mandel, GGP director of acquisitions and distribution, the company is exploring the possibility of selling the program to a basic cable network, as well as to spot syndication. Slated to host are KABC-TV personalities Chuck Henry (*Eye On L.A.*) and Pam Thompson.

**Republic Pictures Domestic Television's Fashion Report**, comprising four quarterly half-hour specials, kicks off its first special on spring fashions with a debut run March 5-April 1. The package has cleared 75% of the U.S., and includes KRON-TV San Francisco, WXYZ-TV Detroit, WUSA-TV Washington, WEWS-TV Cleveland and KOMO-TV Seattle. Blair Entertainment, the exclusive barter advertising sales agent for Republic, is handling the sales for the *Fashion Report* specials, which are being offered on a barter basis (three-and-a-half minutes local, three minutes national).

**Orbis Communications** said it cleared its game show, *Joker's Wild* on WNBC-TV New York. The show, which Orbis said has a firm production commitment, has been cleared on 40 other stations. The company also said it has hired Vince Manze and Steve Sohmer Inc. to develop a promotional plan for the show's fall launch. Manze Sohmer Inc. created Columbia's promotional plan for the off-network *Who's the Boss*, among other projects.

**Fox Lorber Associates** said the weekly, *Michelob Presents Night Music*, hosted by David Sanborn, has been renewed for a third season. The program is now cleared by more than 80 stations nationwide.

*Voice of the Heart*, a four-hour mini-series from **Worldvision Enterprises**, has been cleared on more than 70 stations, covering 75% of the country. *Heart*, based on a novel by Barbara Taylor Bradford, will air nationally during the last two weeks of April.

**Warner Bros. Domestic Television Distribution's Trump Card** has been sold to 81 stations covering 75% of the country. The half-hour game show has been cleared in nine of the top 10 and 21 of the top 25 markets.



boycotts? Should it involve what is considered economic blackmail? That's the question," she said. "The network is very aware of the episode, they have been aware of it for quite some time, and they have no problem with it," she said.

Shukovsky says despite the show's use of social and political issues, "we are a half-hour comedy and we don't want to become a government instructional manual. People tune in to comedies to laugh, if you become too informational or too preachy, your audience is not going to get paid off," he said.

English added: "If we can't find a way to make it funny we won't do it."

With the show running smoothly and firmly entrenched on the CBS schedule, both English (who handles the creative aspects of the business) and Shukovsky (who handles the business affairs of Shukovsky/English Productions) see a long future for the show. "Jeff Sagansky [newly appointed president of CBS Entertainment] said he considers this a 10-year show, but we don't know if he's going to be a 10-year president," said English. "It certainly has the legs to go the distance."

The pair, despite a *Murphy Brown* schedule that keeps them working nearly year-round, are in the formative stages of developing a second comedy series. "It will be quite different from this one, probably an 8 p.m. show, it's just a matter of timing...like how tired we are," said Shukovsky.

English said CBS is anxious to see the series ready for the fall, "but we told them that wasn't going to happen and that it's possible to get it up for mid-season. But we're taking a wait-and-see attitude because there's no reason at the moment to make any commitments for anything right now," she said.

Another television series may not be the next step for the couple. "We've been approached by people to do a feature or features. You just have to decide how you want to rest, whether you work in your backyard for rest, or start another television series or a feature film," said Shukovsky. —SC

## The doctor is in, the TV is on

**Hearst/ABC-Viacom Entertainment Services plans to launch ad supported television service to doctor's waiting rooms**

Healthlink Television, an advertiser-supported video programming service targeted to physicians' waiting rooms, will be launched in April by Hearst/ABC-Viacom Entertainment Services (HAVES). The new venture will join Lifetime and Lifetime Medical Television as the partners' third operating unit.

Plans call for the service, which will be provided free of charge, to be in 3,000 waiting rooms by the end of the second quarter, and in 20,000 waiting rooms a year from now. Once the goal of 20,000 waiting



rooms is reached, distribution via Ku band satellite will be explored, said Burchill.

Although he would not comment on the amount of money to be invested by the partners, Thomas Burchill, president and chief executive officer, HAVES, said Healthlink "can look to the deep pockets" of its three parent companies for support. No advertisers are committed as yet to the service, but "strong interest" has been generated, said Burchill, who stated that national advertisers "can look to the comfort and support of Lifetime. For advertisers competing in an increasingly cluttered environment, television in the waiting room provides a rarified atmosphere for their message."

A new, hour-long program will be provided to physicians each month, with the initial three programs appearing in April, said Dave Moore, president, Lifetime Medical Television. Each program, produced by the Healthlink staff, will feature segments 3-5 minutes in length, covering a variety of subjects. There will be nine minutes of advertising time per hour, with commercials appearing between, not during, individual segments.

Doctors who choose to utilize Healthlink will have installed in their offices a 25-inch television set and video disc player, provided by Britain's Granada Hospi-

tal Group, the largest hardware supplier of television systems to hospitals in the U.S. To date, no physicians have signed up for the service, said Burchill, as it has not yet been pitched. Healthlink will be a full service healthcare information system, with patient education programming to play during waiting room hours, and clinical programming for the doctor's use outside of office hours.

Healthlink has won the endorsement of the American Academy of Pediatrics, which will work closely with the new service, according to Dr. Joe Sanders, associate executive director. The AAP will help Healthlink, Sanders said, to identify topics, ensure the inclusion of up-to-date information, review the final versions of pediatric programming, and make sure advertising messages are "appropriate."

There will be "some remuneration" between Healthlink and AAP with regard to the development of program segments, said Sanders. The AAP will also get a royalty for endorsing the service's shows, but "it's not a significant figure," Sanders said.

Healthlink is geared towards a female audience, as is true of Lifetime programming, said Burchill. "The idea is to provide a link between the physician, institution and patient," he said. "We want to turn waiting room time into learning time." —RG

## Stations urged to produce shows of 'network quality' with 'broad appeal'

Television stations must begin producing high quality, original programming for prime time if they want to remain competitive with broadcast as well as cable networks, according to Michael Alexander, executive vice president and general manager, WWOR-TV New York.

Independent stations around the U.S. have to become more aggressive in the programming area, Alexander told a gathering of the New York Television Academy. If they don't, programming will be controlled by "four companies" [NBC, ABC, CBS and Fox], basic cable will assume the role independent stations used to have, and the number of program suppliers will shrink to only a few.

"In a highly fractionalized market, it will come down to who has the best programming," said Alexander, so financing must be "squeezed" from every possible source. Ways must also be found, he said, to make this programming attractive to the international market, to package it on videocassette, and to come up with new co-production opportunities. "We must be willing to put up the cash," Alexander said. "If we don't, cable will."

During the mid-1970's, according to Al-

exander, networks became concerned about the rising costs of programming, particularly theatrical movies, and began creating their own original films. Around the same time, he said, HBO and TBS appeared, with HBO willing to pay for theatrical films. This development, said Alexander, allowed cable to be viewed as something more than just an improved signal.

By 1981, pay cable was successful enough to encourage the establishment of basic cable, Alexander said. Local stations, by refusing to buy hour shows because of their expense, "repeated the mistake [broadcast networks] made with theatrical films," and these shows began going to basic cable.

In 1988, advertisers accepted basic cable as a "viable medium," said Alexander. Basic possessed the "muscle" to pay for theatrical movies, exacerbating an already troublesome situation, he said, adding: "Local stations are showing reluctance to put up enough money for the movies that have been our basic staple for years." He also stated his belief that some independent stations are being "lulled into complacency" via their affiliation with Fox.

## HDTV: convention goers will get the picture

**S**pace set aside for demonstrations of high-definition television gear at the National Association of Broadcasters convention has grown yet again. In fact, a second downtown convention center was rented just to house the HDTV equipment. Past NAB conventions have featured HDTV production, transmission and video display exhibits scattered in various places throughout the show. For the Atlanta show, organizers are putting most of the demonstrations in one place.

The Atlanta Inforum, a newly built exhibition hall, has been reserved for the NAB Advanced Television and HDTV Production Exhibit. The show combines the special transmission exhibition that has been sponsored by NAB at past conventions with the exhibition of production and display equipment that was sponsored in Las Vegas last year by the HDTV 1,125/60 Group.

The two groups joined forces to put together this year's HDTV show, which will cover 100,000 square feet. "It's going to be a huge exhibit of advanced television and HDTV," said Michael Rau, NAB vice president, science and technology.

The Inforum is located three blocks from the main NAB convention site, the Georgia World Congress Center. The HDTV exhibition will open on March 30, one day before the opening of the main exhibit hall, and close a day earlier than the rest of the convention on April 2. The organizers expect that 30,000 will view the exhibition over those four days.

Along with an increase in the amount of equipment in the 1,125/60 format, attendees can expect to see some gear producing pictures in the 1,050/59.94 format. There will also be a complete system of equipment built to record and edit 525-line pictures with a 16:9 aspect ratio. In the HDTV transmission section, there will be fewer demonstrations. The past year has seen a reduction in the number of systems proposed to the FCC for standardization.

Not all of the HDTV news will be confined to the Inforum. Technical and management sessions at the Congress Center will be devoted to the topic and international meetings to be held in Atlanta immediately before and after the convention will deal with world production and transmission of HDTV.

The layout of the Inforum exhibition will be similar that of the 1,125/60 Group's exhibition of last year, which was held at the Tropicana hotel in Las Vegas. The goal is to provide a seamless tour of HDTV applications, rather than dividing the floor among the different exhibiting companies. "We're very much encouraging integration of companies," said Larry Thorpe, vice president, production technology, Sony Advanced Systems, Teaneck, N.J. "We're breaking it into theme areas. There will be electronic cinematography, television production, post-production, HDTV and film, business and industrial applications, electronic theaters, test equipment, switching, distribution and conversion," said Thorpe, one of those among the 1,125/60 Group that is helping to organize the display. "In each of those areas, you'll find two, three or four companies showing their wares."

As of last week, 42 companies had confirmed that they would participate in the production demonstrations. More are expected to join the group in the next few weeks. At last year's exhibition at the Tropicana, one of the more popular demonstrations was a real-time high-definition animation system that was assembled jointly by Walt Disney Productions and several 1,125/60 equipment manufacturers. Visitors could sit down in a studio and interact with the motions in a Mickey Mouse cartoon while the HDTV system recorded combination live action/animation scenes in real time. The organizers of the exhibition are currently working to set up similar joint projects for this year.

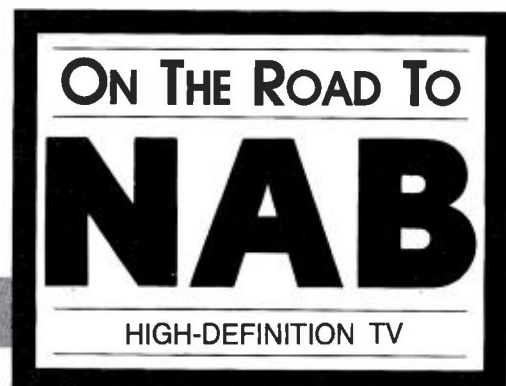
Cameras, lenses and other camera acces-

sories will be some of the most widely displayed items at the exhibition. Companies in that category returning from last year's 1,125/60 Group show: Canon Optics Division; Fujinon Inc.; Ikegami Electronics; Nikon; Panavision, and Sony Corp. of America. In addition, Broadcast Television Systems, the Salt Lake City subsidiary of the European Bosch and Philips companies, will show its KCH-1000. That camera, which last year was demonstrated at the NAB-sponsored HDTV exhibition, can be programmed for imaging the scanning parameters of all the various HDTV systems with a 16:9 aspect ratio.

Various post-production studio equipment will also make up a prominent part of the exhibition. A number of companies that showed high-definition graphics, animation, paint and stillstore systems and switchers last year are returning. They include the Grass Valley Group, Rebo Research Inc., Shima Seiki USA Inc., Symbolics Graphics, Utah Scientific and VTE Digital Video.

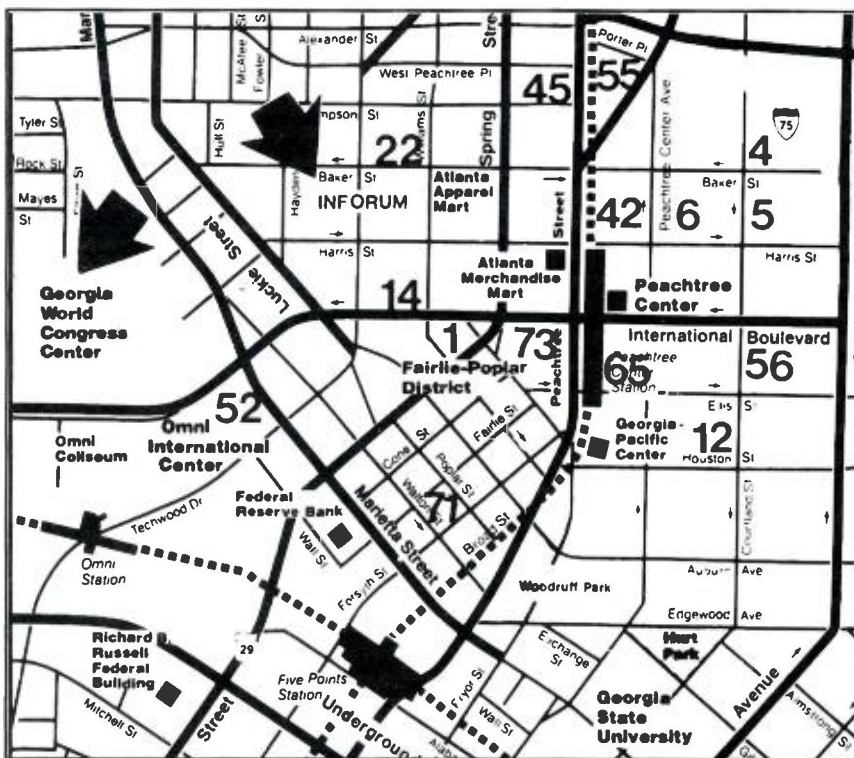
HDTV video recording and playback technologies have been advancing steadily. At last year's NAB, two companies demonstrated half-inch high-definition videotape recorders, one demonstrated an HDTV videodisk system and one showed a digital HDTV videotape recorder. A wider array of these items is expected this year. Companies that may demonstrate gear in that category include Canon, Hitachi Sales Corp. of America, Panasonic Technologies Inc., Sanyo North America Corp., Sony Corp. and Toshiba America Inc.

Equipment needed for working with wideband HDTV signals in both transmission and production studio distribution are codecs (coder-decoders) with digital signal compression algorithms and various forms of test equipment. It is expected that codecs will be shown by both Canon and Telettra USA Inc. Test equipment companies that have confirmed their plans to appear in-



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





Atlanta Inforum will be special HDTV equipment center during NAB convention. It is within walking distance of many downtown hotels and convention's main site, Georgia World Congress Center.

clude Tektronix Inc. and Magni Systems.

In recent years, a popular way for busy NAB convention-goers to relax would be to step into the "living room of the future" displays at the HDTV exhibit. Several sofas, soft chairs and wide-screen HDTV sets were provided for attendees to sit down and view clips of the latest high-definition productions. In Atlanta, the living room will not be available at the World Congress Center or the Inforum. "We felt that with the heavy preponderance of displays that are included in the production exhibit, it would be somewhat redundant to put in another theater," said Lynn Claudy, staff engineering, NAB science and technology department. The latest in high-definition projection systems will be demonstrated, built as small as 33 inches diagonally to accommodate home screens and ranging to the full theater-sized screens of over 100 inches. Those showing HDTV displays: Eidophor ISD/SAIC; Hitachi; Mitsubishi Electric Sales America Inc.; Panasonic; Sanyo; Sony; Toshiba, and U.S.'s JVC Corp. Many of those companies will also show direct-view monitors for HDTV studios.

The transmission system section of the exhibition will differ greatly from the last transmission show. Just as the number of organizations proposing systems to the FCC's advisory committee on advanced television services has decreased in the past year, the number of system demonstrators has decreased. Only six transmission proponents will demonstrate compared to 11 last year. Also, while many of the proponents last year displayed baseband pictures using their latest hardware, there will be little hardware available for

review this year because the proponents' labs are on tight schedules to have their hardware ready to meet the advisory committee's test schedule, which is to start this year.

"The work required to get ready for the testing is complex, difficult and time-consuming and we have tried not to divert our engineers from work on that hardware," said Michael Sherlock, NBC president, operations and technical services. NBC is a co-sponsor of the newly formed Advanced Television Research Consortium (ATRC) with North American Philips, Thomson Consumer Electronics and the David Sarnoff Research Center (BROADCASTING, Jan. 29). While information on the consortium's transmission proposals will be available at the ATRC display, the group will concentrate more upon "studio of the future" production equipment. A similar demonstration by NBC last year featured cameras, VTR's and other studio equipment built in a wide-screen (16:9) 525-line interlaced format, designed to be a low-cost interim format before transition to full HDTV video production.

Four of the six remaining system proponents will be a part of the Inforum show, including the ATRC, Japan Broadcasting Corp. (NHK), Zenith Electronics and Production Services Inc. Out of those four, ATRC and NHK have both confirmed that they will not have transmission hardware on display. Although a Zenith spokesman could not confirm what that company's plans are, it is believed that it also will not show hardware.

The two remaining system developers that will display at the Inforum are Nippon Television and Scientific-Atlanta Inc. Nippon TV will demonstrate its receiver-com-

patible enhanced-definition television system, which is planned for terrestrial television service in Japan.

The Scientific-Atlanta display will feature its HDB-MAC satellite delivery system. The company will be emphasizing HDB-MAC's ability to be used for commercial ventures today. HDB-MAC was used for the first time for a commercial purpose last November. A few weeks later the system gained some notoriety for an HDTV satellite transmission of the Sugar Ray Leonard-Roberto Duran fight (BROADCASTING, Dec. 18, 1989). Scientific-Atlanta then provided a two-way link for an HDTV videoconference last month between MAST Industries Inc., an international manufacturer and dealer of womens clothing in Andover, Mass., with its manufacturing executives in Hong Kong. "They have a tremendous need for the two to communicate very closely in terms of looking at the colors and textures of the fabrics. They're looking at high-definition for a private, business television application," said Scientific-Atlanta spokesman Randall Blevens. Using 1,125/60 equipment provided by Sony, the HDTV images on both sides of the Pacific Ocean were encoded and decoded through the HDB-MAC system. The MAST project marks the first interest in HDB-MAC as a commercial tool for something other than closed-circuit sports event distribution, Blevens said.

The transmission system proponents to the FCC that will not appear at the Inforum are the Massachusetts Institute of Technology, which will have no NAB demonstration, and Faroudja Laboratories, Sunnyvale, Calif., which will have a booth in the main exhibit hall at the World Congress Center. Unlike the other proponents, Faroudja is offering equipment that could be implemented today on NTSC stations. It will have introductions, a new decoder for TV receivers, the CTE-3 and the Faroudja line-doubling system, which were shown earlier as prototypes. Both items are expected to be ready for shipment by the time NAB begins. The decoder will sell for \$6,550 and the line doubler for \$2,500.

One of the spin-off projects that has occurred as a result of several years of HDTV research has been research into ghost cancelling systems. In Atlanta, Japan's Broadcast Technology Association will demonstrate its ghost cancelling system, which was standardized in Japan last year and is now in use at over 100 Japanese TV stations. The system requires that a station transmit a ghost cancelling reference signal. At the receiver end, a built-in decoder reads the reference signal and filters out the reflected signals that create ghosts. During the NAB convention, six area stations—WAGA-TV, WATL(TV), noncommercial WPBA(TV), WSB-TV and WXIA-TV, all Atlanta, and noncommercial WGTW(TV) Athens, Ga.—have agreed to transmit the reference signal. Ghost cancelling sets will be located at the Inforum to demonstrate how much ghost-impaired pictures can be improved. —RMS

**Next week: Graphics and effects.**

## Broadcasters weigh in against proposed spectrum auction

**Commenting on NTIA inquiry on spectrum management, Fifth Estaters back present block allocation system, warn of disservice to public interest of auctioning spectrum**

The National Association of Broadcasters, commenting in the National Telecommunications and Information Administration's comprehensive inquiry into federal management of the radio spectrum, criticized proposals to auction spectrum, permit "flexible use" of spectrum and require spectrum users to pay fees for the privilege.

The NAB also cautioned against policies aimed at shifting mass media from the radio spectrum to "hard wired" networks of coaxial cable or fiber optics to make the spectrum available for new technologies.

In the same proceeding, the Association of Maximum Service Telecasters proposed transferring the NTIA's spectrum management of "nonsecurity-sensitive" federal communications services or joint FCC-NTIA management of such services. At a minimum, it said, the NTIA should adopt more efficient management policies and open its processes to public comment.

NAB and the NTIA were among about a dozen broadcast organizations and 84 spectrum users of every stripe that filed comments Feb. 23 in the NTIA's comprehensive inquiry aimed at improving spectrum management to spur innovation.

The NAB underscored its faith in the current "block allocation" in which a block of spectrum is set aside for a particular service. "The certainty and stability of the block allocations system has allowed myriad technical innovations to be developed and significant investments to be made," it said. "If a block of frequencies had not been set aside for FM broadcasting, we would have no FM service today," it said.

"If there were even a remote possibility that the frequencies in the FM band might be used for some other service in the future, the AM broadcasters and others who operated FM at a loss would never have invested in the FM service," it said. "The same holds true for television, satellites, cellular and most other communications services now using the spectrum."

A flexible use scheme, under which portions of the spectrum could be used for different kinds of service, would be counterproductive, discouraging rather than encouraging new services. "Before companies will invest in technologies, they will want to be assured that there will be a place on the spectrum available for the technology—and that there is not a likely or foreseeable possibility of interference to, or displacement of, their proposed service," it said.

A spectrum auction removes the concept of "public interest" from the awarding of spectrum. It would "shift the focus of allocation to a determination of a user's willingness to pay for the spectrum, not the actual value to the public at large," it said. "In a market-based system, some uses of the spectrum would be more advantaged than others, in terms of potential profit to the entrepreneur rather than the potential benefit to the public."

"Implementation of a spectrum fee...inevitably would lead to the erosion of this important trustee concept with the public losing rather than gaining as a result," it said. "Broadcasters are already 'charged' for the use of their spectrum, in terms of the public-interest programming they provide," it said.

If "broadcasting" were relegated to wires, it said, "this nation would lose the potential to communicate reliably and universally, especially in disaster situations."

Such a system would discriminate

against the poor, "who would not be able to pay the installation cost, service costs and program charges," it said. "It is a certainty that any such nationwide, wired television service would not have provided, over the years, the same depth and diversity afforded today over conventional broadcasting."

AMST said its proposal for shifting spectrum management responsibilities would remedy the "problems inherent" in NTIA current management. Shifting responsibilities for all nonsecurity sensitive services to the FCC would "be the most efficacious means by which to extend to the federal government's spectrum users the benefits of public input on proposed spectrum uses and the technologies and management techniques that are already being used by the nonfederal sector under the FCC's jurisdiction," it said.

More efficient use of the spectrum by federal services will benefit nonfederal commercial services. It would "relieve some of the pressures on nonfederal spectrum that lead to cumulative interference and will preserve the supplemental spectrum necessary to convert existing television service to HDTV technology," it said.

CBS said spectrum management has been adequate and there "is no compelling reason for...wholesale abandonment of the current system of allocating spectrum."

But there is room for improvement, CBS said. The government "engages systematic joint spectrum planning and domestic spectrum allocation is done on an ad hoc basis," the network said. "As a result, there is no mechanism for the gathering and sharing of spectrum use information between the agencies responsible for spectrum management and between those agencies and the public. This contributes to inordinately long delays in the implementation of new services and new technologies."

CBS also complained about the lack of any publicly accessible database on spectrum usage. The NTIA's database in classified, it said. The FCC simply does not maintain "a unified, up-to-date and reliable data base. This situation makes it very difficult even for those with some expertise in the field to have a comprehensive appreciation of spectrum usage. For example, petitions to the FCC for the allocation of spectrum for the implementation of news services must normally be filed without extensive knowledge on the part of the petitioner as to what spectrum is available or could be made available."

CBS also proposed a joint FCC NTIA spectrum planning board with "participation from the private sector. The board would be responsible for identification of new tech-

### Budget details

Public television stations began to look over the Public Broadcasting Service's proposed \$123 million fiscal year 1991 budget (beginning Oct. 1, 1990), a 13.4% increase over the current budget. The proposal includes a \$26.2 million (or 6.9%) increase in the general assessment. About 64% (or \$1,155,000) of the increase will be needed to implement the restructuring of public TV's national program funding and promotion, said PBS. Agreed upon earlier this year by the Corporation for Public Broadcasting, the National Association of Public TV Stations and PBS, the restructuring will further consolidate program planning and funding under a chief executive who will also be in charge of administering the Station Program Cooperative (SPC)—the multiple round bidding market through which stations renew series. The SPC will account for nearly two-thirds of the entire 1991 budget. Expenses in PBS's "self-supporting," for-profit operations, including PBS Video and Adult Learning, would increase 11% under the proposal with projections of a 35% increase in revenue. The full PBS board will meet in June to approve a final version of the budget.



nologies requiring spectrum support, and the preparation of studies indicating the potential areas of the spectrum where such technologies could be accommodated."

Like the NAB, Hubbard Broadcasting argued against "selling or leasing" spectrum and requiring broadcasters to pay for their use of the spectrum. "Broadcasters took the risks and made the investments which have resulted in the outstanding U.S. broadcasting industry which we have today. Unlike many other countries, the government did not fund the costs of developing broadcasting in the U.S. The broadcast spectrum is valuable today because of the efforts of private enterprise and it would be highly inequitable for the U.S. now to charge broadcasters for the value of broadcast spectrum when that value results from the efforts of broadcasters, not the government."

Hubbard challenged NTIA's assertion that "serious demand" for DBS spectrum has failed to materialize. Demand for DBS channels has already outstripped supply, it said, and interest in the medium is increasing.

"Now that cable television companies

such as Tele-Communications Inc. are applying for DBS permits, television companies are now recognizing that unless they participate in DBS, they may find that they will be competing with cable-owned DBS."

National Public Radio said traditional spectrum oversight is flawed because it lacks minimum standards for receiver performance. The problem with auctions and other revenue generators is that they may compromise the integrity of many services that succeed despite the lack of high revenues, it said.

The National Association of Public Television Stations said the current allocations system serves the public well and cautioned against relying solely on market-based schemes for allocation, which it said are antithetical to the public interest.

NBC also endorsed block allocation, saying it has provided stability and flexibility for a broadcasting system that is mature and still providing universally free service. The system forces technologies to better use the spectrum. Also, it said, it insures that consumer receiving equipment does not become obsolete.

-PLS, HAJ

tions policy, those three agencies have in the recent past battled over turf. But Roseman seemed confident conflict would be avoided.

"A mechanism is in place where we coordinate work closely," she said. Furthermore, she said, the personalities involved speak for peace. She noted that her boss, FCC Chairman Alfred Sikes, Obuchowski at NTIA and Ambassador Bradley Holmes, who heads what is referred to in State Department lingo as CIP, "know each other and have worked together. Those relationships will continue."

At the same time, though, Roseman was not hoping for nothing but smooth sailing. She hopes for what she calls "creative discourse." All the players involved "bring different perspectives to the discussion," she noted. "That's constructive."

In the 20 years since she graduated from Cornell University with a bachelor of arts, Roseman has held a variety of jobs in the communications field in Washington. Early on, she was public affairs coordinator at the National Cable Television Association. Then she was at the White House's old Office of Telecommunications Policy (the precursor to NTIA), later at National Public Radio, first as director of public affairs and then as senior vice president for national affairs and planning. By 1981 she was executive vice president of the Corporation for Public Broadcasting, a job she held for two years before moving on to Intelsat.

In the first 10 years after college, Roseman had immersed herself in the Washington community of communications. But it was at Intelsat that she acquired the kind of background that Sikes probably saw as particularly equipping her for the kind of job he had in mind when he created the Office of International Communications. She served as senior executive for external relations and acting director for public and media relations before moving up to the post of senior adviser for strategic planning. In that job, Roseman was responsible for ongoing analysis of developments in the international telecommunications environment and directed a liaison program with Intelsat member governments on the development of their telecommunications policies.

In the three weeks she has been in the new job, Roseman has been familiarizing herself with the work the commission has done in preparing for WARC-92—the World Administrative Radio Conference that will consider such matters as satellite sound broadcasting, shortwave broadcasting, high definition television, mobile services, and new satellite applications in the upper reaches of the spectrum. She and the commission staff are also trying to get a handle on the issue of the accounting rates in international telephone calls that favor non-U.S. carriers. The rates required U.S. carriers last year to pay their foreign correspondents \$2 billion. Dealing with that matter is one of Sikes's priorities. So she has been busy.

And Roseman has been working without any staff. She expects to have a staff of six or seven professionals. And while she does not make much of it, Roseman seems to hope that in the not too distant future, in addition to a staff, she will have an office with a window looking out on the world that is her beat.

-LZ

## The world according to Roseman

**FCC's director of Office of International Communications works on giving greater visibility to international issues and helping set course for U.S. international policy**

Walda Roseman sits, even if only temporarily, in an office that is wildly inappropriate for her job. It is on the eighth floor of the FCC building, in an inside office, the kind others might decorate with the picture of a window looking out on an open field, to beat a feeling of claustrophobia. Hers is a job that demands an appreciation of the big, even global, picture. Since Feb. 12, she has been director of the commission's Office of International Communications.

Roseman has been preceded by officials who had been assigned to the chairman's office with special responsibility for advising on international communications matters. Kalmann Schaefer was one. More recently, there was Janice Obuchowski, who now heads the National Telecommunications and Information Administration. But Roseman, who moves over from the International Telecommunications Satellite Organization, fills a post created only last November, one, she says, that demonstrates that the FCC recognizes the importance of the international side of its responsibilities—and is prepared to give it "greater visibility and greater focus."

How does Roseman see her job? "There are 80 people in the FCC who work on international matters, full or part time," Roseman said the other day. Their work "requires coordination, particularly as the industry becomes internationalized and boundaries between the services become blurred," as governments in Europe yield to pressures to liberalize and privatize.

What's more, there is advice and encour-



FCC's Walda Roseman

agement to be given to businesses competing in the international marketplace. She also feels the commission has a responsibility for helping to determine the direction that the U.S., "as a player" in the international telecommunications marketplace, should take. And the office, she says, will be "doing business" with international organizations, like the International Telecommunication Union, and dealing with foreign governments and foreign "entities."

That is a full plate. It also contains the potential of involving the commission in a turf war with the State Department's Bureau of International Communications and Information Policy and NTIA. Given a government structure not well designed for apportioning responsibility for developing and implementing international telecommunica-

## New Orleans TV tower case left untouched by Supreme Court

Neighborhood group opposition to construction of tower in historic area winds through wrong courts

A neighborhood group in New Orleans, exercised over the construction of a 200-foot television tower in an area listed in the National Register of Historic Places, went to U.S. District Court in New Orleans seeking an order to block further construction. It was turned down. The U.S. Court of Appeals for the Fifth Circuit affirmed that order. And last week, the Supreme Court refused to disturb that decision. The courts had not held that the broadcaster involved—Crescent City Communications Co.—had a right to build on the site it chose. Rather, they said Bywater Neighborhood Association had sought relief in the wrong court.

Crescent City had built the tower to support a studio transmitter link for its WCCL-TV New Orleans. Under FCC rules, Crescent City did not need permission to build the tower, only to operate the STL. And the commission had not yet acted on Crescent City's application for that authority. Contrary to federal law, the application, filed in July 1988, did not disclose the tower was to be built in the Bywater Historical District in New Orleans. Five months later, Crescent City filed an amendment to the application revealing that information. The commission then deferred further action on the STL application.

But by then, the neighborhood association had filed its complaint, alleging that the commission had violated the National Historic Preservation Act by failing to consult with the NHPA Advisory Council before allowing the construction of the tower. The argument failed to move either the U.S. district court or the appeals court; both said the association should have proceeded in the appeals court in Washington. They

### View from other side

Respective presidents of the National Association of Broadcasters and the Association of Independent Television Stations have written Senator Ernest Hollings (D-S.C.) about complaints his office has received from cable subscribers over the syndex rules. Some cable systems, the NAB said, are showing blank screens, dropping stations and urging viewers to complain to Congress. "Such a policy does not serve the American public," is not necessary and was not contemplated by the FCC, the NAB wrote. It reiterated that the rules will help preserve "free TV" and included its own fact sheet on syndex.

said the Washington court has exclusive jurisdiction over such matters.

The Justice Department had urged the Supreme Court to deny review of the case. It said the Fifth Circuit court of appeals "correctly concluded that review of FCC licensing actions may be had only in the U.S. Court of Appeals for the District of Columbia Circuit. That determination does not conflict with any decision of this court of any other court of appeals."

Justice also suggested that the association was shooting at the wrong target. It said the commission neither licenses construction of the STL support tower nor controls the decision as to where it will be located. "The FCC has no more authority to direct the applicant to remove the support tower at issue here than it would have to require the removal of a building, simply because the applicant intended to place its STL facility on it," Justice said, adding, "The dispute over the construction of the tower is for the local authorities, not the FCC." □

## McMillen, Scheuer join Telcomsubcom

The membership of the House Telecommunications and Finance Subcommittee was slightly reshuffled last week. Democrats Thomas McMillen of Maryland and James Scheuer of New York joined the subcommittee while Ron Wyden of Oregon lost his seat. Mickey Leland's (D-Tex.) death created a vacancy on Telecommunications which forced members to rebid for their seats. Consequently Scheuer, who has seniority over Wyden, claimed a spot, thus knocking Wyden off the subcommittee. McMillen is new to the parent Energy and Commerce Committee; he was officially appointed last week to fill James Florio's seat and later won his bid for a seat on Telecommunications. Florio was elected governor of New Jersey. Edolphus Towns (D-N.Y.) was appointed earlier to succeed



McMillen



Scheuer

Leland on Commerce.

McMillen, a Rhodes scholar and former professional basketball player, was on the Banking Committee but has had an eye on the Commerce Committee for some time. His position on broadcasting and cable matters is unknown. "He's coming in with a clean slate," said one Washington observer. A McMillen aide said the congressman has a strong interest in finance issues but has not staked out a position on communications policy.

McMillen was involved in the paging business prior to his election in 1986 to represent Maryland's 4th district. A friend of Ted Turner's, he played basketball for the Atlanta Hawks, owned by Turner Broadcasting, and for the Washington Bullets.

As a veteran Commerce Committee member, Scheuer is no stranger to the Fifth Estate. He served on Telecommunications in the 99th Congress and has a reputation as a consumer advocate and critic of the television industry. Elected to Congress in 1974, he represents New York's eighth district.

A Scheuer aide cited two reasons the congressman wanted back on. He said the lawmaker felt there should be a New Yorker on the subcommittee, especially with its jurisdiction over the securities industry. Moreover, Scheuer is "concerned" about cable television. "He wants to be on the subcommittee to protect consumer rights," the aide said. □

## Journalism

## Networks to pool exit polling

Formation of central polling organization will save networks money and relieve pressure to be first in calling election winner

Driven by a need to economize in their coverage of elections, ABC, CBS and NBC have agreed to forgo individual exit-polling units and the expenses they involve—as well as ambitions of beating competitors by seconds or minutes in calling winners. Along with CNN—which has never had its own election exit-polling unit—they have formed a cooperative that will perform the exit polling operation for all of them. The

organization—Voter Research and Surveys—began functioning last week, on the signing of an agreement by representatives of the four parties—and will gear up for the off-year elections in November, when contests for governor, for one-third of the Senate seats and all of the House seats will be held.

The VRS will poll voters leaving polling places only during caucuses and primary and general elections, determining their preferences and obtaining the demographic information later analyzed to produce the big picture. The cooperative will be operated by a four-member board of managers—



one representing each of the four partners—with chairmanship of the board rotating among the members, probably every three months. ABC will provide the first chairman. And Warren Mitofsky, now executive director of the CBS News election and survey unit, will serve as executive director, with a staff of 10 to 12 drawn from the three networks and CNN.

The principal purpose of the cooperative is to save the networks money. Officials of three of the parties involved say the projected budget for the first election cycle—beginning this year and running through the 1992 elections—is \$12 million, \$3 million for each member. "It's a bargain," said one of the officials. One source said the cost under the old system would have been about \$12 million for each of the parties for a four-year cycle—with the cost subject to inflationary increases of about 4% each year. Each of the members will continue the polling operations they conduct throughout the year to test the public's attitudes on issues and, as election time nears, candidates.

Another benefit of the cooperative unit cited by some is that it will remove the pressure to be first in calling an election winner—and with it the danger of making an error. The polling unit will make projections based "on standard social science methodology," as one source put it. And when data justify a call, it will be transmitted to the four networks simultaneously. When and how the material is used will be up to each network. "They don't give up their editorial judgment," the official said.

The networks have given Congress commitments not to call a winner in a state before the polls are closed. But nothing would prevent them from making whatever other use of the exit-polling data they receive—including the hints networks often drop on evening newscasts before polls close. Nor in covering presidential elections will the networks be prevented from calling a winner once a candidate has captured enough states to win the electoral votes needed for victory, even if polls in the West are still open. That is a matter, as one of the officials involved in the negotiations said, for Congress to address with the pending uniform poll-closing act.

Network representatives began conferring about the possibility of a cooperative exit-polling operation after the 1988 elections. But talks became bogged down in a rivalry between CBS and ABC as to the type of plan to be employed. ABC proposed a pool and CBS, initially, a separate corporation that would be run by Mitofsky. CNN, with no unit to protect, was not involved in the rivalry, nor was NBC, which had virtually scrapped its unit after the elections. There were reports that CNN was siding with CBS, and NBC with ABC. But over time, CNN and NBC were said to have tried to bring the CBS and ABC positions together. But it was Richard Wald, senior vice president of ABC News, who is credited with proposing the idea finally adopted—the pooling of the four parties' various resources and the creation of a management committee the parties would run.

Tom Hannon, political director for CNN,

offered this summation last week: "We tried to meld the best features of [the CBS and ABC proposals]. Because of time constraints, we may not be able to have a truly ecumenical system that draws equally from all of its members. But that's the long-range goal."

At one point during the talks, the proposals called for incorporation of the News Election Service—which includes ABC, CBS, NBC and CNN and the Associated Press and United Press International—in the cooperative. Since 1967, NES has provided election returns to all news organizations. The idea to include NES—to which CNN objected—was dropped. And NES will remain an independent entity. By the end of October, two proposals for a pool—one by CBS and the other by ABC—had been placed on the table. And in January, an agreement in principle was reached. Two weeks ago, the representatives involved—Joe Peyronnin, vice president and assistant to the president of CBS News; Joseph Angotti, who had served as executive producer of NBC News's election year coverage and is a former NBC News senior vice president; Wald, and Hannon—shook hands on an agreement. It was signed last

week.

The VRS service will not be limited to the four members. Officials said its product would be available to any bona fide news organization—newspaper, commercial or public television or radio station, or wire service—that elects to participate in VRS and share its costs. Media organizations could elect to take everything generated by VRS or simply information regarding localities or regions. "We expect to see a lot of subscribers, from newspapers, radio and television stations," said Mitofsky.

The four network members of VRS apparently do not see any antitrust problems associated with the project. The Justice Department in 1967 said it had no problem with the NES. And as one of the officials noted, "Anyone can buy [the information]. We're not withholding it." And as for the question some have raised as to whether the cause of accuracy will lose something if the three networks fold their exit-polling operations into one unit, Angotti said, "If *The New York Times* or some other organization wants to set up an exit-polling operation, that's fine. I don't know why you assume it was our [the networks'] responsibility to do more than one exit poll." -17



### **Buckeye cable bill**

The Ohio state cable association is attempting to push a level playing field bill through the state legislature, and the measure has drawn fire from the MMDS and telephone industries.

The bill calls for minimum standards to be extended to all video providers—including the same franchise tax, serving the same geographic areas, and sharing in the cost of community services and access studios.

One more hearing is scheduled for this week. The legislature adjourns by mid-April, but the association said it is hopeful it can get the bill passed by then. Nine states have passed similar bills, including four in 1989. The states are California, Florida, Illinois, Minnesota, New Hampshire, Oklahoma, Rhode Island, Tennessee and Virginia.

### **TNT's 'Sweet Revenge'**

Rosanna Arquette, Carrie Fisher and John Sessions are slated to star in a new Turner Network Television movie, *Sweet Revenge*, with premieres in July. The romantic comedy is a co-venture of TNT, Canal Plus and The Movie Group, and involves Arquette attempting to get out of alimony payments by getting her ex-husband to fall in love with another woman.

### **Dialing indirect**

Turner Broadcasting System and Soviet officials have set up an interview telephone

exchange allowing journalists from each country to interview athletes at the Goodwill Games.

For instance, a U.S. journalist wanting an interview with a Soviet athlete could call Turner's public relations department. It, in turn, dials Goskomsport, the U.S.S.R.'s sports governing body, requesting an interview. The call is returned, giving a time, day and phone number when the athlete is available for an interview.

### **Cable Act supersedes rate freeze provisions**

Cablevision Systems has prevailed in a rate adjustment case in Norwood, Mass., with the state's supreme court ruling that the 1984 Cable Act supersedes any rate freeze provisions in franchise contracts. Cablevision Systems bought the system from Adams-Russell, with whom the town began litigation on rate increases. "The town may not enforce that rate freeze provision after Dec. 29, 1986," the court said.

### **Climbing counts**

The Disney Channel said it added 666,000 new subscribers in 1989, ending the year with a total subscriber count of 5,003,000. President John Cooke cited both "our rich mix of programming," including the new *Mickey Mouse Club*, the *Great Expectations* mini-series and its original movies and specials, as well as aggressive marketing efforts, for the gain. Cooke also cited the three free previews in 1989 as well as expansion into the TVRO and hotel markets as reasons for the growth.

## New York radio advertisers: the who, what and how much

**NYMRAD/RER analysis gives New York broadcasters the low down on where ad dollars are going; expansion to San Francisco market planned**

Information on radio advertising expenditures in the New York market is now available, with the release last week of the first NYMRAD Advertiser Analysis, a joint venture between The New York Market Radio Broadcasters Association (NYMRAD) and the Mamaroneck, N.Y.-based Radio Expenditures Report.

The top local radio advertiser in the New York market in the first half of 1989 was WCBS-TV New York. The CBS-owned station, which spent about \$1.22 million, was followed (in spending order), by Seaman's Furniture (\$1.2 million), New York State Lottery (\$1.08 million), McDonald's (\$1.06 million), and New York Telephone (\$1 million).

According to Ted Schwartz, president of Radio Expenditure Reports, who coordinated the research project, the data is provided by the stations from quarterly sales reports. The data is then "painstakingly cross-checked" with the existing RER database, compiled from rep company reports. Stations provide the data to RER electronically, and although the Advertiser Analysis is only available on hard copy, Schwartz said they are planning to furnish it electronically in the near future as well.

According to Schwartz and Sandy Josephson, vice president of marketing for NYMRAD, the project evolved as a way to help stations see how they were doing in the marketplace and who was doing the spending. The research lists more than 40 product categories (provided the client uses three or more stations to advertise). Clients that list with two stations or one station are listed under the "other" category.

In the New York market, the top five product categories are travel and resort (\$13.5 million); automotive (\$12.6 million); publishing and media (\$11.3 million); food and beverage (\$10.8 million), and banks and financial services (\$10.5 million).

Reaction from stations in New York was very positive last week. Gary Fisher, vice president and general sales manager of Malrite's CHR outlet, WHTZ(FM) New York, points out the precariousness of the radio business and the need for any and all sales tools to secure a station's income. "I am fond of saying that sales is the sword of Damocles that hangs over everybody—be it in programing, operations or sales," he said. "The Advertiser Analysis allows a

station to judge its effectiveness by judging its share of any or all budgets to hit the marketplace."

Another benefit of the service, which will begin quarterly reporting with the release of 1990 first quarter results in April, is the ability of operators to track advertising trends over time. Warren Maurer, vice president and general manager of Group W's all-news WINS(AM) New York, believes the service will fill a long-time need. "I think it is a great sales tool for all of us in the business of radio," he said. "The more you know, the more competitive you can be."

The ability to track growth as well as trends is another appealing factor of the Advertiser Analysis, according to Vince Gardino, general sales manager of Buckley Broadcasting's WOR(AM) New York. "We are a very retail-driven station, and it will allow us to target, or divert attention from a category if we notice an upturn or slowdown in spending," he said. Gardino, echoing the other operators contacted by BROADCASTING last week, said the information was going to be used heavily by his entire sales staff.

Operators were also optimistic that the service would be extended to other markets. Los Angeles has a similar product-tracking service called "L.A. X-Ray," done in col-

laboration with the CPA firm, Miller, Kaplan, Arase. Schwartz said plans are underway to expand to other markets, with the next being San Francisco, he said, that will begin providing data for the fourth quarter of 1989.

Gardino believes the service will be more important in smaller markets where "the pie is smaller, and targeting product categories more important," he said. Fisher thinks the extension is inevitable. "The sophistication of the larger markets is racing into the smaller markets," he said, "and large operators tend to bring with them the tools, barometers and techniques that were successful within the bigger markets."

At oldies outlet WCBS-FM New York, Maire Mason, the general sales manager, is enthusiastic about the overall market perspective the service will provide. "Everybody has a fair idea of what spending is, but looking at the finite number is great for looking at the overall market picture," she said.

And the overall market was the project focus, said Schwartz. The three main benefactors are to be: industry associations, by providing them with information "enabling the solicitation of revenue; radio stations, by providing them with a sense for promotions, analysis and positioning information, and agencies, by providing account executives, planners and buyers, market analysis." —LC



**Family tradition.** James Curtis Sr. (l) and James Curtis Jr. marked the 55th anniversary of their KFRO(AM) Longview, Tex. The station, which broadcasts in stereo, signed on Feb. 6, 1935, as a 100 w daytimer. By 1940, it was full time with 1 kw and a directional antenna at night. Local talent made up much of the programing in the early years, said the elder Curtis. Today the station has an adult contemporary format. James Curtis Jr., who his father said was in the sixth grade when he decided to work in radio, is president of KFRO and co-owned KAEZ(FM) Gilmer, Tex.



## Radio rep report

**KRAB(FM) Bakersfield, Calif.**—To Durpetti & Associates (no previous rep).

□

**KFLI(AM)-KEKA-FM Eureka, Calif.**—To Katz Radio from Roslin Radio.

□

**KNAC(FM) Long Beach, Calif.**—To Durpetti & Associates from Katz & Powell.

□

**KTRO(AM) Port Hueneme, Calif. (Oxnard)**—To Katz Hispanic from Caballero Radio.

□

**KKRTY(FM) San Jose, Calif.**—To Republic Radio from Durpetti & Associates.

□

**KUHL(AM)-KXFM(FM) Santa Maria, Calif.**—To Republic Radio from Hillier, Newmark, Wechsler & Howard.

□

**WOLZ(FM) Fort Myers, Fla.**—To Durpetti & Associates from Republic Radio.

□

**WFTW(AM)-WKSM(FM) Fort Walton Beach, Fla.**—To Durpetti & Associates (no previous rep).

□

**WCHY-AM-FM Savannah, Ga.**—To Christal Radio from Torbet Radio.

□

**WWEAS-AM-FM Savannah, Ga.**—To Durpetti & Associates from Republic Radio.

□

**WGLO(FM) Pekin, Ill. (Peoria)**—To Durpetti & Associates from Group W Sales.

□

**WADO(AM) New York**—To Katz Hispanic from Caballero Radio.

□

**WMFR(AM)-WMAG(FM) High Point, N.C. (Greensboro)**—To Christal Radio from Major Market Radio.

□

**WGIV(AM) Charlotte and WPEG(FM) Concord, both North Carolina**—To Katz Radio from Hillier, Newmark, Wechsler & Howard.

□

**WTOD(AM)-WKKO(FM)—Toledo, Ohio**—To Katz Radio from Major Market Radio.

□

**WIOQ(FM) Philadelphia**—To Christal Radio from Hillier, Newmark, Wechsler & Howard.

□

**KWAM(AM)-KRNB(FM) Memphis**—To Durpetti & Associates from Republic Radio.



**Thirty years and counting.** Frank Harden and Jackson Weaver will mark 30 years of continuous broadcasting on Washington's WMAL(AM) March 7 with a live broadcast from the Kennedy Center. The celebration will feature visits from special guests and a look back at some of the radio team's more memorable morning wake up shows. According to the station, Harden and Weaver are the longest running two-man, on-air team in radio.

**Spot expenditures down.** National spot radio billings were \$52,598,000 for January 1990, a decrease of 16.5% over January 1989's unadjusted \$63,019,800 figure, and a 4.3% increase over the adjusted number of \$50,415,800. (The year-to-date figures are the same as the January totals.) All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

**Aural entrance.** Pittsburgh-based television program producer West Hill Studios has entered radio program production and syndication. Already produced and ready for distribution are a variety of programs that range in duration from one minute to two hours. Those titles include: *Real Country*, *The Story Behind the Song*, *Scamline*, *Where Are They Now?*, *On Target*, *Road Stories*, *Off the Eaten Path*, *Radio Active Gold* and *Top Country Hits 1940-1990*.

# RADIO BROADCASTERS

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## Europe to expand film-TV copyright protections

### U.S. concerns over satellite and cable transmissions will be addressed in European Community position paper

Hollywood can look forward to stronger copyright protection for film and TV programs in Europe, pending a soon-to-be-released European Community position paper, Jean Dondelinger, EC commissioner for audio-visual and cultural affairs told the American Film Market Association convention in Hollywood last Tuesday, Feb. 27.

Commissioner Dondelinger, in a keynote address, reiterated Europe's continuing support for mutual trade with the entertainment industry on this side of the Atlantic and said the new copyright proposals were evidence "that a redefinition of copyright standards is a top priority with the EC."

Dondelinger, who did not make available a draft position paper regarding the satellite and cable transmission of American film and television product overseas, acknowledged concern on these shores over the possibility of unauthorized interception of satellite or cable signals. He said the EC is "highly interested" in seeing the "adaptation of new copyright standards" to address those areas and said the position paper should be released soon.

Touching on talk among EC nations regarding loosely constructed import quotas on American film and television product, Dondelinger said the U.S. is, and will continue to be, the "dominant" supplier of product on the world market. It's his contention that the EC has adopted regulations with "no mandatory restriction of trade," but it is his organization's desire to "regulate a European space" where the continent could at least have a 50% share of its own market.

"You are certainly aware that Europeans are very far behind in film and television production," Dondelinger said. "It is the responsibility of European governments and businesses to promote that sector...not to just subsidize production. European funds cannot be devoted to support that kind of production. Our major objective is to overcome hurdles in production...to make Europe united, and make it a stronger marketplace overall for other product. The quota issue should no longer be a problem between Americans and Europeans."

The historic events of the last year in Eastern Europe, indeed, seem to perpetuate Dondelinger's desire for a "united" EEC marketplace. As the Soviet Union loosened its control over the Eastern bloc countries, Dondelinger said "the entire nucleus of the communist world has come into question" and has the Warsaw Pact nations moving toward "a new sphere of thinking."

Of talks on impending reunification of

Germany, he said those decisions should take place within "European framework," not at the dictates of the superpowers. He added: "It is my conviction to reassure you that Europe will live up to a new dimension of social progress. Our true cultural identity will emerge much more than it has in the past."

"European and American relations have been *par excellence*. My conclusion is that the audio-visual—the cinema and television—is becoming more of a worldwide industry. Stronger cooperation between

governments and commerce is highly desirable. We will do everything in our power to promote that kind of cooperation."

Another major EC initiative Dondelinger pushed in his address was the question of a worldwide HDTV standard. Dondelinger made a plug for the Eureka standard being developed in the EC as an alternative to Japan's 1,125-scanning line/60 hz HDTV production standard. The Eureka HDTV production standard of 1,250/50 is being developed by a consortium of major Western European electronics manufacturers.

—MF

## USIA publishes guide to TV in Eastern Europe

### Material, including penetration figures for TV, cable, satellite dishes, designed to help U.S. programmers, broadcasters interested in Eastern Europe as a market

You are a television programmer interested in exploiting what you think is a developing market for your product in Eastern Europe. But you are uncertain about conditions in, say, Poland, and do not know the movers and shakers who could help. Well, there are almost 10 million television households in Poland, 18,000 satellite dishes and 1.1 million videocassette recorders. And Chase Cable of West Hartford, Conn., this year begins building cable television systems in a number of Polish Cities. Oh, and Andrezej Drawicz is the president of Poland's Committee for Radio and Television. Poland is served by four channels. Two of them are state-run and one is occupied by the Soviet Union's Gosteleradio service except in Krakow, where Italy's RAI I is received. The fourth is privately operated.

What about Hungary? Well, there are 2.6 million homes with television sets, and 18% of the homes in the country are wired for cable television. Some 15,000 homes are served by satellite dishes, and 860,000 million use VCR's. The country is served by two government television channels and one private channel. It is also served by Gosteleradio 1. And one of the top entrepreneurs in Hungarian television is Gyorgy Balo, creative program director of MTV 2, a government-run channel in Budapest. He is said to be interested in making MTV 2 programming more appealing to viewers.

This is material gathered by the U.S. Information Agency's Television and Film Service as an aid to U.S. programmers and broadcasters interested in Eastern Europe as a market. "We're trying to be a facilitator," said Stephen Murphy, director of the

TV and Film Service. The data on the seven East European countries, including the USSR, was drawn from information by the USIA office of Research, the U.S. Information Service's East European posts, participants at a February USIA television workshop on East Europe and USIA officials who have been in contact with East European television and cable executives, and with officials of the Motion Picture Association of America and *Cable and Satellite Europe*.

Besides the information on Poland and Hungary, the USIA estimates include the following:

USSR—86 million television households; cable service is to begin in Moscow in July; 15,000 satellite dishes, and 2.2 million VCR's. Two government channels serve Moscow, another, Leningrad, and others serve each of the 15 republics. In addition, a private service, Nika TV, operates in Moscow.

Bulgaria—3.9 million television households; cable television penetration unknown; 1,000 satellite dishes, and 550,000 VCR's. The country is served by two government channels and by Gosteleradio 1.

Czechoslovakia—4.3 million television households; no cable service yet (but a system is beginning to wire Bratislava); 30,000 satellite dishes, and 800,000 VCR's. The country is served by three television channels—one Czech (Prague), one Slovak (Bratislava), and Gosteleradio 1.

Romania—3.8 million television households, cable television penetration unknown, less than 100 satellite dishes, and 460,000 VCR's. It is served by one government television channel.

Yugoslavia—5.5 million television households, 200,000 apartments served by master antenna television, 30,000 satellite dishes, and 2 million VCR's. Belgrade is served by two government channels, and others serve each of the six republics. One



## 'Wonder Years' for Poland

Poland is freeing up one of its two channels for commercial television and will allow its nearly 40 million citizens to view, for the first time, a steady stream of American TV series programming.

The move coincides with an agreement between the Polish government and American-based Conduit Internationale Films (CIF) giving CIF exclusive rights to supply programming to Poland's Channel Two, the country's only commercial TV service.

CIF has an agreement with New World Television to license some of its programs to Channel Two. The first series to air under the new agreement will be *The Wonder Years* and the daytime soap *Santa Barbara*, with *Wiseguy* and other New World properties expected to follow. *The Wonder Years* is expected to begin airing in mid-March. The Poles will be paying for the programming by sharing the advertising revenues.

For advertisers, said Peter Lewitus, CIF president, the television market is the largest in Eastern Europe, with 90% TV

penetration. He said CIF is offering advertisers a minimum 10-minute package of commercial time, at \$6,500 a minute, \$3,500 a 30-second spot, and \$2,500 per 15-second spot. No more than eight minutes of advertising will be allotted per hour.

By way of scale, he said Hungary, with a population of 10 million and the only other Eastern European country with commercial television, sells a minute of primetime for \$4,800. Lewitus said so far there are no national advertisers lined up.

Lewitus said few restrictions have been placed on either the programming to be scheduled, or products that can be advertised on the channel. As for programming, he said only "the very violent shows won't be acceptable." And among the products that won't be advertised on ch. 2, are cigarettes and alcohol.

In addition to the New World series, Lewitus said his company is in negotiations with ABC for the licensing of such ABC product as *Moonlighting*, *Wide World of Sports*, and the network's presentation of the Academy Awards.

private channel, Telewizja, is operating in Zagreb.

In addition to the media estimates, there is USIA's lengthening list of East European contacts. And in mentioning Drawicz, who is a member of the Solidarity intellectual group, the USIA says he is interested in increasing advertising on Channel 2 and, possibly, establishing a third channel that would be open to private enterprise.

There are these other contacts in Poland: Dorota J. Kowalska, director of human resources for the Marriott Hotel in Warsaw. Marriott is said to have the kind of experience that would be helpful to those in the media interested in investing in Poland—"expertise in vertically integrating its food supply from the Polish farm to its hotel kitchens." Kowalska is described as a "sophisticated, international lady with lots of positive energy."

William Sinkunas, the start-up chief executive officer of Chase Cable TV, which begins construction this year in Warsaw.

Jan Weichert, chief executive officer of I.T.I., in Warsaw. It is the largest private production house in Poland, as well as a distributor of the home video products of a number of Hollywood production companies.

The list also includes two USIS officers based in Warsaw, Bill Duffy and Steve Dubrow.

As for Hungary, the list includes, besides Balo:

Tibor Fekete, commercial director of Televideo, of Budapest. Televideo distributes home video programs, including documentaries.

Endre Nagypal, chief executive director of Global Cable Television Ltd., of Budapest, and the recently elected president of the Hungarian Cable TV Association.

Gabor Dinnyes, the American desk officer in Hungary's Ministry of Culture and Education. He is in contact with American groups interested in investing in the country in culture and education.

Istvan Sandor, deputy editor in chief of the Hungarian Television News Service, in Budapest. He is described as "an open-minded news editor working closely" with

one of the government services.

Andras Balazs, a "dynamic director" of Interbright, a distributor of how-to and medically focused video programs, based in Budapest. He has expressed an interest in expanding his contacts in the West.

Istvan Jakab, an English-speaking director of Videoton Elektronika, said to be the largest hardware manufacturer of satellite dishes, cable wiring and electronics in Hungary, as well as the largest cable multiple service operator in the country.

And Szekeley Ferenc, of Nap TV, "a small, dynamic television producer," which "rents" three to four hours of time

on Wednesday and Saturday mornings from one of the government television services.

Murphy last week added one more name to the list that he had prepared—that of Milan Bauman, a newsman on the state-owned Czechoslovak Television, based in Prague. "He is very open and knowledgeable, and speaks English," said Murphy, who met him on a trip to Prague, in October.

Murphy might also have noted that, in a time of rapid change, Bauman has staying power. "Of the 10 people I met in October," Murphy said, "only Bauman remains." —LZ

## U.S. and USSR continue to find communications common ground

**Soviets agree to end Radio Moscow broadcasts into U.S. from Cuba; NAB to make room for Soviets at Radio conference in September**

The third round of U.S.-USSR talks aimed at improving the flow of information between the two countries ended last week in an atmosphere heavy with glasnost, even camaraderie. Indeed, even before the talks started, on Feb. 26, Vladimir F. Petrovsky, the Soviet deputy foreign minister who served as chairman of his delegation, indicated the warmth and friendship his side would try to generate: The Soviets, he said in his opening statement, would end broadcasts of Radio Moscow from Cuban soil on 1040 khz. The broadcasts for almost three years have been a serious cause of interference to U.S. AM stations in Florida and elsewhere. As such, they have been an irritant in U.S.-USSR relations.

The talks, said USIA Director Bruce Gelb in the news conference in which he joined with Petrovsky on Wednesday (Feb. 28) to report on them, had been "the most friendly and the most productive ever held between the two countries." And of the several agreements he cited—additional correspondents for the Voice of America and Radio Moscow in each other's capital

and progress toward relaxing restrictions on the travel of American and Soviet correspondents in each other's country, among them—he mentioned the promised cessation of the Radio Moscow broadcasts first.

But the Soviets are seeking something in return: access for Radio Moscow to the American public through American broadcast stations; the Soviets made clear they still want to get their views across to the American people. And efforts to arrange that access will be made at the National Association of Broadcasters radio conference—Radio '90—in Boston, in September. NAB President Eddie Fritts, who had been a member of the U.S. delegation, told the Soviets that he would arrange for members of Gosteleradio—the Soviet government's radio and television organization—to participate in the meeting.

The Soviets will have an opportunity to explain—even to demonstrate by audio tapes—the kind of programming they want to air in the U.S., and to hear from American broadcasters what kind of programming the American public would be interested in hearing. The American system of broadcasting will prevail; the Soviets were told that the Americans would be interested in material that would attract and hold listeners. But Leonard Marks, the Washington



L-r: Johnson, Gelb and Petrovsky

communications attorney who is a former director of USIA and who served as U.S. chairman of the television section of the audiovisual panel, said this was "the first exchange of views to be helpful."

Precisely when the Soviets will pull Radio Moscow off 1040 khz was unclear last week. Norman Wain, the chief executive officer of Metroplex Communications, who served on the U.S. delegation, had asked Dr. Leonid N. Dobrokhotoy, of the Communist Party's Central Committee, when the broadcasts would cease. Marks, who chaired the session at which the question was raised, said Dobrokhotoy responded, "March 15." And Marks said there was no question of "linkage" or of a "quid pro quo." However, when the question came up during the joint press briefing, Petrovsky was vague as to a termination date; he stressed that the Soviet Union was interested in securing access to American broadcast stations for Radio Moscow. Was "linkage" involved? he was asked. "We are against strong linkage," he said. Whatever that meant, USIA officials later said they were confident the unwelcome broadcasts would end this month.

The broadcasts, which have been heard continuously since May 1987, interfere with Metroplex's WHBO(AM) Tampa, as well as with WYFX(AM) Boynton Beach, Fla., WHO(AM) Des Moines, Iowa, and a number of other stations in the eastern portion of the country. Wain had asked the same question about termination of the Radio Moscow broadcasts when in Moscow in September 1988 as part of the U.S. delegation to the second round of U.S.-USSR information talks. The Soviets then said

they had no control over the Cuban transmissions. Last week, Wain reported, Dobrokhotoy said his announcement was made "in the spirit of goodwill and cooperation."

The U.S.-USSR information talks began in April 1988 and were resumed in September of that year. Those talks led to a cessation of jamming of western broadcasts, the opening of an American book center in Moscow, regular meetings between U.S. and Soviet officials to address concerns about "misinformation" and "disinformation," and the translation of some American books into Russian for sale, in rubles, to the Soviet people.

Besides the promised cessation of broadcasts of Radio Moscow on 1040 khz, last week's talks will probably be remembered for an agreement under which the U.S. will be able to post a second VOA correspondent in Moscow and the Soviets a second Radio Moscow correspondent in Washington. Gelb did not say when the postings would be completed. But he talked of that job being done in "an expedited" manner. "This is an example of how we can get the job done," he said.

Then there was the progress made in facilitating the work of American and Soviet journalists in each other's country. One of the major problems is the reciprocal restrictions that sharply limit the travel of the journalists. Last week, the two sides endorsed a proposal—first broached last summer by Secretary of State James Baker III and Soviet Foreign Minister Edward Shevardnadze—to open all areas that had been closed to each other's journalists, except those housing military installations. Pe-

trovsky, whose country had initiated the restrictions during the depth of the cold war, had said in his opening remarks that the Soviet Union was prepared to eliminate limitations on travel in the USSR, "on condition of analogous reciprocal steps." USIA spokesman Frank Johnson said the agreement last week was "a preliminary" one. "The specifics will be worked out by the State Department and the Soviet foreign ministry."

The two sides also agreed there is a need to improve working conditions. William Reed, senior vice president, video services, PBS, said each delegation "produced examples of the difficulties" their respective journalists encounter, from renting an apartment to hiring employees. However, there was no agreement on what should be done, other than, as Gelb said, "to hold meetings" to discuss the problem.

Although the Soviets were, as Marks put it, "unbelievably forthcoming" in the talks, they had some complaints—specifically about broadcasts by the Voice of America and Radio Liberty, which serves as a surrogate station for the Soviet Union. Petrovsky, in language that recalled the rhetoric of the cold war, accused the services of disseminating "nonobjective, distorted, tendentious information about events occurring in the USSR" and treating "in a biased manner the actions of the Soviet Union in the foreign policy arena."

The broadcasts were heard during the inter-ethnic unrest in Azerbaijan in January. And both agencies confessed error. Gelb, in response to a question, cited the case of a VOA correspondent's interview with one of Azerbaijan's leading poets. It was a time of considerable emotion, Gelb said, and "there was the same degree of emotion in the correspondent's voice as there had been in the voice of the announcer at the time of the Hindenburg disaster. It was not the VOA but one individual losing control." BIB said in a statement that during the strife in Baku, "there were instances of programming that did not meet the high standards set forth in RFE/RL's professional code." The statement added that "appropriate corrective action" has been taken.

The Soviets' concerns about the VOA and Radio Liberty broadcasters seemed hardly more than slight bumps in the road toward improved relations between the two countries. Aleksandr A. Lebedev, deputy chief of the Ideology Department of the Communist Party's Central Committee, in what he recognized as a paradoxical statement, given his position, called "for a de-ideologizing of relations. It can be done," he said. He noted that the Soviets had complained about American broadcasts and said that the Soviets had "listened carefully as Americans talked about Soviet problems." But the views were exchanged in a manner that was "delicate," he said. It was an "atmosphere," he suggested, that will stand the countries in good stead as the U.S. and USSR approach the summit meeting of their leaders in the U.S. this summer.

The two sides last week decided to keep their own talks going. They will hold their fourth round of talks in Moscow, in November.

-LZ

**Scrambled Sky.** Sky Movies, Rupert Murdoch's UK satellite film service, has begun partial signal scrambling a year after launch. The 16-hour-a-day movie channel put in service along with three other Sky channels will not be fully scrambled until at least March 19, but began a limited phase-in of its Videocrypt scrambling system Feb. 5, and went to four-day-a-week scrambling Feb. 26. The service, available to UK cable and home-dish viewers for approximately \$16 a month, has been airing films since launch, but now will switch to the more popular releases it has licensed from Hollywood studios, including Warner Bros., Twentieth Century Fox, Disney's Touchstone Pictures and Orion Pictures, as well as from a range of independent producers. Sky's four channels—the general entertainment flagship Sky One, Sky News, Sky Movies and Eurosport—together reach more than 1.15 million homes in the UK and Ireland through a combination of approximately 500,000 home dishes and other cable system viewers.



## Stations hanging up on party lines

**More and more stations are rejecting ads for 900 services or severely limiting time slots**

The party, or party line as the case may be, could be over for companies that advertise 900 number telephone services on television. TV stations are becoming much more restrictive about what kind of 900 number ads they will air and at what time those ads will be shown.

Most stations surveyed by BROADCASTING said that, although they have no written policy regarding the ads, they restrict many ads—especially those for dating services—to early morning hours when very few children (and adults) are watching.

WNYW(TV) New York, a Fox affiliate, is the latest station to ban most commercials for 900 numbers from the daytime and evening schedule. The ban forbids commercials for "love, sex or dating" lines and for any 900 numbers during children's programming. The 900 number ads that the station accepts does accept will be aired from midnight to 6 a.m. The decision to restrict the ads, according to station vice president and general manager, Carolyn Wall, grew out of concern over ad content, whether the information presented in the ads was legitimate and "a sense of discomfort" about ads directed toward children.

The choices in 900 numbers range from "Santa Claus story lines" and Nintendo computer game lines for children to confession lines (where people confess their "sins"), financial advice lines and romance/love lines intended for adults. It is usually the last two that make stations nervous. The two most popular formats for dating lines are recorded messages, where a caller leaves a brief message for other callers to hear, and live call-in shows where callers have live conversations with other callers and/or an operator. The ads for these lines often feature pretty women encouraging viewers to call and "join the party." One industry source said that many of the ads are in "bad taste" and that stations have become leary of running them.

However, it is not always the adult lines that cause the most problems for station managers. According to sales managers and media reps, children often use services intended for them without realizing the costs. Upon receiving the phone bill, outraged parents call the station and chastise it for airing the ads.

Standard and practice officials at stations are kept busy checking out the phone lines for themselves. Jerry Lesz, broadcast standards manager at WJBK-TV Detroit, told BROADCASTING that his station monitors the live lines before agreeing to air any advertisements. He recalled listen-



Commercial for 900 service

ing to one 900 service that, in his words, "sounded more like a sophisticated escort service rather than a dating line." Live services, according to Lesz, say that they have an operator on the line at all times to maintain decorum. However, on one line, Lesz said he heard swear words and conversations full of sexual connotations. WJBK, like most stations, reviews ads on a case-by-case basis. "We treat them like we do movie trailers," Lesz said, adding that the industry is only "deregulated, not totally unregulated."

Not all 900 lines limit themselves to storytelling for children and romance for adults. Some lines are designed for the bizarre. Michael Berman, sales manager, WXON(TV) Detroit, said he recently turned down a 900 line that lets callers listen to people who had called the 911 emergency help number.

Ellen Morgenstern, spokesperson for WWOR-TV Secaucus said that the whole 900 business had really evolved and that her station had turned down a "ladies only" line. She said that the station had severely cut back on 900 ads during daytime.

The 900 number industry, because of restrictions like the ones that WNYW plans

to enact, has seen a large decline in revenues and services offered. "Party lines and datelines are almost history," said Susie Kirpatrick of SelTel. She added that 900 ads, which use to air in over 200 markets, now are seldom seen outside of the top 50 to 100 markets.

The business, according to Steve Becker, president of American Talk Network, which offers a variety of talk lines, is "seriously over." He said that there are many more companies losing money than making it these days. Becker described the restrictions as "ludicrous" and added that he did not think that the majority of children, when calling 900 lines, did so without parental guidance. The restrictions being used by many stations, Becker said, "do not insure that people of a certain age don't use the phones, they only insure that working, bill paying citizens will be asleep" when the ads air.

Becker defended the services he offers and described the "Santa Claus" line as one where children can hear Santa tell a "marvelous, life-affirming and value-affirming Christmas story. Other lines offered by Becker's American Talk Network include the "junior vampire line" where children can hear Al Lewis (Grampa of *The Munsters*) tell a story. Becker said that his adult dating bulletin board services are carefully monitored so that if children should access the service they will not hear anything indecent. American Talk Network, according to Becker, does not offer any live-line services. Becker said that for those services, it makes sense for stations to set the time slots. However, Becker suggested that stations could do more in terms of supervision. "In many venues, although not all venues, we are seeing a lack of willingness on the part of stations to do adequate monitoring on their own." —JF

**Time Warner buyback.** Time Warner announced last Monday (Feb. 26) that it would purchase about \$33 million of common stock in the open market. The share purchase is designed to "completely offset any dilutive effect that might result from the company's contribution of shares to its Employees' Stock Ownership Plan (ESOP) for 1989 calendar year." The annual ESOP contribution is being financed with Chase Manhattan Bank's Tailored Rate ESOP Notes on Demand.

**Turn off the heat and turn on the light.** The Arbitron Co. has signed an exclusive agreement with Telemetric S.A. to buy its Motivac, a "passive" television peoplometer. Arbitron will use the French made machine to measure TV audience viewing in the U.S. The technology, according to Arbitron, is such that the Motivac is much improved over other passive detection systems. The Motivac uses an "optical" or light sensor and artificial intelligence to determine how many people are in a room watching TV, whereas other meters use a heat sensor. The agreement calls for delivery of up to 36,000 meters over a six-year period and the cost to Arbitron will be about \$150 million. The meters, before being put into use, need to be evaluated and certified by the FCC and the Underwriters Laboratories (UL). Arbitron hopes to have the meters in use as early as 1991.

# SOLD!

WJSP/WBLN, Murray, KY, has been sold by Jackson Purchase Broadcasting, Sam Parker, President, for \$2,200,000 to Starlight Communications, Michael Karmen, President.

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**WEAU-TV Eau Claire (La Crosse), Wisc.** □ Sold by Busse Broadcasting Corp. to Benedek Broadcasting Corp. for \$31 million. **Seller** is headed by Lawrence A. Busse and has interests in WMMT(TV) Kalamazoo, Mich., and KOLN(TV) Lincoln, Neb. **Buyer** is headed by Richard Benedek and has interests in 9 TV stations in 8 states and the Virgin Islands. WEAU-TV is on ch. 13 with 316 kw vis., 20 kw aur. and antenna 1,990 feet above average terrain. **Broker: Howard E. Stark.**

**Wwki(FM) Kokomo, Ind.** □ Sold by Shepard Communications Inc. to Waldron Broadcasting Co. for \$6 million. **Seller** is headed by John Shepard, who owns KKYK(FM) Little Rock, Ark., and has interest in KOSI(FM) Denver. **Buyer** is headed by H. Patrick Swygert and Regina Henry, wife of group owner Ragan Henry. Wwki is on 100.5 mhz with 28 kw and antenna 480 feet above average terrain. **Broker: H.B. LaRue Media Brokers.**

**Wxxx(FM) Burlington, Vt.** □ Sold by Atlantic Ventures of Vermont Ltd. to James Broadcasting Co. for \$3.9 million. **Seller** is headed by Steve Dodge, who has interests in WRKO(AM)-WROR(FM) Boston and WEZO(AM)-WRMM(FM) Rochester and WAQX(FM) Syracuse, both New York. **Buyer** is headed by Simon Goldman and Paul Goldman, father and son, who have interests in WMMT(AM) Burlington, Vt., and WJTN(AM)-WWSE(FM) Jamestown, N.Y. Wxxx is on 93.5 mhz with 3 kw and antenna 225 feet above average terrain. **Broker: Americom.**

**WSLI-AM-FM Jackson, Miss.** □ Sold by WYN-WSLI Inc. to Spur Jackson Ltd. for 3.5 million. **Seller** is headed by Dick Osburn and Rusty Reynolds, who also own KYKS(FM) Lufkin, KZEU(FM) Victoria and KAGG(FM) Madisonville, all Texas. **Buyer** is headed by Don R. Kuykendall, who is Austin, Tex., banker. WSLI(AM) is fulltimer on 930 khz with 5 kw. WSLI(FM) is on 96.3 mhz with 100 kw and antenna 1,450 feet above average terrain. **Broker: Norman Fischer and Assoc.**

**KMGR(AM) Murray and KMGR(FM) Orem, both Utah** □ Sold by KMGR Inc. to B&B Broadcasting Ltd. for \$3.5 million. **Seller** is subsidiary of Bingham Communications Group and is headed by Robert R. Bingham, who is partner of buyer. **Buyer** is partnership of Radio Ventures, Bingham Radio Inc., and Bechtel Investment. Radio Ventures is headed by John M. Duff. Bingham Radio is headed by Robert R. Bingham and Deborah Bingham, husband and wife. Bechtel Investment is headed by Stephen D. Bechtel. Bingham has interests in Bingham Communications Group Ltd., owner of KKFJ(FM) Seattle and KWCT-TV Wenatchee, both Washington. Walter B. Wriston, director of Bechtel, is also director of General Electric Co., which owns WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KCNC-TV Denver, and WRVJ-TV Miami. KMGR(AM) is fulltimer on 1230 khz with 1 kw. KMGR(FM) is on 107.5 mhz with 46 kw and antenna 2,796 feet above average terrain.

**WCGO(AM) Chicago Heights and WTAS(FM) Crete, both Illinois** □ Sold by South Cook Broadcasting Inc. to Kelly Holzclaw for \$1.2 million. **Seller** is headed by Anthony Santucci, Gustav Hahn and Anthony DiCarlo and has no

other broadcast interests. **Buyer** has no other broadcast interests. WCGO is daytimer on 1600 khz with 1 kw. WTAS is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

**Wwttc(AM) Minneapolis, Minn.** □ Sold by Metropolitan Radio Inc. to CD Broadcasting Corp. for \$950,000. **Seller** is headed by Marion D. Short and has no other broadcast interests. **Buyer** is headed by Christopher T. Dahl, Richard W. Perkins and Lance W. Riley, and is 100% owner of CD Broadcasting Corp. of Brookings, licensee of KJJC(AM)-KKQQ(FM) Volga, S.D.; CD Broadcasting Corp. of Minot, licensee of KRRZ(AM)-KZPR(FM) Minot, N.D.; CD Broadcasting Corp. of Grand Forks, licensee of KOHT(FM) Crookston, Minn.; CD Broadcasting Corp. of Bemidji, licensee of KKBV-AM-FM Bemidji, Minn. and CD Broadcasting Corp. of Redwood Falls licensee of KLGR-AM-FM Redwood Falls, Minn. Wwttc is daytimer on 1280 khz with 500 kw.

**Wdck(AM) Ft. Pierce, Fla.** □ Sold by Chapiin-Delaplane Broadcasting Inc. to Harbor Federa Savings and Loan Association for \$824,266. **Seller** is owned by Gwen Rowland, receiver, who has interest in WITS(AM)-WCAC(FM) Sebring, Fla. **Buyer** is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Wdck is on 1330 khz with 5 kw days and 1 kw nights.

**WTCA(AM)-WNZE(FM) Plymouth, Ind.** □ Sold by Community Service Broadcaster Inc. to Nova Broadcasting Inc. for \$600,000. **Seller** is headed by Kenneth E. Kunze, Jeanne C. Kunze and James C. Kunze and has no other broadcast interests. **Buyer** is headed by William L. and Carol A. Yde III, husband and wife; Russell W. Craig, Robert Q. Stanton, Robert Marquitz and Scott G. Mahalick, and has interests in KANY(FM) Kaneohe, Hawaii. WTCA is daytimer on 1050 khz with 250 w. WNZE is on 94.3 mhz with 3 kw and antenna 240 feet above average terrain.

**KWHK(AM)-KQHK(FM) Hutchinson, Kan.** □ Sold by KWHK Broadcasting Co. to Great American Broadcasting Co. of Hutchinson for \$600,000. **Seller** is headed by William Mitchell, Eleanor Mackey-Ferguson and Maria H. Fox, and has interests in Santa Fe Broadcasting Co., licensee of KTRC(AM) Santa Fe, N.M., and KBHS-AM-FM Hot Springs, Ark. **Buyer** is headed by Mack Sanders, Sherry Sanders, Ernest McRae, John Bozeman, Janet Bozeman, Robbie Swinney, William L. Mitche and Maria H. Foy. Mack Sanders, Sherry Sanders and Ernest McRae have interest in Great American Broadcasting of Kansas Inc., licensee of KVGB(AM)-KGBB(FM) Great Bend, Kan. John E. Bozeman is licensee of WFPD(AM) Fairview, Tenn. KWHK is on 1200 khz with 1 kw days and 500 watts night. KQHK is on 97.1 mhz with 2.65 kw and antenna 105 feet above average terrain.

**KLAD-AM-FM Klamath Falls, Ore.** □ Sold by Todd Communications Inc. to B&B Broadcasting Inc. for \$490,000. **Seller** is headed by Gary and Linda Todd, husband and wife, and has no other broadcast interests. **Buyer** is headed by George Broadbin and Robert Barron, who also own KEZJ-AM-FM Twin Falls, Idaho. KLAD(AM) is fulltimer on 960 khz with 5 kw. KLAD-FM is on



92.5 mhz with 63 kw and antenna 2,188 feet above average terrain. *Broker: William A. Exline Inc.*

**KPHN(FM) Barling, Ark.** □ Sold by Teresa Brown to RLPD Inc. for \$350,000. **Seller** has no other broadcast interests. **Buyer** is headed by Levooy Patrick Demaree, who also owns 88.35% of KFAY(AM) Farmington, KKEG-FM Fayetteville, KZNG(AM)-KQUS(FM) Hot Springs and KFAY-FM Huntsville, all Arkansas and KXUS(FM) Springfield and WMBH(AM)-KKUZ-FM Joplin, both Missouri. Demaree is 65% shareholder of KWCK-AM-FM Searcy, Ark. KPHN is on 94.5 mhz with 3 kw and antenna 194 feet above average terrain.

**KBBQ(AM) Santa Barbara, Calif.** □ Sold by Ana-

## Double shingle

Mark Jorgenson and Dick Chapin opened Jorgenson, Chapin and Co., a new brokering firm, on March 1. Both were vice presidents with R.C. Crisler and Co. Chapin is past chairman of both the NAB and the RAB. Jorgenson will head the firm's Tampa, Fla., office while Chapin heads the Lincoln, Neb., office.

capa Broadcasters Inc. to Cutler Productions Inc. for \$300,000. **Seller** is headed by Allen

Potts and Fred M. Hall and has no other broadcast interests. **Buyer**, headed by Ron Cutler, is a production and syndication company. K880 is on 990 khz with 5 kw days and 1 kw nights. *Broker: William A. Exline Inc.*

**WBPA-AM-FM Elkhorn City, Ky.** □ Sold by White Water Broadcasting Inc. to Gary K. Justice for \$268,303. **Seller** is headed by Gary K. Justice and has no other broadcast interests. **Buyer** owns 75% of WLSI(AM) Pikeville, Ky. WBPA(AM) is daytime on 1460 khz with 5 kw. WPBA-FM is on 103.1 mhz with 3 kw and antenna 1,530 feet above average terrain.

*For other proposed and approved sales see "For the Record," page 68.*

# Where Things Stand

■ Solid box indicates item has changed since last issue.

AM-FM Allocations.....	63
Cable Regulation .....	63
Children's Television .....	64
Comparative Licensing .....	64
Compulsory License .....	64
Crossownership .....	64
Direct Broadcast Satellites .....	65
High-Definition TV .....	65
Home Satellite .....	65
Indecency .....	65
International .....	66
Land Mobile .....	66
Mergers .....	66
Must Carry .....	67
Network Rules .....	67
Public Broadcasting .....	67
Syndex .....	67
TV Marti .....	67

## AM-FM Allocations

FCC received comments Dec. 18, 1989, in response to issues raised at Nov. 16, 1989, FCC en banc hearing examining ways to improve AM. Among more hotly disputed issues at meeting was how spectrum in AM band expansion to 1705 khz should be allotted. Voices for special consideration for noncommercial broadcasters, minority broadcasters and current daytime-only broadcasters were heard. In reply comments, those various interests seemed to leave room for compromise.

Meanwhile, House Telecommunications Subcommittee is expected to look closely at AM improvement legislation. Bill was introduced last year by Rep. Matthew Rinaldo (R-N.J.) that deals with expanded band and receiver standards. National Association of Broadcasters endorses bill; Electronic Industries Association opposes it.

In hopes of curtailing adjacent-channel interference and improving technical quality of AM radio, FCC voted April 12, 1989, to require AM broadcasters to adhere—starting in 1994—to industry-developed NRSC-2

standard limiting emissions.

FCC is also making changes on FM side. At July 13, 1989, open meeting, it doubled maximum allowable power of Class A FM stations, but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 600 stations were able to increase power as of Dec. 1, 1989, but it is not clear how many of 1,500 other Class A's will. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna

or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

## Cable Regulation

■ Senate Commerce Committee leaders have put cable reregulation legislation on this year's agenda (BROADCASTING, Nov. 20,

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Dec. 25, 1989). Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) are working with committee's ranking Republican, John Danforth of Missouri, on compromise measure. Danforth has introduced major reregulation bill that would restore city authority to set cable rates, limit cable system ownership and force cable programmers to sell their product to noncable distributors. National Association of Broadcasters and Association of Independent Television Stations are backing Danforth (BROADCASTING, Nov. 20, 1989).

House Telecommunications Subcommittee commences first in series of cable oversight hearings this Thursday (see "Top of the Week"). Subcommittee Chairman Ed Markey (D-Mass.) says it is time to consider cable legislation. And House Commerce Committee Chairman John Dingell (D-Mich.) has lashed out at cable industry for poor customer service and high rates. Dingell has also stated interest in reregulating cable.

Operating on parallel track, FCC Chairman Alfred Sikes unveiled at Senate Communications Subcommittee hearings series of initiatives aimed at bringing competition to cable or, in alternative, reregulating it.

Sikes FCC took first step last month, launching inquiry into cable market as required by law. Second step may come next week when it is expected to begin rulemaking aimed at determining which cable systems are subject to "effective competition" and, therefore, not subject to municipal rate regulation.

## Children's Television

■ Senate Commerce Committee adopted children's TV bill over broadcaster objections (BROADCASTING, Oct. 9, 1989). Bill requires broadcasters to air educational and informational programming "specifically designed" for pre-school and school age children as condition of license renewal. National Association of Broadcasters says measure is unacceptable and prefers another, less restrictive, version that is identical to bill pending in House.

Broadcasters are expected to block vote on measure, which has backing of Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye hopes to move bill this spring. Measure that would establish \$10 million endowment for children's programming was adopted by full Senate Aug. 4, 1989.

## Comparative Licensing

■ Reversing a controversial decision of previous administration, FCC voted unanimously earlier this month (BROADCASTING, Feb. 19), to reject settlement of comparative hearing for FM in Marco, Fla., in which third party had bought out original applicants. Allowing such "white knight" activity, said commission, encourages sham applications and disserves public interest.

To discourage groups from using renewal process to "extort" money from broadcast-

ers, FCC at March 30, 1989, meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after initial decisions, it limited such payments to "legitimate and prudent expenses." It limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

In separate proceeding, FCC is considering revamping "renew expectancy" criteria. Stations awarded renewal expectancy during comparative proceedings are virtually assured renewal.

## Compulsory License

■ FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable programming services.

Meanwhile, National Association of Broadcasters board has approved idea of charging cable systems retransmission fee for carriage of local signals (BROADCASTING, Jan 22). NAB hopes to have concept embodied in cable reregulation Senate considers. It has been suggested that cable operators would turn over 20% of their basic cable revenues as payment for retransmitting local signals. Instead of repealing compulsory license, broadcasters may recommend amending retransmission consent provisions of Communications Act and applying them to cable.

## Crossownership

*Telco-cable*—FCC tentatively voted 2-1 in July 1988 to recommend Congress lift bar against telephone companies owning cable systems in their telephone service areas. Since then, however, composition of FCC has changed. As result, issue will get fresh review.

FCC's new chairman, Alfred Sikes, says he has open mind on issue. National Telecommunications and Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

Another barrier to Bell Regional Operating Companies' crossownership is modified fi-



nal judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable. Legislation has been introduced in the House and Senate that would allow such entry, but no action is anticipated in present Congress.

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

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

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

### Direct Broadcast Satellites

■ Powerful consortium of NBC, Cablevision Systems, Rupert Murdoch and Hughes Communications announced in mid-March plans to launch high-power direct broadcast satellite system to deliver up to 108 channels of programming to subscribers with small—12 inches-by-18 inches—flat plate antennas, one-tenth size of current average backyard dish. Smaller, more affordable dishes would theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Sky Cable, as service is being called, brings new life to DBS medium and, despite disclaimers of principals, threatens to bring additional competition to cable and broadcasting. Announcement that three-satellite system is to be launched in 1994-95 boosts plans of United States Satellite Broadcasting, subsidiary of Hubbard Broadcasting, which is only other DBS permittee with equity partner (Nationwide Communications and its parent, Nationwide Insurance) and plans late 1992 launch. FCC granted all available DBS channels (32 at each of eight orbital positions) to Hughes, USSB and six other companies, including several equipment manufacturers and several startup companies with no other broadcast interests.

If nothing else, Sky Cable would compete with group of cable operators—K Prime Partners—which is planning to launch 10-channel medium-power (one-meter dishes) satellite broadcasting service later this year and step up to full-blown DBS by middle of decade. K Prime, which includes Tele-Communications Inc., would likely step up to system planned by TCI-controlled Tempo Satellite Inc. However, Commission continues to review Media Access Project argument that antitrust conviction of TCI disqualifies Tempo as applicant to operate high-power satel-

lite designed to broadcast services directly to viewers' small home antennas.

Tempo issue is high on agenda, along with review of documentation from Hughes and Advanced Communications that they are acting in good faith to build and launch their proposed satellites, said distribution services branch chief Stuart Bedell. Pleading cycle is also over for industry comments on use of spectrum for services other than direct-to-home TV. That inquiry was launched to ascertain, in words of former FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

### High-Definition TV

■ Start-up of testing for proponents of HDTV and EDTV transmission systems by FCC's advisory committee on advanced television service has been postponed until fall. Tests were scheduled to begin at Advanced Television Test Center (ATTC) facility in Alexandria, Va., in May 1990 and be completed by fall 1991. New start-up date is expected to be announced during March 21 advisory committee meeting.

Number of organizations proposing transmission systems to advisory committee dropped by one when North American Philips joined NBC, David Sarnoff Research Center and Thomson Consumer Electronics to form Advanced Television Research Consortium. Group supports introduction of Sarnoff-developed ACTV enhanced-definition system as interim step, with eventual transition to jointly developed simulcast system.

Member countries of CCIR Study Group 11 have tentatively agreed on colorimetry and transfer characteristics for HDTV production systems, as world community works toward world "common image" system in which all parameters of system are agreed upon except for field rate. Parts of colorimetry and transfer agreements were not unanimous at last Study Group 11 meeting. They must be agreed upon by all countries before meeting of full CCIR in Düsseldorf, West Germany, this May, or the agreement will be voided. Special meeting of Study Group 11 has been called for Atlanta for week before start of NAB convention to finalize agreement.

### Home Satellite

■ Following congressionally ordered inquiry into alleged price discrimination by satellite carriers against noncable-affiliated distributors, FCC at end of 1989 found no unfair disparities among rates paid by competing home dish program distributors. However, commission said inquiry raised "more disturbing questions" about disparities between rates charged to home dish distributors and cable operators. Therefore, it said, further inquiry about those disparities would be issued.

Giving shot in arm to struggling home satellite industry, 100th Congress in 1988 passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners.

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into price discrimination and into syndicated exclusivity rules for broadcast signals delivered via satellite.

General Instrument has begun replacing its de facto industry standard video signal descrambler Videocipher II with what it claims is more secure Videocipher II Plus equipment. Compatible with VC-II, new Plus unit is key element—along with growing number of criminal and civil actions—in battle against signal theft. Cable programmers' reluctance to support growth of backyard dish market has been attributed to widespread use of altered VC-II's to receive signals without paying subscription fees. However, 1989 saw programmers expand home satellite sales efforts and express increasing confidence in "anti-piracy" efforts.

### Indecency

■ FCC has received little help in building record supporting 24-hour-day ban on broadcast indecency in proceeding

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launched for that purpose. Of those filing comments two weeks ago, only three parties—Bonneville International, American Family Association and Morality in Media—supported total ban. Other than Salt Lake City-based group broadcaster Bonneville, media companies opposed ban.

FCC adopted 24-hour ban in December 1988 as required by law pushed through Congress by Senator Jesse Helms (R-N.C.). But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups. On Jan. 23, U.S. Court of Appeals in Washington granted request by coalition for stay of 24-hour ban (BROADCASTING, Jan. 30, 1989). FCC is conducting hearing on ban on remand from court.

U.S. Court of Appeals in Washington has affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience.

Based on that ruling, FCC has been taking industry actions against stations for programming aired during day. Since last August, FCC has fined six stations and sent letters of inquiry to another six that could lead to fines. Of those, six have been fined—heaviest amounted to \$10,000—and remaining six have received inquiry letters that could lead to fines.

FCC has also cleared backlog of indecency complaints. That meant, in addition to taking action on 12 complaints, dismissing

95 others.

Sikes has called on broadcasters to reestablish voluntary programming code. National Association of Broadcasters board rejected idea of code but says it has not completely dismissed idea (BROADCASTING, Jan. 22).

House and Senate conference on TV violence bill has yet to occur. Bill would create antitrust exemption allowing industry to get together to draft programming code. Senate version, however, targets violent, sexually explicit and drug-related programming. House Judiciary Committee Chairman Jack Brooks (D-Tex.) is committed to keeping measure free from issues other than violence. It is unknown if Senate will insist that House accept sex- and drug-related provisions. Both measures would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate.

### International

■ Two West German direct broadcast pay TV services will merge, following agreement between planned Bertelsmann-Canal Plus venture and already launched service of Germany's Kirch Group. Bertelsmann will be lead partner, with 50% in Premiere channel offering films, sports and events, to launch spring 1991.

Capital Cities/ABC has taken minority interest in French TV company Hamster Productions. Company had already taken simi-

lar minority stakes in Spanish TV-film producer Tesouro and Munich TV company Tele-Munchen and also owns 25%—through ESPN—of London-based satellite sports service, Screensport. Company is known to be negotiating at least one more equity deal on continent.

British Parliament has introduced long-anticipated media reregulation bill that affects virtually all areas of UK industry. Most controversial aspect is plan to auction regional commercial TV franchises to highest bidder. Bill would also allow new fifth national TV channel, three national radio networks and possibly 200-300 local radio stations, along with new local TV franchises using either microwave or cable transmission.

London's Thames Television has bought Los Angeles-based producer Reeves Communications Corp. for \$89 million. Reeves President Merrill Grant has agreed to stay with newly merged company.

Chase Enterprises of Hartford, Conn., will construct and operate cable television system in Poland in joint venture with Polish government. Initial investment in project is estimated at \$270 million, eventually rising to \$900 million.

Paramount has taken 49% stake in Britain's Zenith Productions, making studio first of Hollywood's majors to partner with European-based production company. Paramount bought share from Europe's leading TV service company, Carlton Communications, for an estimated \$15 million-\$20 million.

Warner Bros. has taken its first investment in broadcasting outside U.S., with one-third interest in new Swedish pay-TV service to launch last month. Studio expects similar deals in second Scandinavian country soon and third within year.

### Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems.

During April 17, 1989, meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that commission did not foresee change in near future.

### Mergers and Acquisitions

■ McCaw Cellular Communications Inc. has completed negotiations with its banking group on definitive credit agreement for financing of its tender offer for \$21.9 million shares of LIN Broadcasting Corp. stock. All lenders were expected to have signed by last week.

McCaw announced that it had filed amended registration statement with Securities and Exchange Commission regarding \$425 million of McCaw Cellular Class A Common Stock to be distributed as dividend

January 1990  
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**Thoben-Van Huss & Associates, Inc.**  
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to holders of LIN shares not purchased in tender offer.

McCaw has extended its tender offer to midnight (NYT) March 2, 1990, subject to its right to extend further if all conditions to offer are not satisfied at that time. McCaw said that if LIN shares were accepted for payment on March 5 as contemplated, it would submit to LIN on that date written stockholder consent to remove current LIN board and increase size of board to nine directors, including three "independent" directors to be designated by current LIN board as provided in acquisition agreement and related Private Market Value Guarantee previously executed with LIN. On March 27, after LIN stockholders of record have been identified, McCaw Cellular would sell \$425 million of its Class A Common Stock to LIN, with sale based on average per share closing prices for stock as reported by NASDAQ during 20 trading days ending March 26.

At close of business Feb. 23, about 23.7 million shares had been tendered in offer, McCaw said.

Proposed merger between broadcast industry equipment manufacturers Chyron Corp. and Midwest Communications Corp. is subject to negotiation of definitive merger agreement, its approval by boards of directors of both companies, Securities and Exchange Commission clearance and approval by shareholders of both companies. Merger called for Chyron Chairman Alfred O.P. Leubert to become chairman of to-be-formed holding company, with Midwest President and CEO David K. Barnes retaining title in new company. Chyron stock would be exchanged one-for-one with shares of holding company, while Midwest exchange ratio would be one share for each 2.67 shares of holding company. Chyron anticipates definitive merger agreement will be signed by March 10, with closing to come 90 days thereafter.

Outlet Communications is preparing to close on its sale of WATL(TV) Atlanta, WXIN(TV) Indianapolis and WTOP(AM)-WASH(FM) Washington to Chase Communications for \$120 million. Deal has been approved by FCC and is set to close on March 19. Outlet has retained investment bank First Boston to seek buyers for its remaining properties: WJAR(TV) Providence, R.I., and WCMH(TV) Columbus, Ohio.

### Must Carry

■ Prospects of broadcaster-cable agreement on must carry seem slim to none. Broadcaster endorsement of major cable reregulation bill has soured relations between two industries. Furthermore, broadcasters' interest in must carry is now overshadowed by initiative to make cable pay for retransmission of local broadcast signals (BROADCASTING, Jan. 22).

### Network Rules

■ Comments are due at FCC this week on Fox's petition aimed at avoiding compliance

with financial interest and syndication rules so it can continue to expand network's programming schedule.

Fox has asked FCC to launch rulemaking to relax rules and to exempt Fox until it approaches parity with three major networks. It has also asked for waiver of rules while FCC conducts rulemaking.

Rules now effectively cap Fox schedule at 15 hours per week—point at which networks must comply with rules, which prohibit common ownership of broadcast network and syndication business. Fox is major syndicator.

Major networks and Hollywood production community are expected to oppose Fox's waiver request, but are divided on question of relaxing rules. Networks are all for it; Hollywood wants to preserve rules as they are.

Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Continuing inability of parties to reach agreement led two weeks ago to major development in ongoing controversy—letter from Senator Daniel K. Inouye (D-Hawaii) to FCC Chairman Alfred Sikes urging commission to exercise its "expertise" in resolving issue. In public statements, FCC Chairman Alfred Sikes and other commissioners have been encouraging negotiated settlement.

FCC has taken actions indicating it is disinclined to apply rules to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Other network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. At March 16, 1989, meeting, FCC rid its books of two-year limit on term of affiliation agreements between networks and stations. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

### Public Broadcasting

■ Senate last week heard CPB request appropriation of \$285 million authorized for 1991; administration has recommended \$260 million and cut of \$20 million in satellite replacement funds.

PBS has proposed \$123 million fiscal year 1991 budget (beginning Oct. 1, 1990), 13.4% increase over current budget. Proposal includes \$26.2 million (or 6.9%) increase in general assessment. About 64% (or \$1,155,000) of increase will be needed to implement restructure of national program funding and promotion, said PBS. Agreed upon earlier this year by CPB, National Association of Public TV Stations and PBS, restructuring will further consolidate program planning and funding (\$100 million) under PBS chief programming executive also charged with administering Station Program Cooperative (SPC)—multiple round bidding market through which stations renew series. SPC will account for nearly two-thirds of entire 1991 budget. Full PBS board will meet in

June to approve final version of budget.

Restructure is said to better differentiate functions, with CPB undertaking new "needs assessment" information-gathering role. CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions. PBS announced Oct. 30 that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993. Plans include heavy use of Ku-band capacity to accommodate expanded services reaching small antennas on school rooftops. NPR continues to negotiate with several satellite vendors, and had expected to make its own deal for future capacity before end of 1989.

### Syndex

FCC's new syndicated exclusivity rules went into effect Jan. 1 after U.S. Court of Appeals in Washington rejected cable operators' challenge of rules on constitutional grounds. Three-judge panel unanimously concluded that Congress had decided that question of protecting exclusivity that broadcasters bargain for in securing programming should be resolved by commission. And "on the record before us," panel added, "we should uphold its resolution."

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

### TV Marti

■ Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in start-up funds for proposed service, and in April, House approved legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project has demonstrated its feasibility. Test of TV Marti—whose transmitter is to be carried by balloon tethered 10,000 feet above Florida Keys—is expected to begin by mid-March. Legislation containing funds for Radio and TV Marti stations was approved by House and Senate. However, operating funds will not be available until Congress passes necessary authorizing legislation.

Administration plans for TV Marti seemed to have suffered serious setback with Cuba's decision to begin operating channel 13 in Havana. Channel 13 was frequency on which U.S. intended to operate TV Marti. It was said to be only one on which operation would not interfere with service by Cuban or American stations. However, officials say monitoring of Cuban airwaves does not indicate operation on channel 13 in Havana.

Delegation that included broadcasters and Representative Al Swift (D-Wash. ) traveled to Havana in December to discuss mutual AM problems. Americans were left in no doubt Cubans would retaliate if TV Marti went on air.

# For the Record

As compiled by BROADCASTING from Feb. 15 through Feb. 21 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## Ownership Changes

### Applications

■ **KKIP(AM)** Lowell, AR (BAL900131EH; 1440 khz; 1 kw-D)—Seeks assignment of license from First National Bank and Trust Co., debtor, to Tim Hutchinson for \$25,000. Bankrupt seller is headed by Kenneth G. Eklund and John W. Fox III. Buyer is 12.5% stockholder of Rocky Haven Investment Inc., licensee of KBCV(FM) Bentonville, AR. Asa Hutchinson, brother of assignee, is 62.5% stockholder. John Hutchinson, father of assignee, is 12.5%

stockholder. Application to assign license of KBCV(FM) was filed Nov. 13, 1989, and was granted Jan. 23, 1990. Filed Jan. 31.

■ **WCGO(AM)** Chicago Heights and WTAS(FM) Crete, IL (AM: BAL900130EB; 1600 khz; 1 kw-D; FM: BALH900130HU; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from South Cook Broadcasting Inc. to Kelly Holtzclaw for \$1.2 million. Seller is headed by Anthony Santucci, Gustav Hahn and Anthony DiCarlo and has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 30.

■ **WINU(AM)** Highland, IL (BAPL900201EB; 1510 khz; 1 kw-D)—Seeks assignment of license from Glenn F. Birchler, receiver, to 880 Communications Inc. for \$180,000. Seller has no other broadcast interests. Buyer is headed by William L. Moir and has no other broadcast interests. Filed Feb. 1.

■ **KWHK(AM)-KQHK(FM)** Hutchinson, KS (AM: BAL900131EI; 1200 khz; 1 kw-D, 500 w-N; FM: BAPH900131EJ; 97.1 mhz; 2.65 kw; ant. 105 ft.)—Seeks assignment of license from KWHK Broadcasting Co. to Great American Broadcasting Co. of Hutchinson for \$600,000. Seller is headed by William Mitchell, Eleanor Mackey-Ferguson and Maria H. Fox, and has interests in Santa Fe Broadcasting Co., licensee of KTRC(AM) Santa Fe, NM, and KBHS-AM-FM Hot Springs, AR. Buyer is headed by Mack Sanders, Sherry Sanders, Ernest McRae, John Bozeman, Janet Bozeman, Robbie Swinney, William L. Mitche and Maria H. Foy. Mack Sanders, Sherry Sanders and Ernest McRae have interest in Great American Broadcasting of Kansas Inc., licensee of KVGB(AM)-KBGB(FM) Great Bend, KS. John E. Bozeman is licensee of WFPD(AM) Fairview, TN. Filed Jan. 31.

■ **KKLO-AM** Leavenworth, KS (BAL900201EC; 1410 khz; 500 kw-D)—Seeks assignment of license from Wodlinger Broadcasting Co. to KKOL Inc. for \$10. Seller is

headed by Mark L. and Constance J. Wodlinger, husband and wife. Buyer is headed by Kevin M. Wodlinger, Stephen R. Wodlinger, Michael H. Wodlinger brothers who also own Wodlinger Broadcasting Co. of Naples Inc., licensee of WIXI(FM) Naples Park, FL. Kevin M. Wodlinger has interest in KRMO(AM)-KKBL(FM) Monett, MO, and are permittee of new FM at Cassville, MO. Stephen R. Wodlinger is station manager of WIXI, Naples Park, FL. Filed Feb. 1.

■ **WWTC-AM** Minneapolis (BAL900208EA; 1280 khz; 500 kw-D)—Seeks assignment of license from Metropolitan Radio Inc. to CD Broadcasting Corp. for \$950,000. Seller is headed by Marion D. Short and has no other broadcast interests. Buyer is headed by Christopher T. Dahl, Richard W. Perkins and Lance W. Riley, and is 100% owner of CD Broadcasting Corp. of Brookings, licensee of KJJQ(AM)-KKQQ(FM) Volga, SD; CD Broadcasting Corp. of Minot, licensee of KRRZ(AM)-KZPR(FM) Minot, ND; CD Broadcasting Corp. of Grand Forks, licensee of KQHT(FM) Crookston, MN; CD Broadcasting Corp. of Bemidji, licensee of KKBJ-AM-FM Bemidji, MN, and CD Broadcasting Corp. of Redwood Falls, licensee of KLGR-AM-FM Redwood Falls, MN. Filed Feb. 8.

■ **KXOL(AM)** Clinton, OK (BAL900130EA; 1320 khz; 1 kw-D)—Seeks assignment of license from Ray H. Potts to Gentry Broadcasting Inc. for \$75,000. Seller has no other broadcast interests. Buyer is headed by Frank Gentry Jr., Cathy S. Gentry, husband and wife and Dennis Burton, and has no other broadcast interests. Filed Jan. 30.

■ **KRAN(AM)** Morton, TX (BAL900201EA; 1280 khz; 500 w-D)—Seeks assignment of license from West Texas Broadcasting Inc. to David and Sherry Pike for \$50,000. Seller is headed by Edward J. and Anne Couzens Jr., and has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 2.

■ **KMGR(AM)** Murray and KMGR(FM) Orem, both Utah (AM: BAL900131ED; 1230 khz; 1 kw-U; FM: BALH900131EE; 107.5 mhz; 46 kw; ant. 2,796 ft.)—Seeks assignment of license from KMGR Inc. to B&B Broadcasting Ltd. for \$3.5 million. Seller is subsidiary of Bingham Communications Group and is headed by Robert R. Bingham, who is partner of buyer. Buyer is partnership of Radio Ventures, Bingham Radio Inc., and Bechtel Investment. Radio Ventures is headed by John M. Duff. Bingham Radio is headed by Robert R. Bingham and Deborah Bingham, husband and wife. Bechtel Investment is headed by Stephen D. Bechtel. Bingham has interests in Bingham Communications Group Ltd., owner of KKFV(FM) Seattle and KWCT-TV Wenatchee, both Washington. Walter B. Wriston, director of Bechtel, is also director of General Electric Co., which, through various subsidiaries, is licensee of WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland, OH; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ-TV Miami. Filed Jan. 31.

### Actions

■ **KQYT-FM** Green Valley, AZ (BALH891113HG; 92.10 mhz; 3 kw; ant. 40 ft.)—Seeks assignment of license from Southwestern Wireless Communications to Nova Communications LP for \$2 million. Seller is headed by Richard Werges and Diane and Robert Greenlee and has no other broadcast interests. Buyer is headed by William L. Yde III and Russel W. Craig and has no other broadcast interests. Action Jan. 26.

■ **KRAB(FM)** Green Acres, CA (BTCH891116HD; 106.3 mhz; 2.25 kw; ant. 374 ft.)—Granted app. of assignment of license from Donna Hutchinson to Atmosphere Broadcasting Ltd. \$1.23 million. Seller has no other broadcast interests. Buyer is headed by Clifford N. Burnstein and Peter D. Mensch, who are owners of Q Prime Inc., which has been granted CP for new FM on ch. 300B at Greenfield, CA (BPH-850712TI; call sign: KQKZ). Action Jan. 30.

■ **KRPA(TV)** Rancho Palos Verdes, CA (BTCCT890410KE; ch. 44; 5,000 kw-V; 500 kw-A; ant. 1,694 ft.)—Granted app. of assignment of license from Terence Crosby to James and Susan Devaney for no financial consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Jan. 19.

■ **WSOK(AM)-WAEV(FM)** Savannah, GA (AM: BAL891208HM; 1230 khz; 1 kw-U; FM: BALH891208HN; 97.3 mhz; 100 kw; ant. 1,000 ft.)—Granted app. of assignment of license from Bay Communications Inc. to for \$8.85 million (purchase includes KNAN-

Reno, Class C FM, profitable  
Asking \$2.5 million  
**BOB MACCINI** 617/330-7880

Florida combo with cash flow  
\$700,000 with \$200,000 down  
**GEORGE REED** 904/730-2522

MW college town combo, profitable  
Asking \$2.0 million, favorable terms  
**BILL LYTLE** 816/932-5314

SW Class C combo, only station in  
co. of 42K, asking \$1.35M w/terms  
**BILL WHITLEY** 214/788-2525

Premier Rocky Mtn. combo with  
positive cash flow, \$2.8 million cash  
**GREG MERRILL** 801/753-8090

SW C2 in Top 100 Arbitron Mkt.  
Asking \$3.3 million  
**RICH MARSCHNER** 312/642-0948

Mid-South Class A FM, unique  
opportunity, \$365,000 cash  
**ERNIE PEARCE** 404/998-1100

New England Class B FM  
Asking \$3.3 million with terms  
**KEVIN COX** 617/330-7880

Florida FM, cash flow, growth mkt.  
C2 upgrade pending, \$1.5 million  
**ED SHAFFER** 404/998-1100

Maryland Eastern shore, Class A FM  
Asking \$1.4 million  
**MITT YOUNTS** 703/243-2310

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FM Monroe, LA, and WKXI(AM)-WTYX(FM) Jackson, MS, see above). Seller is subsidiary of Love Broadcasting, both headed by James S. Love III. Buyer is headed by Thomas C. Birch and Raymond M. Quinn. Action Feb. 12.

■ WTPC(FM) Elmhurst, IL (BALED891004HF; 89.7 mhz; 10 kw; ant. 46 ft.)—Granted app. of assignment of license from The Principia Corp. to Principia College Communications for no financial considerations. Seller is headed by Dawn Larmer. Buyer is also headed by Dawn Larmer and has no other broadcast interests. Action Jan. 29.

■ WAEM(FM) Marseilles, IL (BAPH891120GT; 96.5 mhz; 1 kw; ant. 520 ft.)—Granted app. of assignment of license from Thomas H. Moffitt Sr. to Don H. Barden for \$30,000. Moffitt has interest in WVCH(FM) Cherry Hill, NJ. Buyer heads Barden Broadcasting of Coal City Inc. and is permittee of WKBM(FM) Coal City, IL. Action Jan. 30.

■ WKJM-FM Monticello, IN (BALH891207HW; 95.3 mhz; 1 kw; ant. 520 ft.)—Granted app. of assignment of license from Nu-Vision Associates Inc. to WKJM Inc. for \$650,000. Buyer assumes financial liabilities of seller. Seller is headed by Essie and Kent Nussbaum, mother and son. Kent Nussbaum holds authorization for LPTV W30AD Remington, IN. Buyer is headed by James E. Young, Roger Bauer and Essie and Kent Nussbaum. Action Feb. 30.

■ KSKB(FM) Brooklyn, IA (BALH891130HS; 99.3 mhz; 25 kw; ant. 2,967 ft.)—Granted app. of assignment of license from Randy E. Henry to Florida Public Radio Inc. for no financial consideration. Buyer is headed by Henry and is licensee of WPIO-FM Titusville and WEGS-FM Milton, both Florida. Action Jan. 8.

■ KNAN-FM Monroe, LA (BALH891208HO; 106.1 mhz; 100 kw; ant. 1,050 ft.)—Seeks assignment of license from Live Oak Broadcasting Co. to Opus Media Group Inc. for \$8.85 million (purchase includes WSOK[AM]-WAEV[FM] Savannah, GA, and WKXI[AM]-WTYX[FM] Jackson, MS). Seller is subsidiary of Live Broadcasting, both headed by James S. Love III. Love also owns WLOX(TV) Biloxi, MS, and KDRV(TV) Medford, OR. Buyer is headed by Thomas C. Birch and Raymond M. Quinn. Birch owns 70% of voting stock of Emerald Coast Communications Inc., licensee of WWAV-FM Santa Rosa Beach, FL. Quinn owns other 30% of voting stock of Emerald Coast Communications Inc. They acquired it Dec. 30, 1989. Action Feb. 12.

■ WQRC-FM Barnstable, MA (BALH891204HA; 99.9 mhz; 50 kw; ant. 378 ft.)—Seeks assignment of license from Cape Cod Broadcasting Co. to Michael F. Starr, Gregory D. Bone and Jay Arnold Schorr for \$14,500,000. Seller is headed by Gregory D. Bone and Thomas A. LaTanzi. Starr has interest in WDSI(TV) Chattanooga, TN. Bone presently has interest in Cape Cod Broadcasting and Treasure Coast LP, licensee of WTTB(AM) and WGYL-FM Vero Beach, FL. Action Feb. 12.

■ WMVY(FM) Tisbury, MA (BTCH891128HQ; 92.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Robert Forrester to Broadcast Properties Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Charles J. Burns, Philip T. Kelly and John Morrison. Burns is 50% shareholder of Topeka Broadcomm Inc., licensee of KTPK(FM) Topeka, KS. Kelly is president and 79% shareholder of Communications Properties Inc., owner of WDBQ(AM)-KLVY(FM) Dubuque, IA, and KATE(AM)-KSP(FM) Albert Lea, MN. Morrison has 12.5% interest in Michigan Center Broadcasting, licensee of WGTV(FM) Traverse City, MI. Action Jan. 26.

■ WCFX-FM Clare, MI (BALH891116GG; 95.3 mhz; 3 kw; ant. 160 ft.)—Granted app. of assignment of license from Danaher Broadcasting Inc. to Mackin-Hults Broadcasting Inc. for \$325,000. Seller is headed by Michael Danaher and is licensee of WABX(AM) Claire, MI. Buyer is headed by J.D. Mackin and David F. Hults. Mackin has 4.09% stock interest in WSJM Inc., licensee of WSJM(AM)-WIRX(FM) St. Joseph, MI. Action Jan. 22.

■ WKJR(AM)-WQWQ(FM) Muskegon Heights, MI (AM: BAL891201GO; 1520 khz; 10 kw-D; 1 kw-N; FM: BALH891201GP; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Furniture City Broadcasting Corp. to Pathfinder Communications Corp. for \$1.27 million. Seller is headed by William Kuiper, who has interests in WFUR(FM) Grand Rapids, WDOV(FM) Dowagiac and WKPR(FM) Kalamazoo, all Michigan. Buyer is headed by John F. Dille Jr. and is licensee of WTRC(AM)-WYEF(FM) Elkhart and WQHK(AM)-WMEE(FM) Fort Wayne, all Indiana; WCKY(AM)-WWEZ(FM) Cincinnati; WCUZ-AM-FM Grand Rapids, MI; KSKS(AM) Tulsa and KVLTFM Owasso, both Oklahoma. Action Feb. 13.

■ WXLS(AM) Biloxi and WXLS(FM) Gulfport, both Mississippi (AM: BAL891127GK; 1490 khz; 1 kw; FM: BALH891127GH; 107.1 mhz; 1.6 kw; ant. 400 ft.)—

Granted app. of assignment of license from KZ Communications Inc. to KZ Radio Ltd. for \$275,000. Deal is reorganization of company. Seller is headed by Billy H. Thomas and Jerry E. Morris and is licensee of KZKZ-AM-FM. Buyer is headed by Billy H. Thomas, Jerry E. Morris, Louis E. Schaff, Larry B. Morrison. Patricia S. Morrison. Thomas is president and 27.5% shareholder of MSB Communications Inc., licensee of KDEZ(FM) Jonesboro, AR, and is 25% shareholder of KZ Communications Inc., licensee of KZKZ-AM-FM Greenwood, AR. Filed Jan. 9.

■ WKXI(AM)-WTYX(FM) Jackson, MS (AM: BAL891208HU; 1300 khz; 5 kw-D; 1 kw-N; FM: BALH891208HV; 94.7 mhz; 100 kw; ant. 1,168 ft.)—Granted app. of assignment of license from TAB Broadcasting Co. to Opus Media Group for \$8.85 million (purchase includes WSOK[AM]-WAEV[FM] Savannah, GA, and KNAN-FM Monroe, LA, see above). Seller is subsidiary of Love Broadcasting, both headed by James S. Love III. Buyer is headed by Thomas C. Birch and Raymond M. Quinn. Action Feb. 12.

■ KZKC(TV) Kansas City, MO (BALCT890822KF; ch. 62; 1,660 kw vis.; 166 kw-A; ant. 1,120 ft.)—Granted app. of assignment of license from Kansas City Television Ltd., debtor, to KZKC Television Inc. for no financial considerations. Seller is owned by bankrupt group Media Central and is headed by Morton Kent and has recently transferred licenses of KSB(TV) Cape Girardeau, MO: WOAC(TV) Canton, OH, and WKCH-TV Knoxville, TN. Buyer is headed by Thomas W. Crocker and has no other broadcast interests. Action Jan. 31.

■ KMIS-AM-FM Portageville, MO (AM: BTC890310EA; 1050 khz; 1 kw-D; FM: BTCH890310EB; 106.3 mhz; 3 kw; ant. 230 ft.)—Granted app. of assignment of license from Sarah McCallum to Julie McCallum Sweet and Shelly McCallum Rudd for no financial considerations. Transfer is in accordance with wishes of late J. Shelby McCallum, sole owner of New Madrid County Broadcasting Co., licensee of KMIS. J. Shelby McCallum was husband of Sarah McCallum and father of Julie McCallum Sweet and Shelly McCallum Rudd, none of whom have any other broadcast interests. Action Feb. 8.

■ WOCD(TV) Amsterdam, NY (BALCT891218KF; ch. 55; 5,000 kw vis.; 18.2 kw aur.; ant. 731 ft.)—Granted app. of assignment of license from Amsterdam Broadcasting Inc. to Capital District Broadcast Partners for \$1.5 million. Seller is headed by Louis J. and Shirley C. Keam, husband and wife, Robert L. Keam, son, and Janet L. Keam, daughter, and has no other broadcast interests. Buyer is headed by Charles A. Cohen, Charles Butera and Kenneth Polin. Cohen is 14.6% shareholder of American Television Network. Butera is 56.2% shareholder of American Television Network. American Television Network holds construction permits and operating licenses for LPTV's K48CD Flagstaff, K52DA Yuma, K62DK Phoenix, K54CZ Apache Junction, K53DJ Casa Grande, K393V Quartzsite, K41CE Quartzsite, K43CA Quartzsite, all Arizona; K33BX Grass Valley, K19BN San Diego, K69FO Blythe, K21CQ Brawley, K38AT 29 Palms, and K26DH Yucca Valley, all California. Action Feb. 16.

■ WHOE(FM) Avis, PA (BTCH891017GP; 99.9 mhz; 4 kw; ant. 227 ft.)—Granted app. of assignment of license from Victor and Lori Michael and Joseph and Kathleen Kalie to Avis Broadcasting Limited for \$100,000. Seller is also licensee of WHTO-FM Muncy, PA. Buyer is headed by John A. Kennedy. Avis Broadcasting Limited is 48% stockholder in Avis FM Radio Inc. (licensee herein). Kennedy Broadcasting Inc. is licensee of WHUM(AM) Hughesville, PA, and general partner of WHUM-FM Patton, PA. Kennedy Broadcasting Inc. is permittee for WMHU(FM), new FM at Renovo, PA. Action Feb. 12.

■ WOIC(AM)-WNOK(FM) Columbia, SC (AM: BAL891120GI; 1320 khz; 5 kw-D; 2.5 kw-N; FM: BALH891120GJ; 104.7 mhz; 100 kw; ant. 1,014 ft.)—Granted app. of assignment of license from Audubon Broadcasting Co. to Voyager Communications for \$7.46 million. Seller is headed by Pegram Harrison and also owns WBEE(AM)-WMBG(FM) Georgetown, KY, and WHTK(FM) Port Royal, SC. Buyer is headed by Carl Vinters and Jack McCarthy. Voyager also owns WMFR(AM)-WMAG(FM) High Point, WMMG(FM) Shelby and WVOT(AM)-WRDU(FM) Wilson, all North Carolina; WELP(AM) and WLWZ(FM) Easley, SC. Action Feb. 5.

■ WKTP(AM) Jonesboro, TN (BAPL880711EA; 1590 khz; 5 kw-U)—Granted app. of assignment of license from Eaton P. Govan III and Berton B. Cagle to Holston Valley Broadcasting Corp. for \$90,000. Govan has interest in WEPG(AM) South Pittsburg, TN. Buyer is headed by William M. Boyd, George E. Devault Jr., Harold Dougherty, David Widener, Raymond Walker, George F. Rose and Bette Byrd, and has interest in WKTP(AM)-WTFM-FM)-WKTP(TV) Kingsport, TN, and WTFM-TV Christiansted, VI. Action Jan. 25.

■ WKNV(AM) Knoxville, TN (BTC891211EF; 1340 khz; 1 kw)—Dismissed app. of assignment of license from WBC of Tennessee Inc. to Allied Companies Inc. for \$250,000. Seller is headed by Terrell L. Williams and has no other broadcast interests. Buyer is headed by Harry Thompson and Richard Heagy and has no other broadcast interests. Action Jan. 26.

■ KRRG-FM Laredo, TX (BALH891113GP; 98.1 mhz; 100 kw; ant. 737 ft.)—Granted app. of assignment of license from Laredo Broadcasting Co. Inc. to Sunbelt Radio Group Inc. for \$1.15 million. Seller is headed by Lynn Gerstein and has no other broadcast interests. Buyer is headed by Richard N. Lea. Action Jan. 29.

■ KJKC-FM Portland, TX (BALH891214HT; 105.5 mhz; 3 kw; ant. 353 ft.)—Granted app. of assignment of license from JKC Communications of Texas Inc. to Chitex Communications Inc. for \$525,000 (see "Changing Hands," Dec. 25, 1989). Seller is headed by Jonathan Cohen and owns WJKC(FM) Christiansted, St. Croix, VI. Buyer is headed by Daniel G. Donovan and Cathleen Kramer and has no other broadcast interests. Action Feb. 13.

■ WGNJ(FM) Alberta, VA (BAPH891129HY; 107.7 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from FM 108 Corp. to Alvin R. Rooks Sr. for \$10,000. Seller is headed by L.E. Willis Sr. and Hortense Willis and is licensee of WIMG(AM) Ewing, NY; WBOK(AM) New Orleans; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg, WSRC(AM) Durham, WVR(SM) Warrenton, WKJA(FM) Belhaven, and WGTM(AM) Wilson, all North Carolina; WSFU-FM Union Springs and WAYE(AM) Birmingham, both Alabama; WWP(D) Marion, SC; WPZZ(FM) Franklin and WWCA(AM) Gary, both Indiana; WURD(AM) Philadelphia; WGNJ(FM) Alberta, WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WIMV(FM) Madison, FL; WESL(AM) East St. Louis, IL, and WTJH(AM) East Point, GA. Action Jan. 31.

■ KGDN(FM) Ephrata, WA (BALH891212HQ; 95.9 mhz; 1.5 kw; ant. 470 ft.)—Granted app. of assignment of license from Read Broadcasting to B&G Enterprises for \$120,000. Seller is headed by Thomas W. Read, who has 55% interest in TRMR Inc., licensee of KTB(AM) Spokane, WA. Buyer is headed by Randy E. Boruff and Al C. Geesey and is licensee of KULE(AM) Ephrata, WA. Action Feb. 12.

■ KJUN-AM Puyallup, WA (BAPL890425ED; 1540 khz; 1 kw-U)—Dismissed app. of assignment of license from Broadcasting Inc. to KLDY Inc. for \$500,000. Seller is headed by Ray E. Courtemanche and Cheri Patch, formerly husband and wife, and has no other broadcast interests. Buyer is headed by Josephine Schilling-Baine and has no other broadcast interests. Action Feb. 6.

## New Stations

### Applications

■ Colorado City, AZ (BPH891220MF)—Uzona Broadcasting Co. seeks 107.1 mhz; 64 kw; ant.: 1,167 ft. Address: P.O. Box 711, Colorado City, AZ 86021. Principal is headed by Joan Barlow, Teresa Richter, Loana Broadbent, Fern Barlow and Mildred Johnson and has no other broadcast interests. Filed Dec. 20, 1989.

■ San Carlos, AZ (BPH900117MR)—Desert West Air Ranchers Corp. seeks 103.7 mhz; 6 kw. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is headed by Ted Tucker and Jana Tucker, husband and wife, and has interests in KCDX-FM Kearny, KTDX-FM Winslow and KTTZ-FM Ajo, all Arizona; translator stations K224BN Sunflower, K265CW Tucson, K280BU Flagstaff, K285DL San Manuel, all Arizona, and LPTV's K22CO Flagstaff and K43CW and K21CX Tucson, all Arizona. Jean Tucker, mother of Ted Tucker, owns K272DC Oro Valley, AZ. Filed Jan. 17.

■ Wilson, AR (BPH891219MH)—Fred R. Flinn seeks 103.7 mhz; 3 kw; ant.: 328 ft. Address: 797 Reddoch St., Memphis 38119. Flinn has no other broadcast interests. Filed Dec. 19, 1989.

■ Lenwood, CA (BPH891214MQ)—Wendell A. Tyler seeks 107.3 mhz; .44 kw; ant.: 770 ft. Address: 2647 Ryans Pl., Lancaster, CA 93536. Tyler has no other broadcast interests. Filed Dec. 14, 1989.

■ Basalt, CO (BPH891213MI)—Caren Lacy seeks 106.1; 3 kw; ant.: 328 ft. Address: 1885 Ponder Heights Dr., Colorado Springs 80906. Lacy has no other broadcast interests. Filed Dec. 13, 1989.

■ Buena Vista, CO (BPH891214MW)—Riley M. Murphy seeks 104.1; 6 kw; ant.: -1,420 ft. Address: 1100 Poydras,

#1900, New Orleans 70163. Murphy has no other broadcast interests. Filed Dec. 14, 1989.

■ Baldwin, FL (BPH891214MR)—Sage Broadcasting Corp. of Jupiter seeks 105.7 mhz; 6 kw; ant.: 328 ft. Address: 700 Canal St., Stamford, CT 06902. Principal is headed by Gerald A. Poch and Leonard Fassler and owns WFNW(AM) Naugatuck and WLVI(FM) Hartford, both Connecticut; WBSM(AM) New Bedford and WFHN(FM) Fairhaven, MA; WKOL(AM) Amsterdam, NY; KMNS(AM)-KSEZ(FM), Sioux City, IA; WTAX(AM)-WDBR(FM) Springfield, IL; WACO(AM)-KTKS(FM) Waco, TX; WCDL(AM)-WSGD(FM) Carbondale, PA; WGNE(AM) Titusville, FL, and WRFB(FM) Stowe, VT. Filed Dec. 14, 1989.

■ Baldwin, FL (BPH891214MU)—First Coast Broadcasting Co. seeks 105.7; 6 kw; ant.: 328 ft. Address: 5223 Duane Dr., Fayetteville, NY 13066. Principal is headed by Joseph J. Jackler and Dennis J. Kelly and has no other broadcast interests. Filed Dec. 14, 1989.

■ Fitzgerald, GA (BPH891213MG)—Ben Hill Broadcasting CO. seeks 96.9; 6 kw; ant.: 328 ft. Address: 723 Camillia Dr., Lagrange, GA 30240. Principal is headed by Paul E. Reid and Faye B. Reid, and has no other broadcast interests. Filed Dec. 13, 1989.

■ Fitzgerald, GA (BPH891214MS)—Margaret H. Graham seeks 96.9; 6 kw; ant.: 328 ft. Address: Rte. 1, Box 532, Baxley, GA 31513. Graham has no other broadcast interests. Filed Dec. 14, 1989.

■ Fitzgerald, GA (BPH891214MT)—Cole C. Studstill seeks 96.9; 3 kw; ant.: 328 ft. Address: Rte. 3, Box 16, Swainsboro, GA 30401. Studstill owns 17% common and voting stock of Lacom Communications Inc., licensee of WXRS-AM-FM Swainsboro, GA; 16.66% common and voting stock of Mendota Broadcasting Inc., licensee of WGLC-AM-FM Mendota, IL; 33.3% of Southeastern Video Inc., licensee of WKXX-FM Pana, IL, and 25% common and voting stock of S&M Video Inc., licensee of WXKO(AM)-WEEG(FM) Fort Valley, GA. Filed Dec. 14.

■ Fitzgerald, GA (BPH891214MV)—Susan P. Eastman seeks 96.9; 3 kw; ant.: 328 ft. Address: 1801 W. Roanoke Dr., Fitzgerald, GA 31750. Eastman has no other broadcast interests. Filed Dec. 14, 1989.

■ Coeur D'Alene, ID (BPET900111KH)—Idaho State Board of Education seeks 542.00 khz (ch. 26); 12.2 kw-V; ant.: 1,882 ft. Address: 1910 University Dr., Boise, ID. Principal is headed by Jerold A. Garber. Filed Jan. 11.

■ Twin Falls, ID (BPET900111KG)—Idaho State Board of Education seeks 210.00 (ch. 13); 3.98 kw-V; ant.: 429 ft. Address: 1910 University Dr., Boise, ID 83725. Principal is headed by Jerold A. Garber. Filed Jan. 11.

■ Santa Claus, IN (BPH900108NY)—T.C. Monte Inc. seeks 103.3 mhz. Address: 2500 Cincinnati Commerce Center, Cincinnati 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence and Frank E. Wood, and has no other broadcast interests. Filed Jan. 8.

■ Virgie, KY (BPH891219MI)—Kenneth Osborne seeks 107.5 mhz; .58 kw; ant.: 721 ft. Address: Rte. 122 Newsome Subdivision, Robinson Creek, KY 41560. Osborne is president and 33.3 shareholder of White Broadcasting Inc., licensee of WBPA(AM)-WECL(FM) Elkhorn City, KY. Filed Dec. 19, 1989.

■ Hillman, MI (BPH900116MU)—Nancy C. Hier seeks 94.9 mhz; 50. kw; ant.: 492 ft. Address: 211 Gilchrist St., Alpena, MI 49707. Hier has no other broadcast interests. Filed Jan. 16.

■ Manahawkin, NJ (BPH900116MS)—Atlantic Radio Communications Inc. seeks 105.7 mhz; 25 kw; ant.: 328 ft. Address: 17 St. Martins Rd., Cherry Hill, NJ 08002. Principal is headed by Doris Debarger, John Petrini, Nunzio Aldo Sergi, Alan Miller and Charles Kramer and has no other broadcast interests. Filed Jan. 16.

■ Manahawkin, NJ (BPH900117ML)—Great Scott Broadcasting seeks 105.7 mhz; 25 kw; ant.: 328 ft. Address: P.O. Box 638, Pottstown, PA 19464. Principal is headed by Faye Scott and is licensee of WKST(AM) New Castle and WKST-FM Ellwood City, and WPAZ(AM) Pottstown, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ WSEA(AM)-WZBH(FM) Georgetown, DE; WMBO(AM)-WPCX(FM) Auburn, NY, and holds CP's for WLIZ(FM) Elizabethtown, PA; WVIL(FM) Villas, NJ; WSEA(AM) Georgetown, DE; and WCHR(FM) Trenton, NJ. Filed Jan. 17.

■ Manahawkin, NJ (BPH900117MM)—Sage Broadcasting Corp. of New Jersey seeks 105.7; 25 kw. Address: 700 Canal St., Stamford, CT 06902. Principal is headed by Gerald A. Poch and Leonard Fassler. Please see Baldwin, FL. Filed Jan. 17.

■ Manahawkin, NJ (BPH900117MN)—Great American Communications Corp. seeks 105.7 mhz; 4.1 kw; ant.: 449 ft. Address: 109 Garfield Pl., Brooklyn, NY 11215. Principal is headed by Patricia A. Stokes, Roy M. Schwartz,

Gerald S. Levy and John Dziadzio. Filed Jan. 17.

■ Manahawkin, NJ (BPH900117MO)—Coastal Broadcasting Systems Inc. seeks 105.7 mhz; 25 kw; ant.: 328 ft. Address: 102 W. Marina Court, North Wildwood, NJ. Principal is headed by Edwin A. Rosenfeld and Sandra Rosenfeld. Filed Jan. 17.

■ Manahawkin, NJ (BPH900117MP)—John Senior Broadcasting Corp. seeks 105.7 mhz; 25 kw; ant.: 328 ft. Address: 615 Whelk Dr., Ocean City, NJ 08226. Principal is headed by John R. Demasi, Catherine Demasi, Melanie Demarco, Norma Clements and Charlotte Allen, and has no other broadcast interests. Filed Jan. 17.

■ Manahawkin, NJ (BPH900117MU)—Seaira Associates seeks 105.7 mhz; 20 kw; ant.: 364 ft. Address: 304 Float Ave., Manahawkin, NJ 08050. Principal is headed by Pasquale C. Tommaro, Charles Purgavie, Roberta J. Cereface, Nancy Jean Bent and William White, and has no other broadcast interests. Filed Jan. 17.

■ Tuckerton, NJ (BPH900117MA)—Jean Swann seeks 99.7 mhz; 4.7 kw. Address: 111 E. California Ave., Beach Haven Park, NJ 08008. Swann has no other broadcast interests. Filed Jan. 17.

■ Mansfield, PA (BPH900116MW)—Jennifer Lamb seeks 92.3 mhz; 417 kw; ant.: 865 ft. Address: 5252 Salisbury Dr., Newark, CA 94560. Lamb has no other broadcast interests. Filed Jan. 16.

■ Mount Gilead, OH (BPH900116MT)—Gourd City Broadcasting seeks 95.1 mhz; 3 kw; ant.: 328 ft. Address: 425 W. Marion St., Mt. Gilead, OH 43338. Principal is headed by John Allen, William E. Allonas and James W. Pry II. Allonas is president and 38% owner of Allonas Communications Inc., licensee of LPTV's W54AF and W22AE Bucyrus, OH. Pry is 25% owner of Allonas Communication. Filed Jan. 16.

■ Canton, SD (BPH891211MX)—JW Radio Co. seeks 102.5; 3 kw. Address: P.O. Box 160877, Austin, TX 78716. Principal is headed by Richard Joe Neil Werlin, William W. Jamar Jr. and Paul Jamar. William W. Jamar Jr. is president and 50.5% common voting stock of Brown County Broadcasting Co., licensee of KBWD(AM)-KXOE(FM) Brownwood, TX; owns 10% of common stock of Snyder Broadcasting Co., licensee of KSNY-AM-FM Snyder, TX; has interest in Radio County, licensee of KGID-FM Giddings, TX. William W. Jamar has interests in KCRM Broadcasting, and is president and 100% stockholder of KFTT(AM) Lockhart, TX. Filed Dec. 11, 1989.

■ Claude, TX (BPH900108NZ)—Lucille Ann Lacy seeks 106.5 mhz; 6 kw; ant.: 328 ft. Address: 1210 Belford, Oklahoma City 73116. Lacy's husband, William R. Lacy, is president and 83% stockholder of Zumma Broadcasting Co., licensee of KZBS-FM Oklahoma City. Filed Jan. 8.

## Actions

■ Locust Grove, OK (BPH871124MK)—Granted app. of Michael P. Stephens for 100.7 mhz; 3 kw; ant.: 328 ft. Address: Rte. 5, Box 227, Sapulpa, OK 74066. Stephens owns 100% of KXOJ Inc, licensee of KXOJ-AM-FM Sapulpa, OK. Action Feb. 9.

## Facilities Changes

## Applications

### AM's

■ San Francisco KIQI(AM) 1010 khz—Feb. 15 application for Mod of CP major amendment to increase night power to 10 kw and make changes in ant. system.

■ Columbus, IN WCSI(AM) 1010 khz—Jan. 31 application for CP to make changes in ant. system.

■ Philadelphia WEAZ(AM) 560 khz—Jan. 31 application for CP to modify day directional radiation pattern.

■ Bayamon, PR WRSJ(AM) 1560 khz—Jan. 31 application for CP to increase night power to 750 watts.

■ Morovis, PR WMTI(AM) 1580 khz—Feb. 15 application for CP to move synchronous operation site of WMTI(FM) Manati, PR to approximately 2.3 km SE of Manati, PR and operate with 1.6 kw night only.

### FM's

■ Barling, AR KPHN 94.5 mhz—Jan 25 application for CP to change ERP: 32 kw H&V; ant.: 492 ft. H&V; TL: in NW Logan County, AR, 7 km S. of Charleston, AR on Rattlesnake Canyon Rd. change class to C2.

■ Visalia, CA KFOS(FM) 92.9 mhz—Dec. 19 application for Mod of CP (BPH870330IK) to change other: amend

BPH-870330IK to conform to available survey data.

■ Wailuku, HI KKUA 90.7 mhz—Jan. 12 application for CP to change ERP: 7 kw H&V; class: C.

■ Harrison, MI WKKM(FM) 92.1 mhz—Jan. 24 application for CP to change ERP: 6 kw H&V.

■ Jackson, MN 105.3 mhz—Jan. 25 application for Mod of CP (BPH880601MY) to change freq: 6 kw; ant.: 328 ft. H&V; TL: County Hwy. 14, .85 km E. of Jackson, MN

■ Charlotte, NC WFAC(FM) 90.7 mhz—Feb. 15 application for Mod of CP (BPED890104IA) to change ant.: 747 ft. H&V.

■ Bryan, OH WBNO-FM 100.9 mhz—Jan. 30 application for CP to change ERP: 6 kw H&V.

■ Sallisaw, OK KKID-FM 95.9 mhz—Jan. 22 application for CP to change ERP: 8 kw H&V and to correct site coordinates.

■ Madison, SD KJAM-FM 103.1 mhz—Jan. 29 application for CP to change ERP: 6 kw H&V; ant.: 321 ft. m H&V.

■ Prairie Du Chien, WI WPRE-FM 94.30 mhz—Jan. 29 application for CP to change ERP: 35.8 kw H&V; ant.: 524 ft. H&V; change class to 232C (per docket #88-186).

## TV's

■ Panama City, FL WMBB(TV) ch. 13—Jan. 29 application for CP to change ant.: 1,433 ft. TL: 1.5 km E. NW of intersection of Scotts Ferry Rd. and McGill Rd. and 4.9 km E. SW of Youngstown Bay County, FL; ant.: Andrew Corp. ATW12V3-HTO-13.

■ Eugene, OR ch. 28—Feb. 9 application for Mod of CP (BPET880425KE) to change ant.: 902 ft.; change ant. Andrew Corp. ATW9H5-ETC3-28S (DA)(BT).

## Actions

### AM's

■ Canyon Country, CA KBET(AM) 1220 khz—Feb. 1 application (BMP890925AF) granted for Mod of CP (BP860325AA) to modify standard radiation patterns for day and night.

■ Eureka, CA KTC(D) 1200 khz—Feb. 13 application (BMP891204AC) returned Mod of CP (BP830502AM) to change city of license to Cottonwood, CA; change TL: Manton Rd., 19 km E. of Cottonwood, CA; increase night power to 2.5 kw and make changes in ant. system; 40 24 03N 122 03 09W.

■ Lawrenceville, GA WGNN(AM) 1360 khz—Feb. 15 application (BP891013AD) granted for CP to change freq: 610 khz; increase power to 1.5 kw and change TL: to 420 m at 130 degrees from intersection of Ezzard St. and Papermill Rd., in Lawrenceville, GA; 33 57 11N 83 58 15W.

■ Smyrna, GA WYNX(AM) 1550 khz—Feb. 13 application (BP890825AG) returned for CP to increase night power to 1.8 kw.

■ Johnston City, IL WDDD(AM) 810 khz—Jan. 31 application (BP890328AD) granted for CP to increase night power to 400 w and make changes in ant. system.

■ Fort Knox, KY WBUL(AM) 1470 khz—Feb. 1 application (BP880912AF) dismissed for CP to make changes in ant. system; DA to nonDA; reduce day power to 1 kw and change TL: N. of the Sale River and W. of the L&N RR Tracks, Shepherdsville, KY; 37 59 07N 85 42 57W.

■ Harlan, KY WFSR(AM) 1470 khz—Feb. 13 application (BP890807AA) granted petition for reconsideration nunc pro tunc: for CP to change freq: 970 khz; increase ground radials to 77 m.

■ Farmerville, LA KTDL(AM) 1470 khz—Feb. 13 application (BP880505AC) dismissed application resubmitted nunc pro tunc: CP to change freq: 1160 khz; add night service with 250 w; increase day power to 50 kw; DA-N; change day TL: 1.63 km SE of Bayou D'Arbonne Lake Dam on bearing of 136 degree (T) and make changes in ant. system; 32 42 14N 92 19 40W.

■ Clinton, MA WBSO(AM) 650 khz—Jan. 31 application (BMP861230AK) granted for Mod of CP (BP810806AD as Mod) to change TL: Fitch Pond Rd., N. of intersection with Chase Hill Rd., Sterling, MA; 42 24 38N 71 44 06W.

■ Ann Arbor, MI WPZA(AM) 1050 khz—Feb. 14 application (BP891206AD) returned for CP to increase day power to 10 kw; make changes in ant. system and change TL: NW side of Stony Creek Rd., .6 km SW of intersection with Mccrone Rd., 10.2 km SSE of Ann Arbor, MI; 42 08 46N 83 39 36W.

■ Lucedale, MS WRBE(AM) 1440 mhz—Feb. 14 application (BP890405AC) granted for CP to correct coordinates to 30 55 58N 88 36 21W.

■ Pleasantville, NJ WON(D) 1400 khz—Feb. 5 application (BMP890720AE) dismissed for Mod of CP (BP870625AB) to increase power.



■ Smithtown, NY WFRS(AM) 88.5 khz—Feb. 6 application (BMPED8803021A) granted for Mod of CP (BPE-DB30225AK as Mod) to change ERP: 1.52 kw H and 1.43 kw V; ant.: 432 ft. H&V.

■ Murphy, NC WCVP(AM) 600 khz—Feb. 9 application (BP890802AG) granted for CP to correct coordinates to just off Hwy. 64, 2.5 miles SE of Murphy, NC, 35 04 00N 83 59 58W.

■ Braddock, PA WCXJ(AM) 1550 khz—Feb 13 application (BMP891004AE) granted for Mod of CP (BP890815AC) to change TL: .22 km ENE from intersection of Braddock Forest Hills Rd. and Wolf Ave., and is 1.62 km N. 42.5 degrees E. from Borough Bldg., Braddock, PA; 40 24 47N 79 51 13W.

■ Baytown, TX KWWJ(AM) 1360 khz—Feb. 7 application (BP891201AD) returned for CP to increase day power to 5 kw.

■ Ferris, TX KDFT(AM) 540 mhz—Feb. 14 application (BP890915AA) granted for CP to change hours of operation to unlimited by adding night service with 220 w and make changes in ant. system.

#### FM's

■ Birmingham, AL WENN-FM 107.7 mhz—Feb. 6 application (BPH8908111D) granted for CP to change ant.: 1,236 ft. H&V.

■ Cottonwood, AZ 105.7 mhz—Feb. 7 application (BMPH891128IG) granted for mod of CP (BPH881206MC) to change TL: Mingsu Mountain, approximately 11 km SW of Cottonwood, AZ; 34 41 15N 112 07 02W.

■ El Cajon, CA KECR(FM) 93.3 mhz—Jan. 24 application (BPED8909181B) returned for CP to change ERP: 2.39 kw H&V.

■ Morgan Hill, CA KRAC(FM) 96.1 mhz—Feb. 6 application (BMPH8909121D) granted for Mod of CP (BPH870629NB) to change ERP: .53 kw H&V; ant.: 780 ft. H&V; TL: 1.8 km NNE of Cochrane Bridge at foot of Anderson Lake, CA.

■ Stonington, CT WVVE(FM) 102.3 mhz—Feb. 7 application (BPH8909071C) granted for CP to change ant.: 328 ft. H&V.

#### Actions

■ FCC granted joint requests and dismissed with prejudice complaints of Gilmer Cable Television Co., Longview Cable TV Co., Kilgore Cable TV Inc., Tempo Cable Inc., Texas Cablevision Co., TV Cable Inc., Times Mirror Cable Television of Texarkana Inc. against Southwestern Electric Power Co. seeking determination that Southwestern had imposed unjust and unreasonable rates for cable television pole attachments. (By order [DA 90-79] adopted Jan. 22 by chief, Enforcement Division.)

■ FCC denied J.A. Savage, correspondent with Computerworld, review of decision denying in part, her request for inspection of records under Freedom of Information Act. (By MO&O [FCC 90-47] adopted Jan. 31 by commission.)

■ FCC orders Oro Spanish Broadcasting Co. to forfeit \$8,000 for failing to light towers for station KIQ(AM) San Francisco. (By MO&O [FCC 90-56], adopted Feb. 5 by FCC.)

■ FCC denies Hispanic Information and Telecommunications Network Inc. review of a June 29, 1988, staff ruling which dismissed its applications for instructional television fixed service station on channels B3 and B4 in Detroit and granted application of seven other applications for various ITFS channels in that community. (By MO&O [FCC 90-54] adopted Feb. 5 by commission.)

■ Flagstaff, AZ. Granted amended application of Flagstaff Broadcasting Partnership for new FM station on channel 261C2 (100.1 mhz) at Flagstaff and denied the applications of Julia S. Zozaya and Flagstaff Broadcasting Foundation. (MM Docket 88-275 by decision [FCC 90R-9] adopted Jan. 24 by review board.)

■ Shingle Springs, CA. Denied Tours Broadcasting Co., reconsideration of staff return of its petition for CP for new FM on channel 271A (102.1 mhz) as untimely. (By order [FCC 90-31] adopted Jan. 22 by commission.)

■ Fort Lauderdale, FL. Dismissed as moot, request for reconsideration by Adwave Co. of Review Board decision affirming ALJ's disqualification of Adwave in this proceeding. (MM Dockets 84-1112 et al., by order [FCC 90R-11] adopted Jan. 31 by Review Board.)

■ Marco, FL. Commission reversed its Dec. 23, 1988, approval of settlement agreement in Marco, FL FM proceeding, whereby Rowland Gulf Radio Inc., which was not

originally party to this proceeding, received construction permit for new FM on channel 224A (92.7 mhz) at Marco. (MM docket 87-244 by MO&O [FCC 90-67] adopted Feb. 8 by commission.)

■ Melbourne, FL. Denied WWRM Inc., reconsideration of earlier action returning its petition for rulemaking proposing deletion of channel 296C1 (107.1 mhz) at Melbourne. (By MO&O [DA 90-177] adopted Jan. 31 by acting chief, Policy and Rules Division.)

■ Evansville, IN. Dismissed application for review filed by Evansville Skywave Inc., denied its exception and affirmed MO&O of ALJ Kuhlmann in case involving competing applications of Skywave and Tri-State Community Development and Communications Corp. for new FM on channel 298A (107.5 mhz) at Evansville. (MM docket 88-403, by MO&O [FCC 90-71] adopted Feb. 9 by commission.)

■ Westerville, OH. Denied Mid-Ohio Communications Inc., renewal of WBBY(FM). (BC docket 82-282, by order [FCC 90-65] adopted Feb. 8 by commission.)

■ Tulsa, OK. Granted permanent waiver of one-to-market rule and approved assignment of KOKI-TV Tulsa, OK, from Tulsa 23 to Clear Channel Television Inc. (By MO&O [FCC 89-321] adopted Nov. 17 by commission.)

■ Altus, OK. Denied Robert M. Kerr review of staff return of his application for new FM on channel 300A (107.9 mhz). (By MO&O [DA 90-20] adopted Jan. 11 by commission.)

■ North Augusta, SC. Renewed license of WTCB, Orangeburg, SC, subject to EEO reporting conditions. Additionally, because of station's repeated failure to comply with FCC's EEO rules, FCC has advised Keymarket Communications of Columbia, Inc., licensee of WTCB, of its apparent liability for forfeiture in amount of \$10,000. (By letter [FCC 89-349], adopted Dec. 20 by commission.)

■ West Columbia, SC. Conditionally renewed license of WSCQ-FM West Columbia, for short term subject to EEO reporting conditions and notified it of apparent liability for forfeiture of \$10,000. (By MO&O and NAL [FCC 89-357] adopted Dec. 20 by commission.)

■ Memphis. Dismissed as moot, pending exceptions to partial initial decision in this proceeding for renewal of license of WHBQ-TV Memphis. (MM dockets 84-1212 et al., by order [FCC 90R-12], adopted Feb. 5 by review board.)

■ Jonesboro, TN. Granted Holston Valley Broadcasting Corp. waiver of one-to-market provision of rules; granted application to assign license of WKTP(AM) from Eaton Govan II and Berton Cagle Jr. to Holston Valley. By letter [FCC 89-367] adopted Dec. 28 by commission.)

■ Memphis. Approved RKO settlement agreement for WHBQ(TV) Memphis. (MM dockets 84-1212, et al., by MO&O [FCC 90-17] adopted Jan. 11 by commission.)

■ Arlington, TX. Dismissed application of The Louray Corp. for new TV station at Arlington. (MM docket 85-234 by MO&O [FCC 90R-6] adopted Jan. 17 by Review Board.)

■ Fredericksburg, TX. Dismissed with prejudice application of Frontier Broadcasting Inc. for new television station on ch. 2 at Fredericksburg. (MM docket 87-250 by MO&O [FCC 90R-5] adopted Jan. 16 by Review Board.)

■ Terrell and Daingerfield, both Texas. Commission denied request by Metro Broadcasters Inc., for review of Mass Media Bureau decision returning its petition for rulemaking to amend FM Table by substituting channel 295C1 (106.9 mhz) for channel 296A (107.1 mhz) at Terrell, TX,

and modifying license of KTLR-FM, accordingly. (By MO&O [FCC 90-25] adopted Jan. 18 by commission.)

■ Killeen, TX. Commission denied, without comment, application for review filed by Aida Barrera of Review Board decision granting application of 62 Broadcasting Inc. for new UHF TV station on ch. 62 at Killeen, TX. (MM docket 86-334 by order [FCC 90-48] adopted Jan. 31 by commission.)

■ Charlottesville, VA. Denied applications of Achemar Broadcasting Co. and Lindsay Television Inc., for new TV station at Charlottesville. (MM docket 86-440, by supplemental ID [FCC 90D-5] issued Feb. 12 by ALJ Joseph Chachkin.)

■ Richmond, VA. Granted request by James River Communications and dismissed applications of Bertram Broadcasting Group and Greater Richmond Radio Ltd. for failure to prosecute; remanded proceeding to presiding officer for adduction of additional evidence and issuance of supplemental initial decision to determine whether James River is financially qualified. (MM docket 87-352 by MO&O [FCC 90R-13] adopted Feb. 5 by review board.)

#### Allocations

■ FCC denied request by Radio New Jersey for review of staff actions dismissing its petition requesting reallocation of the 50-54 mhz frequency band from amateur radio service to new FM broadcast service. (By order [FCC 90-27] adopted Jan. 18 by commission.)

■ FCC grants request to modify license of WCOZ(FM) Paris, KY-MM docket 88-31 (Report DC-1557, action in docket case). Granted request by L.M. Communications Inc. to amend FM table by substituting ch. 245C2 for ch. 244A at Paris and conditionally modifying license of WCOZ-FM accordingly. Action by commission Feb. 1 by MO&O (FCC 90-51).

■ FCC terminated proceeding initiated by FCC to reclassify to class C3 class A allotments for 149 communities due to lack of interest. (MM dockets 89-134, et al., by R&O [DA 90-151], adopted Jan. 30 by chief, Allocations Branch.)

■ Bessemer and Tuscaloosa, both Alabama. Denied request by Channel 17 Associates Ltd. to amend TV table of Allotments by changing community of license of Channel 17 from Tuscaloosa to Bessemer, and modifying license of WDBB(TV) accordingly. (MM docket 89-87 by R&O [DA 90-91] adopted Jan. 18 by chief, Allocations Branch, Mass Media Bureau.)

■ Yuma, AZ. Substitution of ch. 236C (95.1 mhz) for ch. 236C2; modification of license of KTTI(FM), accordingly. (MM docket 90-19, DA 90-61.)

■ Pine Bluff, AR. Substitution of ch. 267C3 (101.3 mhz) for ch. 267A; modification of license of KPQB-FM accordingly. (MM docket 90-18, DA 90-62.)

■ Beaumont, CA. Allot ch. 265A (100.9 mhz). (MM docket 90-21, Jan. 16, DA 90-59.)

■ East Los Angeles and Long Beach, both California. On request of Spanish Broadcasting System of Florida Inc., license of KSKQ-FM, ch. 250B (97.9 mhz), Long Beach, amended FM table to reallocate its channel to East Los Angeles and modify license accordingly; comments due April 16, replies May 5. (MM docket 90-44, by NPRM [DA 90-150] adopted Jan. 29 by chief, Allocations Branch, Policy

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and Rules Division, Mass Media Bureau.)

■ Pacific Grove and Soledad, both California. Substitution of ch. 286B1 (105.1 mhz) for ch. 285A (104.9 mhz); substitution of ch. 292A (106.3 mhz) for ch. 287A (105.3 mhz) at Soledad; modification of license of KOCN(FM) Pacific Grove, accordingly. (MM docket 90-17, DA 90-63.)

■ Marina, Salinas and Seaside, all California. Substitution of ch. 224B1 (96.7 mhz) for ch. 224A at Marina; substitution of ch. 280A (103.9 mhz) for ch. 278A (103.5 mhz) at Seaside; modification of licenses of KBOQ(FM) Marina and KRAY-FM Seaside, accordingly. (MM docket 90-20, DA 90-60.)

■ Douglas, Broxton, Hinesville and Hazelhurst, all Georgia. Effective April 9, amended FM table to allot ch. 223A (92.5 mhz) to Douglas and modified license of WXLQ, ch. 221A (92.1 mhz), Hinesville, to specify operation on ch. 222C2 (92.3 mhz); filing window April 10-May 10. (MM docket 87-403, by second R&O [DA 90-169], adopted Jan. 26 by acting chief, Policy and Rules Division.)

■ Montezuma and Zebulon, GA. Effective March 16, amended FM table to allot ch. 223A (92.5 mhz) to Zebulon and substitute ch. 236A (95.1 mhz) for ch. 223A at Montezuma; filing window March 19-April 18. (MM docket 89-56, by R&O [DA 90-51] adopted Jan. 12 by chief, Allocations Branch.)

■ Princeville, HI. Effective March 16, amended FM table to allot ch. 255C1 (98.9 mhz); filing window March 19-April 18. (MM docket 89-24, by R&O [DA 90-50] adopted Jan. 12 by chief, Allocations Branch.)

■ Island Park, ID. Effective March 16, amended FM table to allot ch. 293C (106.5 mhz); filing window March 19-April 18. (MM docket 89-64, by R&O [DA 90-52] adopted Jan. 12 by chief, Allocations Branch.)

■ Benton, IL. Substitute ch. 292B1 (106.3 mhz) for ch. 292A; modify license of WQRL(FM) accordingly. (MM docket 90-15, Jan. 12, DA 90-45.)

■ Syracuse, IN. Effective March 16, amended FM table to allot ch. 278A (103.5 mhz); filing window March 19-April 18. (MM docket 89-289, by R&O [DA 90-49] adopted Jan. 17 by chief, Allocations Branch.)

■ Algona, Forest City and Osage, all Iowa. Substituted ch. 224C2 (92.7 mhz) for ch. 224A at Algona; ch. 297C2 (107.3 mhz) for ch. 272A (102.3 mhz) at Forest City and ch. 279A (103.7 mhz) for ch. 224A at Osage; modified licenses of KGLA Algona, KLOW Forest City and KCZY Osage, accordingly. (MM docket 89-25, Jan. 30, DA 90-138.)

■ Russell Springs, KY, and Cookeville and Spencer, both Tennessee. Effective March 22 amended FM table by allotting ch. 224A (92.7 mhz) to Russell Springs, KY; substituting ch. 253C2 (98.5 mhz) for ch. 252A (98.3 mhz) at Cookeville, TN, and conditionally modifying license of WHUB(FM) accordingly; and substituting ch. 300A (107.9 mhz) for ch. 253A at Burkeville, KY, and conditionally modifying permit of WKYR(FM) accordingly. Filing window for Russell opens March 23, closes April 23. (MM docket 88-563, by R&O [DA 90-92] adopted Jan. 18 by chief, Allocations Branch.)

■ Beulah, MI. Effective March 19, amended FM table by allotting ch. 221A (92.1 mhz). (By R&O [DA 90-56] adopted Jan. 19 by chief, Allocations Branch.)

■ Caro, MI. Effective March 19, amended TV table by substituting ch. 221A (94.1 mhz) for ch. 285A (104.9 mhz) and modified license of WIDL(FM) accordingly. (MM docket 89-325, by R&O [DA 90-55] adopted Jan. 19 by chief, Allocations Branch.)

■ Three Oaks and Bridgman, MI. Allotted ch. 248A (97.5 mhz) to Bridgman. (MM docket 88-612, Jan. 31, DA 90-166.)

■ Ebenezer, MS. Effective March 22 amended FM table by allotting ch. 280A (103.9 mhz) to Ebenezer as its first FM broadcast service. Filing window opens March 23, closes April 23. (MM docket 89-324 by R&O [DA 90-95] adopted Jan. 18 by chief, Allocations Branch.)

■ Sargent, NE. Allotted ch. 221C1 (92.1 mhz); (MM docket 89-100, Jan. 29, DA 90-140.)

■ Arcade, NY. Amended TV table by allotting ch. 62 to Arcade. (MM docket 89-303, by R&O [DA 90-139] adopted Jan. 30 by chief, Allocations Branch.)

■ Springville, NY. Allotted UHF ch. 67. (MM docket 89-296, Jan. 31, DA 90-162.)

■ Semora, NC, and South Boston, VA. Reaffirmed allotment of ch. 294A (106.7 mhz) to Semora, NC; and allotted ch. 237A (95.3 mhz) to South Boston, VA. (MM docket 84-231 by MO&O [FCC].)

■ Eldorado and Lawton, both Oklahoma. Substitute ch. 246A (97.1 mhz) for ch. 232A (94.3 mhz) at Eldorado; modify license of KQLI(FM) accordingly. (MM docket 90-14, Jan. 16, DA 90-46.)



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### HELP WANTED MANAGEMENT

**Station manager:** Small market network affiliate in Roswell, NM seeks experienced dynamic leader. Proven management skills in overall broadcast operational and administrative activities. Successful track record in local sales. Possess exceptional people skills. Strong client/public relations. Great opportunity for right person. Send resume and salary requirements to: Dave Herman, Sr. VP/Gen Mgr, KOB-TV, 4 Broadcast Plaza, SW, Albuquerque, NM 87103. EOE, M/F.

**Station manager:** WQEX, Pittsburgh, PA. WQEX, the unique programming companion to WQED, is seeking a television professional with minimum seven years management experience to oversee all station broadcasting activities including daily operation, production and promotion and development of long range revenue plans. Demonstrated ability in establishing effective communication and productive relationships with staff, management and public constituency. Executive management position requiring Bachelor's degree in related field. Master's preferred. Salary commensurate with experience. Send resume to Human Resources, QED Communications Inc., 4802 Fifth Ave., Pittsburgh, PA 15213. EOE, M/F/H/V.

**General sales manager:** WDBD-TV 40, Jackson's FOX affiliate seeks spirited individual with independent experience in all facets of local and national sales. Inspire our young sales staff! Contact Sam McLeod, General Manager, PO Box 10888, Jackson, MS 39289. An equal opportunity employer.



**Director of station services:** Will serve as chief liaison for relations between MPT and other PBS stations. Direct and supervise funding approaches with national endowments and foundations. Will increase awareness and build on-going support for MPT programs. Four year degree and five years experience with a public TV system required. Demonstrated public relations and promotion skills. Director production or strong program-related experience desirable. Willingness to travel. Salary \$31,264. Send resume by March 12 to: Assistant Director of Human Resources, Maryland Public Television, 11767 Bonita Ave., Owings Mills, MD 21117. MPT is an AA/EEO employer.

**Program director:** Major New York firm seeks station programmer (two years minimum experience) from a top 50 market. Must have a record of achievement and creativity in programming. Affiliate experience and knowledge of news operations preferred. Send confidential, detailed resume and salary history to Box E-15. EOE.

**Local sales manager:** WBIR-TV Knoxville, Tennessee is seeking a local sales manager. College preferred but not required. Candidates must have five (5) years broadcast experience, management preferred but not required. Must have coop/vendor knowledge and ability to lead aggressive local sales staff. Resumes only - no calls. Send resumes to: Christopher T. Gallu, WBIR-TV, PO Box 27909, Knoxville, TN 37917. EOE. As an equal opportunity employer, we are interested in receiving qualified applicants from minority groups.

**Enthusiastic GSM,** emphasis on local sales, community involvement. GM potential. Rocky Mountain West network affiliate. Send resume, references, salary requirements to Box E-16. EOE. Confidential.

#### HELP WANTED SALES

**Account executive:** Aggressive self starter for career opportunity with major market indy. Must have minimum 2 years broadcast selling experience with exceptional track record. Send resume to Vivian Serrano, KICU-TV36, PO Box 36, San Jose, CA 95109. EOE, M/F/H/V.

**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 A-57. EOE.

**Account executive:** At least one year experience in broadcast sales. Consideration given to transferable media experience. Must be able to persuasively communicate both orally and in writing, and demonstrate ability and commitment to a sales career. Respond in writing only: Gil Fitts, Local Sales Manager, WTVD-11, PO Box 1950, Raleigh, NC 27602. EOE.

**Florida Gulf Coast affiliate** seeks aggressive local sales rep. Prime opportunity for individual who enjoys creative selling, developing, sales promotions, etc. Fax resume to 904-455-0159. EOE.

**Odetics, Inc.,** an Anaheim, California based manufacturer of tape recorders for the space industry and broadcast video cart machines for the television industry, has an opening for a regional sales representative to sell broadcast products in the Northeast area of the USA. Applicants must have at least two years experience working in, or selling equipment to, the television industry. Experience with video tape recorders would be beneficial. Please send resume and salary history to Bill Keegan, Odetics, Inc., 1515 S. Manchester Ave., Anaheim, CA 92802. EOE.

#### HELP WANTED TECHNICAL

**Maintenance engineer:** Applicant must have minimum of 2 years recent experience in TV broadcasting maintenance. The candidate should be able to repair, to component level, equipment such as VTR's, cameras, switchers and edit suites. Please contact Ruth Ward, Personnel Director, Trinity Broadcasting Network, PO Box 4 Santa Ana, CA 92711. 714-832-2950. EOE.

**Hands-on chief engineer:** KTVH, Channel 12, Helena, Montana, NBC affiliate, state capital. Great living in the Rocky Mountain West. Hunting, fishing, skiing, boating, hiking. Send resume, references and salary requirements to: John Radeck, KTVH-TV, PO Box 6125, Helena, MT 59604. 406-443-5050. EOE. Confidential.

**Maintenance engineer:** NBC affiliate in NW Arkansas needs a self starter skilled in 3/4 tape, microwave and all studio equipment. FCC General class, SBE Engineer certification, minimum 2 years strong hands on experience. Apply to: Engineering Manager, KPOM/KFAA-TV, PO Box 4610, Fort Smith, AR 72914. 501-785-2400. EOE, M/F.

**Maintenance technician:** Requires self starter with experience with Sony 3/4" and Beta, Ikegami, TK-47 and VPR-3 equipment maintenance. Experience with microwave, D2, satellite and VHF transmitters as well as an FCC General Class license is preferred. Contact Marty Peshka, Maintenance Supervisor, WTNH, PO Box 1859, New Haven, CT 06508 or call 203-784-8888. EOE.

**Chief engineer:** Chicago, Illinois, WSNS-TV Channel 44, 21-year-old station. New transmitter this year. New studio facility being built. Job requires experience, technical ability and people skills. Salary open. Send resumes to: Burt I. Harris, 10920 Wisshire Blvd., Suite 1420, Los Angeles, CA 90024, or call collect 213-208-6118. All replies confidential. Equal opportunity employer.

**Mobile production maintenance person:** F & F Productions, Inc. is looking for someone with a minimum of 3-5 years experience in broadcast equipment maintenance to fill an immediate opening in our engineering department. The ideal candidate will have a background in digital and solid state engineering with an emphasis on mobile production systems and techniques. Please send resume and salary requirements to: Bill McKechny, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE. M/F.

**Minimum three years experience** in electronics diagnostics and repair in broadcast industry facility. FCC General Class license or SBE certification. Must have strong background in Sony U-Matic and Type C one inch formats. Contact: Engineering Department, KTVF/KCBF, PO Box 950, Fairbanks, AK 99707. An EOE employer.

**Chief engineer needed** by Kansas City Independent. Must be well versed in 3/4" tape format, UHF transmitter and general, over-all television station equipment. This is a hands-on position with an opportunity to grow in a newly-acquired facility in the nation's 30th market. Send resume to General Manager, KZKC-TV, Television Place, Kansas City, MO 64126. EOE.

**Supervisor of television broadcast equipment:** Director in maintenance of on-air television broadcast operation. Knowledgeable in state-of-the-art solid state and integrated circuit devices, digital and robotic technology and computer operating systems. RF experience helpful. SBE certification desirable. Send resume to Personnel Department, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

**Television broadcast equipment** maintenance technician: Capable of equipment maintenance for on-air television broadcast operation. Knowledgeable in state-of-the-art solid state and integrated circuit devices, digital and robotic technology and computer operating systems. RF experience helpful. SBE certification desirable. Send resume to Personnel Department, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

**Videotape engineer:** Nashville production company seeks post production/duplication engineer. Experience with videotape equipment desirable. Send resume to: Scene Three, 1813 8th Ave. South, Nashville, TN 37203. Attn: Mike Arnold. EOE.

**Chief engineer:** Excellent, non-pressure job with regular hours for qualified engineer in historic Annapolis, MD. Must have experience in camera, VTR, & RF cable distribution maintenance & installation. Send resume to Mobile Video Services, 1620 Eye St., NW, Washington, DC 20006. EOE.

**Maintenance engineer.** Minimum of two years experience in maintenance of TV studio equipment. Associate degree in Electronics Technology or equivalent, FCC General Class license or SBE certification. Resume to Lyle Kaufman, KOLN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

**Broadcast engineer:** WNYC-TV seeks a broadcast engineer for the TV operations department. Responsibilities include master control operations, videotape operations and assisting maintenance personnel. Requirements include 1 year experience in master control or tape room operations, with FCC license preferred. Salary \$24,361 plus a complete benefits package. Please send resume and cover letter to WNYC, Personnel, 1 Centre St., 32nd Floor, New York, NY 10007. No phone calls, please. EOE.

**Chief engineer:** WSAV-TV Savannah, GA has an immediate opening for a chief engineer, with a solid background in VHF transmitters, control room, SNG and Ampex production equipment. Managerial skills necessary to handle staff and resources for current upgrade projects now underway. Send resume to Harvey Libow, General Manager, WSAV-TV, PO Box 2429, Savannah, GA 31402. An EOE. 912-651-0300.

**Earth station technical staff:** IDB Communications Group, Inc. seeks qualified technicians and engineering supervisors at The Teleport in Staten Island, NY. Experience in earth station maintenance and systems integration (RF/audio/video) required. Intelsat experience a plus. Resume and salary requirements to: IDB Communications Group, Inc., The Teleport, 5 Teleport Dr., Staten Island, NY 10311, Attn: Director of Engineering. EOE.

#### HELP WANTED NEWS

**Network affiliate needs co-anchor** for 6:00 and 10:00 pm newscast. Medium-size market. Outgoing person with solid credentials, community minded and polished anchoring skills. Send resume and salary requirements to: Box B-46. EOE. No tapes.

**Weathercaster:** FOX Television, KRIV in Houston is seeking a qualified weathercaster. Must have excellent credentials in meteorology, strong skills in forecasting and a minimum of 3 years as a main weather forecaster at a TV station. Appearance and delivery must meet major market standards. Send tapes and resumes to: Will Wright, VP News Director, FOX Television, PO Box 22810, Houston, TX 77227. No phone calls. EOE.

**Weekend weather/reporter:** Produce/present three weather segments for weekend. Should be familiar with advanced ESD graphics system. Other three days serve as night reporter. #1 station in four station market. Contact: Dale Cerbin, WTVM, PO Box 1848, Columbus, GA 31994. EOE.

**Photojournalist:** Shoot and edit video for news and special news programs. Demonstrated success as television news photojournalist. Working knowledge of Sony, live ENG and SNG equipment. Prefer college degree in journalism plus two years experience as news photojournalist. Send resume and tape to: Martin Reiman, Chief Photographer, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE. M/F.

**KCRA-TV seeks** an experienced executive producer. Previous experience as an EP and show producer mandatory. We're looking for someone who can add sizzle to our steak. Send resume and non-returnable 3/4" tape to: Bob Jordan, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE, M/F.

**Anchorperson** wanted for top rated Gulf Coast station. Applicant must have previous anchoring experience. We are a group-owned station with an aggressive state-of-the-art news department. Send resume, non-returnable demo tape and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

**Anchor/reporter.** Co-anchor daily half-hour noon news broadcasts and produce hard news, feature, and special reports for fast-paced daily newscasts. Must have prior on-air experience, excellent communication and writing skills, creativity, and work well with others. Resume/tape (no calls) to Edward Schimmel, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

**WNWO-TV seeks** an aggressive reporter who can work independently. Minimum two years news experience required. Send resume and non-returnable tape to: George Noleff, News Director, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. Deadline: March 12, 1990. WNWO-TV is an equal opportunity employer.

**Weekend weather anchor/reporter.** Tape and resume to: Craig Cannon, News Director, PO Box 4150, Ft. Smith, AR 72914. EOE.

**6PM producer.** Degree, at least two years experience. Must be a newsroom leader who can motivate staff. Position includes assignment responsibilities. Candidate must like and be creative with live remotes. Must be an excellent writer with solid news judgement. Resumes to Box E-4. EOE. M/F. No tapes.

**Reporter/anchor:** Award-winning cable TV station needs night reporter/substitute anchor for daily, half-hour newscast. Resumes and tapes to News Director, Cape 11 News, 10 Old Townhouse Rd., South Yarmouth, MA 02664. No phone calls, please. EOE.

**Independent film spokesperson:** Male or female. Experienced. Sophisticated and knowledgeable spokesperson to act as national cable TV host for independent films. Ability to travel essential. Ability to write own material a big plus. Send 3/4" or 1/2" tape of yourself along with headshot, resume and writing samples to Dept. R, Rainbow Program Enterprises, 150 Crossways Park West, Woodbury, NY 11797. Send by March 16. EOE.

**Cultural correspondent:** Male or female. Experienced. Well-versed and passionate about the arts: Dance, theatre, performance, graphics, etc., needed to write for and host cultural magazine national cable TV show. Ability to travel and write with point of view is essential. Send 3/4" or 1/2" tape of yourself along with headshot, resume and writing samples to Dept. R, Rainbow Program Enterprises, 150 Crossways Park West, Woodbury, NY 11797. Send by March 16. EOE.

**Television news director/anchor:** Position open in a satellite station of a major market TV station in Minnesota. Will supervise news department. Will anchor 6 and 10 pm news. Work with major market station on stories and live shots. Station located in resort area of Minnesota. Station has ENG van and access to SNG and satellite system. Must be familiar with live technology and have 3-5 years experience in reporting/anchoring. Send resume and tape to Michael Burgess, PO Box 637, Alexandria, MN 56308. Equal opportunity employer, M/F.

**Weekend anchor and reporter:** Our solid weekend mate anchor needs right person to co-anchor one night per week and report four days. EOE. Contact: Hoyte Broome, WBMG TV, 2075 Golden Crest Dr., Birmingham, AL 35209. 205-322-4200.

**Weather anchor** (Meteorologist preferred). Our dual female anchor team is looking for right anchor to complement great news and sports personalities. Weather changes created by Gulf systems meeting mountains makes this a weather anchor's paradise. UHF affiliate versus two V's creates challenging opportunity for right person. EOE. Contact: Hoyle Broome, WBMG TV, 2075 Golden Crest Dr., Birmingham, AL 35209. 205—322-4200.

**News editor/producer:** WDTN has an opening for an experienced news editor/producer in a non-smoking environment. Responsibilities include producing newscasts, consulting with assignment desk and reporters, editing all copy, supervising reception and airing of all live shots. Candidate will also be involved in training of other personnel. Women and minorities are encouraged to apply. Please send resume/salary requirements to News Editor/Producer Position, WDTN-TV2, PO Box 741, Dayton, OH 45401. EOE.

**News producer:** Industry leader, 30's market, needs a take-charge news expert to produce fast-paced, well-written newscast. BA/BS and two years experience needed. Send tape and resume to David Cochran, News Director, KWTW, PO Box 14159, Oklahoma City, OK 73113. No calls! EOE, M/F.

**Producer/co-anchor** for three-station network in western Montana. You're experienced, creative and personable. You're a great writer who can make a newscast move. You work well with others. You have a friendly personality and will fit in well with our anchor team. They actually like each other, and it shows! No phone calls. Resumes and non-returnable tapes to: Newscaster Network, KECI-TV, Box 5268, Missoula, MT 59806. EOE.

**Top 50 market,** NBC affiliate seeking mature, experienced anchor for weekday newscasts. Must be strong writer, reporter, and communicator. Send non-returnable tape, resume, and references to: News Director, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

**Broadcast production assistant:** Are you ready for a transition from broadcasting to an association career? Good working environment for a team player; non-smoking office. Responsibilities include operation of ENG equipment and assisting in studio production, editing, scripting, etc. for VNRs, satellite media tours and radio/TV news features on housing, real estate and economic issues. Perform some equipment maintenance. Also help with media relations, fielding calls from reporters and arranging interviews. Requirements include 3 years in broadcast news production, with 2 years of on-air experience (radio or TV). Must be skilled in operation of studio, editing and control room equipment, including cameras, three-machine edit controllers, TBCs, CGs and mixers. Need announcing, reporting and writing skills with ability to produce clear and concise reports under deadline. Send letter with resume and salary requirements to Walter Molony, Broadcast News Manager, National Association of Realtors, 777 14th St., NW, Washington, DC 20005. EOE, M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Chicago post house** needs another Creative, experienced (three years, minimum) online editor with Grass Valley/Sony/Abekas/Chyron experience. If you're ready for the challenges - and rewards - of working in a top market, here's an outstanding opportunity for a resourceful, personable, team player. Send (confidential) resume and salary requirements. Box B-49. EOE.

**Wanted:** Producers/bookers/researchers. Nationally syndicated talk show. Reply Box B-51. All replies confidential. EOE.

**Production/operations manager needed** by Kansas City Independent. Must be well-versed in on-air station operations and local commercial production. This is a hands-on position with an opportunity to grow in a newly-acquired facility in the nation's 30th market. Send resume to General Manager, KZKC-TV, Television Place, Kansas City, MO 64126. EOE.

**WYFF Television,** a leading NBC affiliate and the number one station in the Greenville, Spartanburg, Asheville market is currently receiving applications for the position of promotion and advertising manager. Minimum qualifications for this position include: College graduate, (courses in advertising and marketing desirable); a minimum of two years experience as promotion manager in a top 50 market. This person must be qualified to lead the promotional and marketing efforts of the station, including the creation of station, news, and program promotion campaigns using both print and broadcast, and supervise and direct department personnel. Send resume and tape to Bill Whelless, Station Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. An equal opportunity employer.

**Promotions director:** Experienced Independent TV promotions director with hands-on video experience and kids club experience. Fax resume/salary history: Mark Holmes, 808—842-4594. KFVE/Channel 5, 315 Sand Island Rd., Honolulu, HI 96819-2295. EOE.

**Promotion writer/producer:** The fastest growing network in cable history is seeking a qualified person for promotion: A writer/producer for innovative award-winning creative department. 5 years experience requiring superior copy writing, an eye for design and post production proficiency. Send resume and reel: Patrice Andrews, Senior Manager, On-air Promotion, The Discovery Channel, 8201 Corporate Dr., Landover, MD 20785. No phone calls, please. EOE.

**Producer/director:** Beaufort, SC. Producer/director for local news program. Responsible for all aspects of program except news content for small market near the coast. Must be able to switch, edit and shoot. Must demonstrate a willingness to work with small staff and limited resources. Salary range is \$20,843 - \$31,284, depending on experience. Send all inquiries to Ethel Brown, Personnel Assistant, SCETV Network, Drawer L, Columbia, SC 29250. SCETV is an EOE.

**Graphics manager.** WFSB, Post Newsweek in Connecticut is looking for a graphics and design manager. But we're not just looking for anybody. We're looking for a superstar. The person who will land this job is an electronics graphic whiz, a people person, a manager extraordinaire. Of course, our person knows sets, electronic graphics, illustration, paste-up, layout and typesetting. Of course, our person can make a Paintbox do things that would knock George Lucas' socks off. Of course, our person handles budgets and priorities and people with finesse. If you're that person, and you want to join Southern New England's number one team, send resume and reel to: Chris Rohrs, Vice President and General Manager, WFSB-TV, 3 Constitution Plz, Hartford, CT 06103. EOE.

**Videotape editor:** Denver's leading video production company needs an editor who is fast, creative and efficient. The successful applicant also must share our deep commitment to customer service. We believe that editors should be enthusiastic problem solvers who enjoy interacting with their clients. Our edit suites feature CMX 3400-A, Grass Valley 300, ADO 3000 with Digimatte, Abekas A-53D, Abekas A-72 character generators and the Avid non-linear off-line system. Interested? Send a resume, sample tape and reference list to: General Manager, Telemation, 8745 E. Orchard Rd., Suite 500, Englewood, CO 80111. EOE.

**Graphics supervisor:** Search reopened. Supervise a public television graphics staff in the beautiful Shenandoah Valley. If you have experience in video paint, desktop publishing and scenic design—if you have strong conceptual, design and technical abilities, send your resume and samples of your work to Executive Secretary, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801. EOE.

#### SITUATIONS WANTED MANAGEMENT

**General manager-plus** during past 24 years! Outstanding record of achievements! Turned-around group of 3 television stations in Midwest; another group of 2 in Texas within first year! Also major market Independent (California) and medium market affiliate (Northeast)! Thoroughly experienced in all aspects! Expertise in areas of administration, sales, programming, news; promotion! Producer of spectacular sales, profits, prestige; market-values! Also, CEO of consultancy! Can become available as president/general manager of station and/or group, and as outside-director of three boards! Nationally prominent as administrator; and as FCC consultant, network/major market news-anchor/talk-show host; after dinner speaker. Possess the experience, know-how, skills and contacts to get the job done well and fast. Box E-10.

#### SITUATIONS WANTED NEWS

**Excellent, experienced sportscaster** looking for a fine station in which to work, also a most knowledgeable news person. 216—929-0131.

**Make my day.** News photographer position wanted. 5+ years combined experience. Whatever your market demands, I will deliver more. Call 401—353-4918.

**Feature reporter:** Dynamic, 4 yrs experience. I've paid my dues, now your station can reap the benefits. Reply Box B-30.

**Master weathercaster.** Warm. Animated. Friendly. Conversational. Entertaining. Enthusiastic. Pro. Authoritative. Informative. Innovative. Energetic. Computer literate. Community-involved. Experienced. Believable. Likeable. Available. Allo, 208-734-0975.

**Minority female anchor.** Network experience. Superb writing skills. Known to take station to top. Call 804-379-0991.

**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. Excellent production skills. Play-by-play experience. Call Mike, 718—934-1434. Messages, 212—545-5661.

**Black male with reporting/producing/anchoring experience** seeks challenging position. Looking for a good team. 513—651-2956.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Computer graphics artist** seeks great opportunity in the entertainment media. Recent graduate from Platt College where intense training was done on the Macintosh II, including Adobe Illustrator 88, Pagemaker and QuarkX-Press. BFA-Wayne State University. Major: Art, Minor: Film/Television. Los Angeles or New York City areas preferred, but will consider others. Let me show you what I can do. Richard Baughman, 1432 N. Fairfax, #4, Los Angeles, CA 90046. 213—874-8322.

**I need an agent!** Young sportscaster in medium market looks for move upward. Can you help? Call Ron, 713—622-9758.

#### 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.

**Free job listings!** Just send us your resume and a self-addressed stamped envelope. We'll mail you a generous sample of our current leads, plus subscription information on The Hot Sheet—Broadcasting's most comprehensive employment publication! Media Marketing, PO Box 1476-XFB, Palm Harbor, FL 34682-1476. 813-786-3603.

**Primo People** has the answers! News directors and talent—we can help you. Call Steve Porricelli or Fred Landau at 203—637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

**Bill Slatner and Associates** gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601—466-6347.

**Free written demo tape** evaluation with all paid subscriptions to The Hot Sheet, broadcasting's most comprehensive job listings publication. Now in our 6th year! Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813—786-3603.

**Research group** urgently wants any available program information on Galapagos marine iguanas. Respond to Mr. Lyons, PO Box 321, Mt. Prospect, IL 60056.

**Video tape shows how:** "Start Your Own Local Cable Television Advertising Business". Under \$15,000. No license required. Channels available everywhere. Free training. \$25.00 VISA/MC/COD. 1-800—54HOWTO.

## CABLE

#### MISCELLANEOUS

**Nation's first docucomm.** "It's Your Choice, America", 30: Informative format leading to sale of in home, extremely high quality, point of use water purification appliance. Not available in stores. Wide market appeal. Your 800 number or ours. Share profits. Clearwater USA, Inc., 4217 Highland Rd., Suite 219, Pontiac, MI 48054. Phone: 313—683-6060, Fax: 313—683-8963.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Graduate Assistantship (Television Production)** in Mass Communication program available for academic year 1990-1991. Oversees studio and remote, performance-based television productions. Applicants should have a minimum 3.0 undergraduate GPA and extensive undergraduate or professional television production experience. Theatre background a plus. Stipend for academic year approximately \$6300 plus tuition waiver. Contact Russ Jenisch, Mass Communication Area, 110 Williams Hall, Miami University, Oxford, OH 45056. Miami University is an Affirmative Action/equal opportunity employer.

**Mass Communication instructor/South Dakota Public Radio station manager.** Position has faculty rank. Teach courses in journalism, broadcasting, and mass communication. Oversees operation of SDPR affiliate, produce local news and public affairs/cultural programming. Oversees station's long-range planning and the development of staff and monetary resources. Supervise part-time radio staff and advise students. Full-time during nine month academic year, half-time during summers with radio responsibilities only. Appropriate Master's degree required. Professional broadcast journalism and print journalism experience, teaching experience, public radio experience, commercial radio station experience desirable. Department operates FM radio station, TV production facility, and SDPR affiliated radio station. Sioux Falls College is a Christian, liberal arts college. Effective June 15, 1990. Review of applicants will begin April 1, 1990. Send letter of application, resume, demo tape, and three current references to: Dennis Tanner, Vice President for Academic Affairs, Sioux Falls College, Sioux Falls, SD 57105-1699. EOE/AA.



**Journalism:** Temporary one year position in print/broadcast journalism major. Teach mass media, news-writing, hands-on broadcast journalism and courses in related area of interest; advise student radio station. Qualifications: Master's degree in journalism area and experience in college teaching, print journalism, field production of radio and/or TV news required; PhD in Mass Communication preferred. Salary: Commensurate with experience and qualifications. Send letter of application, resume, three letters of reference with current telephone number by March 20, 1990 to Gaynelle Pratt, Personnel Office, Keene State College, Keene, NH 03431. EOE/AA.

#### HELP WANTED MANAGEMENT

**The Satellite Educational Resources Consortium** seeks applications for the position of executive director. SERC is an interstate consortium utilizing satellite technology for live, interactive instruction in 22 states. The director is responsible for all planning, development and operations, including staff supervision, fiscal management and program implementation. Minimum qualifications: Bachelor's degree, advanced degree desired preferably in broadcasting or education with emphasis in instructional technology; 10 years instructional technology experience, including minimum five years senior management experience; successful track record in fundraising. Requires strong communication skills. Preference given for additional experience in secondary education, educational administration or instructional broadcasting. Submit applications to Search Committee, SERC, PO Box 50008, Columbia, SC 29250. For further information contact Skip Hinton 803-799-5517. EOE/AA, M/F.

#### HELP WANTED NEWS

**Internships:** Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in Sangamon State University's one-year MA PAR Program. Tuition waivers and \$3,000 stipends during internship. Applications due April 1. Contact Bill Miller, PAC 429A, SSU, Springfield, IL 62794-9243. 217-786-6535.

#### 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).

**Entry level reporters:** One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 619-270-6808.

#### WANTED TO BUY EQUIPMENT

**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1", 3/4", VHS videotape.** Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

**Equipment wanted:** Two each 3 1/8 inch four-port coaxial switches. Any condition. Contact Shawn Ketchum, KTVH, Helena, MT. 406-443-5050.

**Looking for 3/4" evaluators.** Also 3/4 & 1" videotape. Call IVC, 516-862-7156.

**UHF transmitter:** Looking for UHF transmitter and antenna capable of 5 million watts. Call Mark LeValley at 802-658-8022.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition, Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**50KW AM:** CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888, Fax: 215-884-0738.

**FM transmitters:** 28,500 (1980), Harris FM20K (1980), RCA BTF20E (1976), 3.5KW McMartin (1985), RCA 5D(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 BC10H (1972), Gates BC-5P2 (1967), McMartin BA2.5K (1981). Transcom Corp., 215-884-0888, Fax: 215-884-0738.

**1KW AM transmitters:** Nautel AMFET-1 (1985), Harris BC1H1 (1974), Sparta SS1000 (1981), CSI T-1-A (1981), Collins 20V3 (1968). Transcom Corp., 215-884-0888, Fax: 215-884-0738.

**New UHF TV transmitters:** Klystron, MSDC Klystron, Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

**RCA UHF transmitter:** 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

**New LPTV transmitters:** UHF and VHF, all power levels. Turn-key installation available, Call TTC. 303-665-8000.

**FM antennas.** CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc., toll free, 800-238-4300.

**Sony BVU-800s** and 820s. 20' fully equipped remote truck with HL-79s, 1" and 3/4" VTRs, DVE. Ikegami HL-79D cameras \$3,500 each. NEC Eflex DVE, \$4950. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts, 919-977-3600.

**Save on videotape stock.** We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

**For sale:** Used guyed towers. Standing & dismantled. Microwave dishes & line. Swager Communications, 219-495-4065.

**Broadcast quality videotape:** 1" and 3/4" professionally evaluated. Guaranteed. Introductory prices: 1"-30 min. - \$8.00. 1"-60 min. - \$22.00. KCS20 - \$3.50, KCS10 - \$3.00. For quantity discounts call today. VSI/NJ, 516-324-2290.

**1977 Hughes 500D,** ENG aircraft available May 1990, BMS equipped, "T" panel, shooting window, high skids w/floats. Wire strike protection kit. This aircraft is loaded. \$350,000. 206-448-3863.

**93 AM/FM trans.** All powers, all books, all complete. Delivery now! World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. Robert Malany, 214-630-3600. Fax #214-226-9416.

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

**Used/new TV transmitters,** full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

**RCA UHF transmitter,** 110 Kw mid band, complete with 3 klystrons, diplexer, available immediately. Call BMA 813-933-0023.

**Parts and services** for Townsend transmitters. Call BMA, Inc., 417-451-1440, Gary Kenny. Also (2) - 110 ft. sections of Andrew 13Ghz wave guide, 1 section with connectors, both \$600. Harris Visual UHF exciter, tuned to your frequency, \$8,000.

**Super towers financed.** 2000 ft., 13 ft. face, 200 mph wind load with T-Bar. Approx. \$3 million installed with elevator + strobes. Approx. 5% down in escrow. Terms negotiable. Other size towers available. Ten yr. warranties. Free balloons! OMPower Towers. Phone: 805-937-5577. Fax: 805-937-6755.

**Broadcast equipment (used):** AM-FM transmitters, RPU's, STL's, antennas consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

**At BCS, on sale:** 3/4" Umatic portable CR-47000U \$1500; Umatic editor CR-8200U \$1900; Player from \$400 rcd. from \$650; Betacam player portable BVW-21 \$3800; 1" VTR Ampex VPR-1C with TBC for \$6800; A/B/C Controller Grass Valley 31 \$5500; Color monitor Conrac RS-19 cross pulse \$1800; Tektronix Waveform 528 from \$1100. And much more: VTR's, TBC's, SEG's, DA's. BCS has thousands of good equipment in stock, so SAVE and CALL: 818-845-7000.

## RADIO

### Help Wanted Management

#### STATION MANAGER...MIDWEST

Highly successful, growing radio company is about to acquire its' second AM/FM combo (small-medium market) in Ohio/Indiana area. We want a person who is marketing oriented in direct selling and research oriented in program strategies. Letter and resume to: **George Joachim, WMAN/WYHT, Box 8, Mansfield, Ohio 44901. EOE.**

**ESTABLISHED  
BROADCAST GROUP  
SEEKING BUDGET-ORIENTED  
GM'S AND GSM'S  
WITH GOOD TRACK RECORD.  
PROFESSIONALS ONLY.  
SEND RESUME TO: BOX E-9  
EOE**

**PRESIDENT  
MAJOR MARKET  
RADIO ASSOCIATION  
Significant radio management  
experience required.  
Must have strong sales,  
organizational, public relations skills.  
Send Resume to: Box E-5  
EOE**

#### Help Wanted Technical

#### SENIOR AUDIO ENGINEER

Applicant must have a strong background in troubleshooting and preventive maintenance in all types of audio production equipment. Prior effectiveness in motivating workers a +. We are a dynamic trade school that offers a competitive salary and attractive bfts. pkg. Send resume & salary history to:

**BMA  
Box No. 179, 171 Madison Ave.  
New York, NY 10016  
EOE**

#### Situations Wanted Management

#### NEW ENGLAND STATES

If you have a station in need of quality leadership and salesmanship and you have an interest in ultimately having someone CAPABLE purchase that station - we may be able to mutually benefit one another. (I understand that if all were "rosy" you would have no need of my talents and skills.) My desire is to manage your radio station with contractual stipulations built in to my compensation allowing me a very real opportunity of buying the station.

**I will create my income -  
as well as profits for you.  
If this sound good to you  
... then ... let's talk.  
BOX E-7**

**Situations Wanted Management  
Continued**

**WINNING GM**

Excellent track record as successful GM, GSM, PD. Quality references. Station sale prompts this ad. Top 100 markets preferred, turnarounds welcome.

Discretion assured.  
Call 214/373-2108

**TAKE CHARGE  
GENERAL MANAGER  
AVAILABLE**

Extensive & stable background as successful full charge General Manager in medium and major markets. Group management experience. Start-ups and turnarounds welcomed. Excellent references.

Relocate for quality opportunity in top 75 markets.

Phone for complete resume.

Dean Johnson (504) 472-1221

**TIRELESS COMPETITOR  
AND WINNER**

General manager available for major market time brokered radio stations. Excellent track record and references.

Expert in all phases of station operations including cash flow

Box E-18

**Programing Service**



**Lum and Abner  
Are Back**

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ PO Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

**PLEASE NOTE:**

When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does NOT forward tapes or other oversized materials to Blind Boxes.

**TELEVISION**

**Situations Wanted Technical**

**DIRECTOR OF ENGINEERING**

28 years experience in all phases of television engineering and operational management ranging from Olympics to local station. Highest references and credentials available. Willing to relocate.  
CHARLES BREEDING 312-878-5077

**Special classified opportunities  
in three special  
BROADCASTING issues.**

- Mar. 26 - Pre-NAB
- Apr. 2 - NAB Convention
- Apr. 9 NAB Wrap-up

**Help Wanted Technical**

**MAINTENANCE ENGINEERS**

KCAL-TV is looking for several TV maintenance engineers with strong, hands-on experience on ENG tape (Beta), field and studio cameras, ENG trucks, and editing systems.

Applicant must have 5 or more years maintenance experience, preferably in a top-ten market news operation, and be a results-oriented self-starter.

If you have the qualities which we're looking for, send or FAX your resume to:

Thomas L. Mann  
Director of Engineering, KCAL TV  
5515 Melrose Avenue  
Hollywood, CA 90038  
FAX: 213-464-0847

An Equal Opportunity Employer. No phone calls, please.



**TECHNICAL OPPORTUNITIES  
AT CNBC**

The Consumer News and Business Channel is seeking professionals who are eager to work in a fast-paced, flexible, team-oriented environment with experience as:

- VIDEOTAPE EDITORS
- MAINTENANCE ENGINEERS

We offer competitive salaries and excellent benefits for these positions in our brand new state-of-the-art facility in Fort Lee, New Jersey. To arrange an immediate interview, please send salary history and resume to: **Personnel Associate, CNBC, 2200 Fletcher Avenue, Fort Lee, New Jersey 07024.** We are an Equal Opportunity Employer.



Consumer News & Business Channel



**CHIEF ENGINEER**

KCET-TV, a public broadcasting station in Los Angeles, has a challenging opportunity for a Chief Engineer. Must have had previous experience as a chief engineer. Must also include at least five years experience in maintenance and/or transmission including UHF transmitters, microwave systems and satellite systems; BSEE degree and FCC license, or equivalent experience; good interpersonal and communication skills.

Qualified applicants, please submit your resume to:  
**KCET**

4401 Sunset Blvd.,  
Los Angeles, CA 90027.



Women, minorities & veterans are encouraged to apply  
EOE



**TELEVISION ENGINEERS**

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology.

Turner Broadcasting System offers an excellent benefit and compensation program.

Send resume to:

Mr. Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
One CNN Center  
P.O. Box 105366  
Atlanta, Georgia 30348-5366  
404-827-1638

TBS is an equal opportunity employer

**Help Wanted Sales**

**ACCOUNT EXECUTIVE**

IF YOU HAVE A REPUTATION FOR BEING THE BEST IN YOUR MARKET FOR DEVELOPING NEW BUSINESS, HAVE TV SALES EXPERIENCE, AND ARE LOOKING TO MAKE A MOVE UP, THINK ABOUT A CAREER WITH HEARST BROADCASTING. PLEASE SEND RESUME TO  
**LOCAL SALES MANAGER, WTAE-TV,**  
400 ARDMORE BLVD.,  
PITTSBURGH, PA 15221.

EOE, M/F



**VIDEOTAPE EDITOR**

Denver's leading video production company needs an editor who is fast, creative and efficient.

The successful applicant also must share our deep commitment to customer service. We believe that editors should be enthusiastic problem solvers who enjoy interacting with their clients.

Our edit suites feature CMX 3400-A, Grass Valley 300, ADO 3000 with Digimatte, Abekas A-53D, Abekas A-72 character generator and the Avid non-linear off-line system.

**Interested?**

Send a resume, sample tape and reference list to:

**General Manager  
Telemation**

8745 E. Orchard Road, Suite 500  
Englewood, Colorado 80111  
EOE

**PROMOTION  
WRITER/PRODUCER**

**NO GUTS. NO GLORY.**

We're looking for a senior producer with the gumption, (gumption?) to do breakthrough work with an award-winning staff in the highly competitive Miami market.

**STRONG WRITING SKILLS** and production experience a must.

Bring your own surfboard!

send tape and resume to:

**Promotion Producer  
WDZL TV**  
2055 Lee Street  
Hollywood, Florida 33020



An equal opportunity employer

**PAINTBOX  
GRAPHIC  
ARTIST**

**Must have strong design skills, 3 years hands-on experience.**

**Salary commensurate with experience.**

**Great facility.**

**Top-rated television station in top 25 market.**

**Send resume only to:**

**BOX 4861  
Baltimore, MD 21211**

Equal Opportunity Employer

**ASSISTANT  
PROGRAM MANAGER**

WKNO/Channel 10, seeks a progressive, take charge individual for this key programing position. The successful candidate will have a college degree in Broadcast Communications or a related field, four or more years of broadcast experience.

The salary range for this position is \$22,000 to \$30,000 depending on experience. If you've got the stuff to become a Program Manager, this is the position for you.

Send your letter of interest and a resume with references to:

**Executive Secretary,  
WKNO-TV/FM**

(Position #2100)

Box 241880, Memphis, TN 38124

Application deadline is March 30, 1990  
EEO Employer

**Help Wanted Programing  
Production & Others**

**SENIOR WRITER-PRODUCER**

**WANTED:** marketing savvy, innovative, news-oriented, creative dynamo to join award-winning promotion team at NBC's newest Owned and Operated station. If your style is bold and your concepts "cutting edge", rush tape, resume and :60 script promoting yourself to

**PROMOTION MANAGER**

WTVJ 316 N. MIAMI AVE. MIAMI FL 33129  
No Phone Calls!

**VIDEOTAPE EDITOR**

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced videotape editor. Must professionally operate a Grass Valley Switcher and Abekas A53D. CMX editing experience preferred; familiarity with BetaCam SP & D2 helpful. If you have at least 5 years editing experience at a major production or broadcast facility and would like to be a part of this national Christian ministry, please send resume to:

The Christian Broadcasting Network, Inc.  
Employment Department, Box V-1  
CBN Center  
Virginia Beach, VA 23463



**Help Wanted Programing Production & Others Continued**

**DO YOU HAVE THE CREATIVITY AND TALENT WE ARE LOOKING FOR?**

**ON-AIR PROMOTION MANAGER**

Experienced, creative Writer/Producer who is ready for a management challenge in the marketing of Movies, News and Entertainment programming. Basic computer knowledge helpful.

**PROMOTION MANAGER**

Experienced manager with emphasis on the creative production of print ads, radio commercials and publicity, plus budget administration and media buying experience. Basic computer knowledge helpful.

**ON-AIR PROMOTION WRITER/PRODUCER**

Experience in the creative production of movie, news and entertainment on-air promos. Marketing education helpful.

**ART DIRECTOR**

Experience as an Art Director/Design Director is required. Looking for a hands-on, creative manager for station image, on-air, print advertising and sales promotion design and production. Experience on an Aurora paint system is preferred.

Please send resume and sample tapes to:

**Bill Butler, Program Director**  
**WLIV-TV 56**

**75 Morrissey Blvd., Boston, MA 02125-3316**

**—NO PHONE CALLS, PLEASE—**

**WLIV-TV is an Equal Opportunity Employer**



**ALLIED FIELDS**

**Help Wanted Management**

**CORPORATE DIRECTOR HUMAN RESOURCES**

Major Midwest—based broadcast group (TV/radio/entertainment) seeking corporate director of human resources. Reporting to the VP/Operations, this newly created position will be responsible for implementing corporate H.R. strategies within the broadcast group, providing H.R. assistance and direction to our operating companies and insuring fcc compliance of our stations.

Qualified individual must have a Bachelor's degree (Master's preferred) with 10+ years of human resource management experience within the broadcast industry.

**INTERESTED CANDIDATES SHOULD SUBMIT THEIR RESUMES ALONG WITH SALARY HISTORY AND REQUIREMENTS TO:**

**BOX E-19**  
**EOE**

**Help Wanted News**

**MAJOR MARKET NEWS OPENINGS SOUTHEAST**

One of the nation's most respected news and information companies is looking for the best.

**EXECUTIVE PRODUCER**

Candidates should have a minimum 6 years newsroom experience.

Proven leadership abilities.  
 Newscast producing background.  
 Desire to win.

**ASSOCIATE PRODUCER**

Two years newsroom experience.  
 Must have produced regular news broadcast and possess excellent writing skills.

**REPORTERS**

General Assignment  
 with five years experience.  
 Strong writing skills  
 and live capabilities a must.

**PHOTOGRAPHERS**

Wanted: Aggressive, creative, independent photojournalists.  
 Must be experienced editors.  
 All Betacam with cuts-only and A/B capabilities.  
 Minimum two years news experience.

**VIDEOTAPE EDITOR**

Weekend Editor: Experienced, dedicated, self-motivated and fast.  
 All Betacam experience  
 with BVU and BVW series tape machines.  
 Time-code computer editing skills a plus.

**BRD**  
**PERSONNEL DEPARTMENT**  
**P.O. BOX 77010**  
**ATLANTA, GA 30309**  
**An Equal Opportunity Employer**

**NEWS REPORTER/ANCHOR**

Major ABC affiliate has opening for strong, experienced general assignment news reporter, anchor. Person will research, write and report news stories, including special features. Requires at least two years experience in major market, with excellent written and verbal communication skills. Prefer degreed individual. Minorities are encouraged to apply. Equal opportunity employer. Qualified candidates must send videotape and writing sample with resume to:



**Bobbie E. Slaughter**  
**WSOC-TV**  
**P.O. Box 34665**  
**Charlotte, NC 28234**



**Public Notice**

**THE PUBLIC BROADCASTING SERVICE**

(PBS) released RFP for one C-band satellite earth station antenna (9.0 meter) with options to acquire as many as six C-band antennas. Copies are available from Ms. Gwendolyn C. Wood, Director, Satellite Replacement Office, PBS 1320 Braddock Pl., Alexandria, VA 22314, 703-793-5024.



Deadline for response is March 16, 1990.

**Educational Services**

**HOW TO BE A TV SPORTS PRODUCER**

LEARN THE INS AND OUTS OF THIS EXCITING FIELD FROM AN EMMY AWARD WINNING PRODUCER.  
 SEND \$15 FOR BOOKLET & POSTAGE TO  
 6201 SUNSET BLVD., SUITE 400C  
 HOLLYWOOD, CA 90028.

**Employment Services**

**1-900-234-INFO ext. TV (88)**

**JOBPHONE**

THE NATIONAL JOB LISTING SERVICE FOR THE COMMUNICATIONS INDUSTRY  
 \$2 per minute From any touch tone phone

**NEWS PHOTOGRAPHER/EDITOR**

KREM-TV, a King Broadcasting Company owned station, is seeking a talented Photographer/Editor to become an integral part of our newsgathering team. This position involves considerable live set up and production. Candidates should have a minimum of three years shooting, editing and microwave van operation experience. College degree preferred. Must be able to carry up to 50 pounds of equipment. Send resume/tape to: Personnel Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. Minorities and women encouraged to apply. KREM-TV is an equal opportunity employer.

**35,000+ A YEAR JOBS**

*We also list the big job openings. 98% of all radio and TV jobs currently open — all market sizes — all formats — all positions.*  
**MONEY BACK GUARANTEE!**

**One Week \$7.00-Six Weeks \$15.95**

**American Radio JOB MARKET**

1553 N. Eastern, Las Vegas, NV 89101

**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.



**GET A JOB WITHOUT GOING BROKE!**

No need to pay expensive per minute telephone charges. One subscription buys you access to job leads nationwide. MediaLine has been your best source of job leads for 4 years. And we just got better: When you land a job from MediaLine, we'll refund the remainder of your subscription. Get the leading source of television job information.



**800-237-8073**  
In CA: 408-648-5200

THE BEST JOBS ARE ON THE LINE | PO Box 51909, Pacific Grove, CA 93950

  
*Satterfield & Perry, Inc.*  
Brokers - Consultants  
PHILADELPHIA DENVER  
(215) 668-1168 (303) 239-6670

**SPORTS CAREERS**  
3 DAY NATIONAL JOB FAIR  
MAY 17-19, PHOENIX, AZ  
**1-800-776-7877**

For Sale Stations

*Hogan - Feldmann, Inc*  
MEDIA BROKERS - CONSULTANTS  
P.O. Box 146  
Encino, California 91426  
Area Code (818) 980-3201

**HIGH POWER TV STATION**  
36th Market  
Priced to sell at \$950,000  
Terms  
1-800-444-9233

**WE PLACE  
MANAGEMENT, SALES  
& ENGINEERING PERSONNEL**  
America's Leading Source For A Decade  
For Information Phone or Write  
Mark Kornish  
  
**key systems**  
international, inc.  
479 Northampton Street  
Kingston, PA 18704  
Phone (717) 283-1041  
Fax (717) 287-5889  
Employer  
Paid Fees

**CASH FLOW FINANCING**  
We purchase Accounts Receivable  
National and Local  
**MFR FINANCIAL (714) 544-7131**

**MICHIGAN  
CAPITAL CITY "A"**  
2.5M  
BOX B-45

**MID-SIZE TENNESSEE**  
AM/FM Combo  
with positive cash flow and C-2 upgrade.  
\$800,000 of favorable assumable debt.  
\$1,150,000.  
Reply Box B-53.

For Sale Equipment

ICING?  
TORNADOS?  
HURRICANES? **HA!**  
**OMPOWER TOWERS**  
see "Super towers financed: Page 77"

**AM DAYTIMER 900KC**  
Repossessed from former buyer. To an experienced owner, will finance with no down payment. First payment on princ. in two years. Buyer must put back on air. Only qualified reply.  
WDDT Greenville, Miss.  
John Gibson - 601-334-4825

**NEW, NORTH TEXAS**  
100,000 WATT FM  
FULL CLASS C  
Strong coverage  
of two rated markets.  
Projected to bill  
1 million yearly.  
Asking 1.6 million  
with some terms  
Reply Box E-3.

**WANT THE BADDEST  
TOWER IN THE WORLD?**  
SEE "SUPER TOWERS FINANCED"  
CLASSIFIED SECTION:  
FOR SALE EQUIPMENT.

**Stan Raymond  
& Associates, Inc.**  
Media Brokers

---

**NEW LISTINGS  
CLASS A's, B's & C's  
REALISTIC PRICES  
NAB - MARRIOTT MARQUIS**

---

Call today for an appointment  
Stan Raymond - Nick Imbornone  
813-383-9404 404-956-7060

**MIDWEST TELEVISION**  
Small Market Fully Equipped  
Ready for Growth  
with good management  
Excellent Opportunity  
Priced at Only  
\$850,000  
*R.E. Meador & Assoc.*  
MEDIA BROKERS  
P.O. BOX 36  
LEXINGTON, MO 64067  
816-259-2544

**THIS PUBLICATION AVAILABLE  
IN MICROFORM**  
University Microfilms International  
300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

For Sale Stations Continued

**POWER AM & POWER FM IN MISSISSIPPI**

Serves numerous small medium and small markets.  
400,000 pop. in the 1 millivolt and retail sales of \$2 billion.  
Price: under \$3 million. See it now! Offers accepted March 15 through March 30.  
Others in TX, OK, NM, Ark, MO, Iowa, Ala.

Mitchell & Associates  
John Mitchell (318) 868-5409, P.O. Box 1065, Shreveport, LA 71163.

**FM OPPORTUNITIES**

Pacific Northwest - Class A FM with C3 upgrade.  
Will cover big market. \$375K - Terms available.  
Alabama Class A with C2 upgrade. Ready to build.  
\$350K - Terms available.

Contemporary Communications  
Phone: 404-460-6159 - FAX: 404-460-6129

**ARKANSAS  
AM DAYTIMER  
FM POSSIBLE  
\$75,000  
414-482-2638**

**FLORIDA**

**EAST COAST 5KW AM  
FANTASTIC GROWTH AREA  
SELLER HIGHLY MOTIVATED  
BOX E-11**

**FLORIDA EAST COAST  
FULL TIME AM**

- 5 KW Day/1 KW Night
- Includes Real Estate
- Third fastest growing metro area in country
  - \$625,000

**WILL FINANCE**

**Call Dan Wallace**

**(407) 461-2414 or (407) 465-5993**

**TELEPHONES OPEN 24 HOURS**

FM Vermont Reduced  
AM/FM Florida Coast  
FM Florida Great Area  
AM/FM Northern New England  
50,000 watt FM & AM Kansas  
AM/FM and 2 FM/s, South Carolina  
FM Good Market Iowa  
FM Priced Right Wisconsin  
AM with FM permit soon Idaho  
AM's Florida, Georgia, Michigan, Texas  
TV's Oregon, Ohio, Nevada

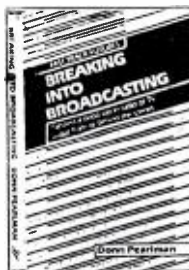
The Connelly Company  
813-287-0906 FAX 813-289-0906  
5401 W. Kennedy, Suite 480  
Tampa, FL 33609

**ALA - GA GROUP**

1. Class "A"-Approved for CIII, App. for CII-W/Fulltime AM Combo, W/Real Estate
2. CP for 6000 W-Class "A" App. go to Class CIII W/AM-Fulltime Combo-Cover Mid Size Market-Real Estate
3. 10,000 W-AM, Real Estate, State of the Art - Near Major Market

**\$2.4 million  
Call 1-404-536-3890**

**Books  
for  
Broadcasters**



Award-winning CBS-TV and radio broadcaster Donn Pearlman offers advice on how to find, keep and use that first job in television or radio. Sometimes humorous and always easy-to-follow, this book uses informative first-person case histories to chart proven paths to success.

ISBN 0-933893-16-7  
224 pages  
\$13.95

**Broadcasting Book Division**  
1705 DeSales St., N.W.  
Washington, D.C. 20036.

Or call 1-800-638-7827 to use  
VISA or MasterCard.

**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 ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

**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.

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# Fates & Fortunes

## Media

**Nicholas D. Trigony**, executive VP, broadcasting division, Cox Enterprises Inc., Atlanta, named president.

**Linda Moffat**, VP, account executive, Turner Broadcasting System Inc., Atlanta, named regional VP, northeast division.

**C. David Whitaker**, VP and general manager, WTVT(TV) Tampa, Fla., named president and chief operating officer.

**Richard J. Young**, general manager, WYSS(FM) Sault Ste. Marie, Mich., adds duties of VP and chief operating officer, Martz Communications Group, Fairfield, Conn. **Jerry Noble**, program director, WYSS(FM), adds duties of corporate program director, Martz Communications Group.

**Mary E. Reilly**, administrator, corporate services, Price Communications Corp., New York, adds duties of assistant secretary.

**Jane E. Bartsch**, VP and general manager, KEBC(FM) Oklahoma City, joins WOWO-AM-FM Fort Wayne, Ind., a division of Price Communications, in same capacity.

**Gayle Shaw**, VP and general manager, KBTS-FM Killeen, Tex. (Austin), joins KRZN(AM) Englewood, Colo. (Denver), in same capacity. **David B. Smith**, general sales manager, KBTS-FM succeeds Shaw.

**Kevin LeRoux**, television operations manager and general manager, television and radio, KCRG-AM-TV Cedar Rapids, Iowa, joins WGGB-TV Springfield, Mass., as VP and general manager.

**Pat McNally**, general manager, KFRC(AM) San Francisco, joins KITS(FM) there as VP and general manager. Succeeding McNally is **Phil Lerza**, chief engineer, KFRC.

**Gary R. Bolten**, general manager, WTOV-TV Steubenville, Ohio, joins WROC-TV Rochester, N.Y., as VP and general manager.

**Thomas J. Shannon**, station manager, WPTT-TV Pittsburgh, named general manager. **Scott Shust**, program coordinator, named assistant program manager. **Anna Depalatis**, film shipping assistant, named program coordinator.

**William L. Huston**, general manager, WMIR(AM) Lake Geneva, Wis., named VP.

**Reggie Jordan**, VP, Radio SunGroup of Texas, and general manager, KKQV(FM) Wichita Falls, Tex., joins Bahakel Communications, Charlotte, N.C., as VP, radio.

**Edgar C. Cearley III**, account executive, KILT-FM Houston, joins KYKX(FM) Longview, Tex., as general manager and VP, Radio SunGroup of Texas Inc.

**Doug Stalker**, VP and general manager, KQIZ-FM Amarillo, Tex., joins KELT(FM), Harlingen, (McAllen-Brownsville), Tex., in same capacity. **Susan Stalker**, sales manager and consultant, KQIZ-FM Amarillo,

joins KELT(FM) as sales manager.

**Steve Brill**, station manager, WZZU(FM) Burlington-Graham, N.C. (Raleigh), joins KRFX(FM) Denver as operations manager.

**Keith D. Neve**, sales manager, WYSS(FM) Sault Ste. Marie, Mich., joins WFST(AM)-WBPW(FM) Caribou, Me., as general manager.

**Warren R. Baker**, production director, WEZF(FM) Burlington, Vt., named operations manager.

**Jim Sandry**, accounting manager, Act III Broadcasting, Atlanta, named controller.

**Terry Kalagian**, market research director, KLAS-TV Las Vegas, joins KPLR-TV St. Louis in same capacity.

## Sales and Marketing

**Deborah Newkerk**, general manager, Saatchi & Saatchi Direct, New York, named President.



Williamson

**Robert J. Williamson**, president and general manager, WJTC(TV) Pensacola, Fla. (Mobile, Ala.), joins American Network Group Inc., Nashville, as president, chief operating officer.

Appointments at USA Network, New York: **Andrew Besch**,

VP, marketing, named Senior VP; **Sidney Ginsberg**, VP, advertising sales, Eastern region, named VP, sales administration; **Judith G. Allen**, director of marketing, Merrill Lynch & Co. there, joins as director, national accounts, affiliate relations; **Donna Tauriello** and **Bob Riordan**, account executives, named managers, advertising sales, Eastern region; **Christopher Simon**, account executive, CNBC, there, joins in same capacity, and **Maurice Moore**, account executive, Turner Broadcasting Sales Inc., Chicago, joins USA in same capacity.

Appointments at Scali, McCabe, Sloves, New York: **Mary Ann Coffas**, VP, associate media director, named senior VP; **Patricia Bischoff**, associate media director, named VP; **Claire Capeci**, associate media director, named VP; **Vaughn Corden**, associate media director, named VP; **Christine Imperatore**, senior network TV buyer, named VP, network supervisor; **JoAnne LoPinto**, assistant media director, named VP, and **Fred Shaw**, manager, spot broadcast, named VP.

**Katy Hodges**, national sales manager, WTTQ(TV) Birmingham, Ala., named general-local sales manager.

**Helen C. Marshall**, sales manager, Info-Edge Corp., New Canaan, Conn., named VP, Hot-Net, communications division there.

**Kimberly Marteau**, associate, international development, Patchett Kaufman Entertainment, Culver City, Calif., named director, international development and distribution.

**David M. Reinbach**, marketing and sales director, Eleven Twenty Five Productions, New York, joins Editel, there as corporate sales representative.

**Harry Spero**, director of advertising and marketing, Crazy Eddie, former electronics retail chain, New York, joins WFAN(AM) there in same capacity.

**Mark LaCrue**, media consultant, KXUS(FM) Springfield, Mo., joins KOLR(TV) there as account executive.

**Alfred Westermann**, senior group manager, Petry TV, New York, joins WLIG(TV) Riverhead, N.Y. (Woodbury), as general sales manager.

## Programing



Russell



Henderler

**Neil Russell**, senior VP, programing, Orbis Communications, Los Angeles, named executive VP, production and acquisitions. **Hilary Henderler**, senior VP, domestic sales, New York, named executive VP, sales and marketing.



English



Bedell

Appointments at Viewer's Choice, New York: **Jim English**, VP, programing, named senior VP, programing; **Bob Bedell**, VP of marketing, named senior VP, sales and marketing, and **Leigh Bolton**, director of

## Castrucci takes top post at Great American



Castrucci

George Castrucci, president and chief operating officer, Great American Broadcasting, Cincinnati, has been named chairman and

CEO of group owner of five TV's, 11 FM's and six AM's. He succeeds Charles S. Mechem Jr., 60, who becomes chairman of executive committee and will rejoin



Mechem

Taft, Stettinius and Hollister there, law firm of which he was partner when he joined Great American Broadcasting, in 1967.

promotion, named executive director, video promotion.

**Gary Schrager**, senior VP, business and legal affairs, Largo Entertainment, Los Angeles, joins Columbia Pictures, Burbank, as executive VP.

**Greg Sill**, director, television and film music, Warner Communication's Warner-Chappell Music, Los Angeles, joins Lorimar Television, Culver City, Calif., as VP, music.

**Tom Patricia**, VP, Citadel Entertainment, Los Angeles, named senior VP, development and production. **Michele Conklin**, director, named VP, development.

**Bill Lyall**, director of finance, Tribune Entertainment, Chicago, named VP, finance and administration.

**Charles L. Ward**, VP, studio relations, Reiss Media Enterprises, Los Angeles, joins Times Mirror Cable Television, Irvine, as VP, national marketing and programming. **Paul Gregg**, director, national marketing, named VP, marketing and sales.

**Richard Mincer**, VP, program development, Multimedia Entertainment, New York, joins Ailes Communications Inc. there in same capacity.

**Jack Flannery**, marketing consultant, Kurt Salmon Associates, New York, joins International Cablecasting Technologies Inc. there as director, affiliate sales & marketing.

**Alex Bennett**, former morning air personality, KITS(FM) San Francisco, joins WIOD(AM) Miami as afternoon air personality.

**Dominic Quinn**, air personality, WWDB(FM) Philadelphia, joins WCAU(AM) there in same capacity.

**Michael M. Hassan**, director, special markets, Playboy Video Enterprises, Los Angeles,

named VP, special markets, and **Marv McLeod**, assistant director of ancillary marketing, named manager, special markets.

**Scottye Hedstrom**, director, business affairs, Walt Disney Television, Burbank, Calif., named VP, network legal affairs. **Michael Smith**, affiliate marketing representative, Disney Channel, New York, named manager, national accounts.

**Elaine Estes**, central division regional manager, *Prevue Guide*, Tulsa, Okla., named director, national accounts.

**Daniel S. Phillips**, VP, development, Nathan/Tyler, Mill Valley, Calif., joins Douglas S. Cramer Productions, Los Angeles, as director, development.

**Robert G. West**, program director, Fox affiliate KDNL-TV St. Louis, named VP, Fox network programming council.

**Robert Golden**, director, original programming, HBO and Cinemax, New York, named director, program planning, Comedy Channel.

**Sharon Hall**, director of development, OgiensKane Co., New York, joins BBDO there as VP, manager of program development.

Appointments at US West: **John E. DeFeo**, president and chief operating officer, New Vector Group, Bellevue, Wash., named president and chairman of board, new radio division there; **Reynie Ortiz**, president, US West International, London, succeeds DeFeo; **Steven E. Andrews**, VP, operations and engineering, New Vector, Bellevue, succeeds Ortiz.

**Stephen G. Tom**, director of sales, Western region, Keystone Communications, Los Angeles, named VP, general manager, New York.

**John Sutton**, on air promotion coordinator, National Public Radio, Washington, named

director, audience research and program evaluation. **Jackie Nixon**, senior research analyst, National Public Radio there named associate director.

**Gaye Fowler**, affiliate sales manager, West Coast, Lifetime Television, Los Angeles, joins Bravo Cable Network, Santa Monica, Calif., as regional sales manager.

**Michael Hanisch**, sales executive, Mirex Corp., Tulsa, Okla., joins United Video there in same capacity.

**Steven Anastasi**, manager of animation, Worldvision Enterprises, New York, named director of animation.

**Roberta Jacobson**, director of development, Ventura Entertainment Group Ltd., Los Angeles, adds duties in same capacity, Ventura Motion Picture Group Ltd. there.

**Carolyn Siffermann**, assistant controller, director of accounting, Republic Pictures Corp., Los Angeles, named controller.

## News and Public Affairs

**Mark Nelson**, bureau chief, ABC News, Los Angeles, named senior producer, ABC News *Nightline*, New York.

**Bob Anderson**, foreign editor, CBS News, New York, named producer, *60 Minutes*. **Al Ortiz**, senior producer, *CBS Evening News*, succeeds Anderson.

**Bill Ferguson**, managing editor, United Press International, Washington, joins Chicago in same capacity.

Baseball commentators named at ESPN Inc., Bristol, Conn.: **John Saunders**, anchor, reporter, SportsCenter; **Dave Marash**, anchor, WRC-TV Washington; **Peter Gammons**, baseball journalist; **Mike Lupica**, national columnist; former players **Ray Knight** and **Bill Robinson**.

**Bruce Bernstein**, producer, ESPN, Bristol, Conn., joins Sports Channel America, Woodbury, N.Y., as senior producer, *Sports Nightly*. **Betsy Ross**, anchor, WTHR(TV) Indianapolis, joins *Sports Nightly* in same capacity.

**Holly Atkinson**, physician in charge of production, Lifetime Medical Television, Astoria, N.Y., named VP, programming and medical affairs. **Sharon Twersky**, manager, corporate affairs and industry relations, joins Lifetime Television as director, public affairs.

**James Barry**, New Jersey director of consumer affairs, Trenton, N.J., joins CNBC, Fort Lee, N.J., as VP, consumer affairs.

**David Lewis**, producer, reporter, ABC News, New York, joins Cable News Network there as correspondent. **Mary Whittington**, producer, ABC News, *20/20*, Washington, joins CNN there in same capacity. **Brooks Jackson**, reporter, *Wall Street Journal*, Washington, joins CNN there as correspondent.

**Drew Parkhill**, economics, assignment editor, CBN News, Virginia Beach, Va., named news director.

**Jennifer L. Graves**, producer, WAGA-TV At-



lanta, named executive producer. **Mark E. Feinberg**, videotape editor, named associate producer.

**Terry Anzur**, reporter, WCBS-TV New York, joins KCBS-TV Los Angeles as co-anchor and political reporter.

**Kathy Brock**, 12 and 6 p.m. anchor, KUTV(TV) Salt Lake City, joins WLS-TV Chicago as 6:30 a.m. co-anchor and general assignment reporter.

**Mark Thompson**, weatherman, KRON-TV San Francisco, joins KTTV(TV) Los Angeles in same capacity.

Appointments at WGRZ-TV Buffalo: **Carol Kaplan**, executive producer and 6 p.m. anchor, KOMU-TV Columbia, Mo., joins as weekend weathercaster and environmental reporter; **Wanda Starke**, reporter and anchor, KCOPTV Los Angeles, joins as weekend anchor; **Steve Brown**, general assignment reporter, WTIC-TV Hartford, Conn., to same capacity; **Jim Parsons**, anchor, reporter, WRoc-TV Rochester, N.Y., joins as general assignment reporter; **Paul Orgel**, news director, anchor and reporter, KMIZ(TV) Columbia, Mo., to producer, and **Stan Coleman**, executive producer, public affairs, WGRZ-TV, to director, public affairs.

**Ken Rowland**, director of research, Linker Capital Management, Louisville, Ky., joins WDRB-TV there as part-time reporter.

Appointments at KRNVT(TV) Reno: **Hank Tester**, special projects director, KVBC(TV) Las Vegas, joins as news director; **Debra Rogers**, senior producer, KVBC(TV), named executive producer, assistant news director; **Laura Stephenson**, reporter and anchor, KWTV(TV) Oklahoma City, named 5 and 11 p.m. anchor; **Jeff Moore**, weekend anchor, WTVR-TV Richmond, Va., named 5, 6, and 11 p.m. anchor; **Ron Hyde**, reporter and anchor, Cable News Network, Atlanta, named weekday sports anchor; **Kurt Siegelin**, sports reporter, KVBC, named weekend sports anchor; **Viola Vigil**, news director and anchor, KXLF-TV Butte, Mont., named weekend anchor, and **Mary Campana**, morning producer, KTNV(TV) Las Vegas, named 11 p.m. producer.

**Paul Miller**, producer, NBC News, Los Angeles, joins KCBA(TV) Salinas, Calif., as news director. **Kirstie Wilde**, anchor, KTTV(TV) Los Angeles, joins KCBA(TV) in same capacity.

## Technology

**Michael J. Marcus**, assistant chief, technology, field operations bureau, Office of Plans and Policy, FCC, Washington, named FCC Engineer of Year by Society of Professional Engineers.

**Howard Shepard**, commercial director, Sony Broadcast & Communications, Newbury Berkshire, UK, named sales and marketing director.

**John W. Patterson**, VP and general manager, Midwestern Relay Co., Milwaukee, named president.

**Mark Terry**, European director of sales and marketing, New England Digital, London, named VP, international sales, White River

Junction, Vt.

**Michael Arbuthnot**, Northwest regional manager, Ampex Corp., Ridgewood, Calif., joins Broadcast Television Systems Inc., Salt Lake City, as manager of marketing operations.

Appointments at Hughes Television Network, New York: **John J. Rourke**, manager, communications services, named director; **Anne Marie Crowley**, manager, accounting, named director, general accounting; **Christopher P. McCabe**, manager, information systems, named director; **Nancy Salas**, assistant manager, telecommunications services, named manager, telecommunications facilities; **Thomas P. Delehanty**, senior communications services coordinator, named assistant manager, communications services, and **Kerry A. Burns**, cost accountant, named accounting administrator, cost accounting.

Appointments at Satellite Transmission and Reception Specialists, Houston: **Marc K. Rieke**, VP, chief financial officer, Texas Marine & Industrial Supply Co., Houston, joins STARS in same capacity; **Roan L. Scraper**, VP, Concept Communications Inc., Dallas, joins as VP, sales; **Jim Weitzel**, account executive, international sales, named manager, international operations.

**Stuart R. Smith**, chief engineer, WPET(AM)-WKS(FM) Greensboro, N.C., joins WMFR(AM)-WMAG(FM) High Point, N.C., as chief engineer.

**John G. Campbell**, VP, marketing, Convergence Corp., Irvine, Calif., joins United Media Inc., Anaheim, Calif., as director of

marketing.

**John Child**, salesman, Design For Television, Miami, joins Tri-Comm Productions, Hilton Head Island, S.C., as director of sales.

**David Johnson**, sales associate, NEECO, Providence, R.I., joins WPRI-TV there as senior post-production editor.

## Promotion and PR

**Michael Kenny**, copy writer, Fahlgren & Swink, Columbus, Ohio, joins Warner Cable Communications Inc., Dublin, as corporate manager, advertising and promotions.

**George Tenne**, senior VP, associate director, creative services, D'Arcy Masius Benton & Bowles, St. Louis, named director, creative services.

**Vince Manze**, executive VP, Steve Sohmer Inc., Los Angeles, joins NBC Entertainment, Burbank, as VP, advertising and promotion, West Coast.

**Piper N. Parry**, director, corporate communications, Turner Broadcasting System Inc., Hong Kong, joins London office in same capacity.

**Karen Wood**, public relations manager, Revlon Inc., New York, joins Bender, Goldman & Helper Public Relations, there as manager, corporate and international television.

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## 1990 Stanton Fellow named



Shown above at the 1990 International Radio and Television Society Faculty/Industry Seminar last month in New York (l-r): IRTS Chairman Ralph

Guild, chairman, Interep Radio Store; keynoter Hugh Downs, host, ABC's 20/20; 1990 Stanton Fellowship recipient Norman Marcus, Boston University, and

Dr. Frank Stanton, president emeritus, CBS. Stanton Fellowships are presented annually for outstanding contribution to broadcast education.

## Allied Fields



**Carolyn Wall**, VP and general manager, WNYW(TV) New York, named co-chair, Broadcasters Census Committee, New York market.

**Tony Trujillo**, assistant to Intelesat director general, Dean Birch, named acting manager of public and external relations, Washington.

**Lesley Stahl**, White House correspondent, CBS News, Washington, named honorary chair, 15th Annual American Women in Radio & Television National Commendation Awards, New York.

**Emilio Pardo**, press secretary, Senate Committee on Commerce, Science and Transportation, Washington, joins Fleishman-

Hillard there as senior executive.

**Albert W. Dudreck**, chairman, founding partner, DDF&M, Pittsburgh, received Outstanding Achievement Broadcasting Award from Pittsburgh Radio Television Club.



Thayer

**Jack G. Thayer**, former NBC Radio president and owner, Jack G. Thayer Consulting, Providence, R.I., joins Gear Broadcasting there as chief operating officer, executive VP.

**Nancy Crow**, marketing representative, Rain Bird Sprinkler Co., Los Angeles,

**Bruce K. Long**, producer, Kevin Bruce Productions, Los Angeles, and **Lee H. Busey**, promotion manager, Skyline Health Club, Falls Church, Va., join National Captioning Institute, Falls Church, as program marketing representatives.

**Michael H. Rosenbloom** and **William K. Keane**, partners, Wilner & Scheiner, Washington, join Bishop, Cook, Purcell & Reynolds there in same capacity.

**Henry Grove III**, VP, audio video systems division, Peirce-Phelps Inc., Philadelphia, named to executive committee, International Teleconferencing Association.

**William M. Shaw**, VP, personnel, Turner Broadcasting System Inc., Atlanta, named to Howard University School of Communications advisory board, Washington.

## Deaths



Martin

**Bob Martin**, 57, voice of the Denver Broncos, died Feb. 25 at AMI Presbyterian Aurora Hospital in Denver, from bone marrow cancer. Beginning his broadcasting career in 1950, Martin went to work with a number of radio stations, arriving in Denver in 1954. Martin started broadcasting Broncos games in 1964 after joining KTLN as sports director. He was named program director in 1968. Joining KOA(AM) in 1969, Martin called every Broncos play until Super Bowl XXIV. He is survived by his wife, Bev, and three step children.

**Joseph L. Brechner**, 74, broadcast pioneer, died Feb. 28 of post-operative complications following heart bypass surgery at Florida Hospital in Orlando, Fla. In 1946, Brechner founded WGAY-FM Washington, additionally acting as general manager upon moving to Florida in 1959 and founding WFTV(TV) (formerly WLOF(TV)) Orlando. He is survived by his wife, Marion, and a son, Berl.

**Jules Herbuveaux**, 92, former VP, NBC and WNBQ-TV-WMAQ-TV Chicago, general manager, died Feb. 9, in his daughter's home in Golden, Colo. Starting his broadcasting career in 1931, he joined NBC Central Division, Chicago, as music director, and numerous production positions through the 1930's. In 1948, Herbuveaux was placed in charge of TV operations, WNBQ-TV-WMAQ-TV Chicago, later becoming general manager. Named NBC VP in 1955, he left to become consultant with Zenith Radio Corp. in 1961, was appointed general manager of Zenith's WEFM(FM) Chicago, in 1965. Survivors include his daughters, Judith Sullivan, Dawn Cobb and Nanette Barber.

**Robert Rea**, 53, broadcast engineer, died Feb. 17 of heart attack at his home in Reston, Va. Rea began his engineering career in 1955 while in U.S. Army, stationed at White House Communications Agency through 1965. Joining Associated Press in 1976, Rea designed AP's network audio switcher system, consulted on original AP Radio Network newsroom facilities and was at work on digital audio transmission and network automation systems at time of death. He is survived by his wife, Victoria.

## INDEX TO ADVERTISERS

Action Media Group 13 ■ Americom/Cover 2 ■ Blair Television 5 ■ CBS Radio Sports 37 ■ Chapman Associates 68 ■ Classified Ads 74-82 ■ Comark Communications/Cover 4 ■ Electronic Industries Association 15 ■ Hughes Television Network 39 ■ H.B. La Rue 65 ■ LPTV Report 71 ■ Media Venture Partners 61 ■ MIP-TV 19 ■ New World Television Distribution 7 ■ Odetics 26 ■ Professional Cards 73 ■ Cecil L. Richards Inc. 63 ■ Services Directory 72 ■ Gordon Sherman Associates 64 ■ Sony Broadcast Products 8-9 ■ Howard E. Stark 16 ■ Thoben Van-Huss Associates 66 ■ Viacom 11 ■ Warner Bros. Domestic Television Distribution/Front Cover ■ ZNEWS 57



## Putting NATPE on the map

To many in broadcasting, March 5 is more than the date of this issue. It is synonymous with Bob Bernstein, a veteran public relations practitioner whose company has represented scores of industry organizations but whose greatest success is identified with NATPE, the trade association for television programming. Indeed, to industry insiders, Bob Bernstein is known as the person most responsible for turning NATPE from an idea into a force. And he did it all backstage.

Imagine Tony Malara, president, affiliate relations, CBS, singing the lyrics, "I just kissed a guy named Sagansky," to the tune of *West Side Story's* "Maria." Or Dick Robertson, president of Warner Brothers' syndication arm, singing a parody about Japanese acquisitions in Hollywood to the tune of *The Mikado's* "Gentlemen of Japan."

In fact, no imagination is required. They did just that at the NATPE convention six weeks ago, the willing foils of Bob Bernstein and March Five Enterprises. It happened at the annual Post-Newsweek NATPE party, which Bernstein and his family-run March Five have organized almost since Bernstein formed the company in 1975.

The entertainment at the Post-Newsweek bash each year is a pared-down version of the renowned "NATPE Follies," a musical revue of the industry written by Bernstein and performed by industry members each year at the NATPE show from 1979 to 1983.

"Bob is very creative," said George Back, president of All American Television and a former executive director of NATPE. "He'd come up with these clever revues, and you'd say, no way am I doing that in public. But he'd make you do it." In fact, he made Back and Paramount domestic syndication head Lucy Salhany perform a duo called "Don't Cry for Me," from Broadway's *Evita*.

But the fun and games that animated Bernstein's NATPE regime tell only part of the story. As well remembered are the mid-night press conferences he would hold with such luminaries as then FCC Chairman Richard E. Wiley, which had a way of yielding far more news than their daytime counterparts in Washington or elsewhere.

Bernstein started organizing press coverage of the annual NATPE meeting in 1967, just three years after the group was founded by a small band of television programmers who sought a way to communicate with peers about industry issues. "Bob was a seminal force in the development of NATPE," says Back. "In terms of organizing the show, getting people to go, making the parties, having his clients there, and booking panels, he made it happen."

Bernstein's initial work for the organization was voluntary. Indeed, three compa-



ROBERT ALAN BERNSTEIN—president, March Five Enterprises, New York; b. May 12, 1927, New York; U.S. Naval Reserve, 1945-46; BA, Liberal Arts, Columbia University, 1948; MA, Fine Arts, Yale, New Haven, Conn., 1951; director, Lakewood (N.J.) Theater, 1952-53; director, public relations, Dumont Network, 1953-55; director, public relations, Guild Films, New York, 1955-58; reporter, *Billboard* magazine, 1958-59; director, public relations, Westinghouse Broadcasting, 1959-63; director, public relations, Triangle Publications, 1963-71; director, information services, Viacom International, 1971-75; founder and president, March Five Enterprises, 1975; present position since March 5, 1975. m. Vicki Kanner, March 5, 1953; children: Jed, 34; Douglas, 31; Tracy, 28.

nies he worked for before forming his own public relations company—Westinghouse, Triangle Television and Viacom—paid for his time and devoted resources for his work at the organization.

Before Bernstein's arrival on the scene, NATPE had no press coverage. He strongly advised the membership to cultivate press interest if they wanted to see the association grow in members and stature. "They said you're crazy, we don't want any press," recalled Bernstein. "I said you've got to have press if you want anybody covering the story."

He persuaded the NATPE membership of the need to get reporters interested in covering its affairs. The first year, he recalled, "a total of one editor," Les Brown, then of *Variety*, covered the NATPE meeting, held in New Orleans.

But the next year, most of the other industry publications, and the *New York Times*, covered the show. Asked how he convinced the press that NATPE was worth covering, the extroverted Bernstein waxed modest. "It

was sheer luck," he said. Not to mention, he added, "free food, hotel and airfare."

But Bernstein's son, Douglas, who has often collaborated with his father in the creation of the musical revues, offered a different view last week. He credits his father's soft-sell approach. "They came because he told them: 'I really think this is something you'd be interested in,'" said the younger Bernstein. "He's always been opposed to the hard-sell types," he added.

Bernstein has been a frustrated Broadway musical writer for almost as long as he can remember. One of his first efforts was a collaboration with the jazz pianist Dick Hyman, whom he met in the Navy toward the end of World War II. They wrote a revue called "All Secure," which received approval from naval higher-ups to go into production. But then the war ended and the project was killed.

Back credits Bernstein with bringing substance to coverage of a business "that was built on puffery." Of course, like any good public relations man, Bernstein knows how to puff up a story.

After a three-year stint with the struggling Dumont Network in the early 1950's, Bernstein joined Guild Films, New York, where he was responsible for the publicity of Liberace's weekly syndicated program. Some rumors were circulating about Liberace's homosexuality. Whether to stem those rumors, or for other reasons, the entertainer decided to "create" a romance for himself with England's Princess Margaret. There wasn't a shred of truth to it, but Bernstein put the word out anyway. Some time later, Liberace also said he would marry actress Dorothy Malone. Actually, he had never met the woman. Bernstein unabashedly admits to having coordinated the press for both affairs. "Oh, sure. It was a lot of fun."

In 1958, he tried his hand at journalism, taking a job with *Billboard* magazine. After about a year there, Bernstein left to resume his public relations career.

In 1975, Bernstein left Viacom to form his own public relations company, March Five. It was on March 5, 1953, that Bernstein married Vicki Kanner, who has been an active partner in the company since it was formed 15 years ago. March Five thrived for more than a decade, with NATPE as a key client.

In 1987, NATPE moved to Los Angeles, and March Five subsequently lost that account. That same year, Bernstein suffered a debilitating stroke. After a long convalescence, he is back at work, servicing clients on a part-time basis. Confined to a wheel chair, he works out of an office in his New York City co-op.

But don't cry for Bernstein. He is on the mend, in good spirits and wondering what guy Malara will be kissing at next year's Post-Newsweek party.

While cable was taking its lumps in Orlando, Fla., and Washington last week (see "Top of the Week"), industry's public affairs officials were meeting in San Francisco to devise battle plan to counter cable's critics. **Decker Anstrom**, NCTA executive vice president, **told attendees at Cable Television Public Affairs Association** that "our industry is in the unenviable position of continuing to be under intense political scrutiny..., both victim of success and a victim of our carelessness." That perception of "carelessness" has led cable consumers and legislators to believe that "the term 'customer service' in the cable industry is an oxymoron." Anstrom said that it is public affairs executives who must **get word out to consumers and government officials about new industry-wide customer service standards**, which NCTA hopes to have "fully achieved" by July 1991.

**Writers Guild of America, East and West reached agreement March 2 with CBS** for new three-year contract covering CBS Network and local TV and radio newswriters, editors, desk assistants, researchers, promotion writers and graphic artists. Agreement provides for, among other things, immediate 5% wage increase for all covered employes and another 5% increase on Sept. 1, 1991. Agreement is subject to approval of membership which meets tonight (March 5).

**Newhart**, now in its eighth season, **will not return to CBS's schedule next season**, after network and production company, MTM, were unable to come to terms. According to release issued by Newhart, actor and network were interested in series coming back, but "demands made by MTM...complicated the deal." Newhart has series commitment with CBS, and two parties are conducting discussions

## Presidential praise

*President Bush, in his first speech to Hollywood's Academy of Television Arts and Science, last Friday lauded industry-wide participation in production of the upcoming animated special Cartoon All-Stars to the Rescue that, he said, will "catalyze public action in our fight against drug abuse." The half-hour special, which will air April 21 on ABC, CBS and NBC and eventually appear in syndication, will feature an anti-drug message from animated characters from most of the major Hollywood studios.*

*Bush expressed his appreciation to many of the top studio executives on the dais by estimating that at least 20 million children will see Cartoon All-Stars "Those 20 million kids in front of their TV's on any Saturday morning are the same target audience for every school-yard drug pusher, five days a week," Bush said. "Never before in cartoon history have Bugs Bunny and Daffy Duck worked with the Teenage Mutant Ninja Turtles, the Muppets, the Smurfs and all the other stars of the cartoon world. My hat goes off to Leo Chaloukian (ATAS president) and Buzz Potemkin (executive producer) for keeping those egos in line."*

*While opening his address on the "real range of challenges" facing the TV industry from "cable and satellite deals, the controversy surrounding the financial interest rules, the exploration of new revenue streams and regulatory hurdles," Bush sidestepped those topics to address drug issues. About midway through his speech, an unidentified heckler interrupted his speech, screaming accusations at the President of not focusing administration efforts on "the worldwide crisis of AIDS," before being escorted out by Secret Service agents. Bush responded that his administration has raised federal AIDS funds to an all-time high. "That guy's heckling doesn't bother me one bit."*

about future series. MTM is not expected to produce next project. **Newhart** will end production in April, after filming 184th episode.

**Fox and ATAS confirmed they have come to agreement to have Fox broadcast prime time Emmy awards for additional three years.** Reports put three-year contract value at about \$9 million, which doubles previous three-year contract in which Fox paid approximately \$1.5 million per year.

**Turner Broadcasting Systems recorded first \$1 billion-plus revenue year in 1989**, reporting yearend operating profit of \$224 million on revenue of \$1.06 billion. Company recorded net loss of \$71 million, compared with \$95 million in year earlier. TNT had revenue of \$84 million for year.

**Jack Valenti**, who has headed **Motion Picture Association of America** since 1966, **will remain in that post at least another five years.** Frank G. Mancuso, chairman of finance committee of MPAA board of directors, announced last week that Valenti's tour as president and CEO of organization has been extended to Dec. 31, 1994. Announcement comes amid reports of discord within organization growing out of fact that interests of motion picture companies that make up association are no longer always in parallel. Twentieth Century-Fox, for instance, has become major player in broadcasting as owner of stations and as network. Speaking for member companies, Mancuso said, "In the past 24 years, Jack has made the MPAA the most influential organization in the film, television, and home video industry, both at home and abroad." Valenti said job still meets his standards for job satisfaction: It is fun, it is challenging and work involved is valuable.

**Eugene S. Cowen**, Capcities/ABC Washington vice president, **will receive Grover C. Cobb memorial award** at NAB convention on April 1. Award is given to broadcasters or public officials dedicated to improving broadcaster relations with federal government. Cowen recently announced retirement from ABC effective May 31, after 18 years with company.

**National Association of Regulatory Utility Commissioners**, meeting in Washington last week, joined National League of Cities and U.S. Conference of Mayors in **adopting resolution calling for reregulation of cable.** Following lead of its communications committee, NARUC adopted resolution urging "Congress to repeal the provisions of the Cable Communications Policy Act of 1984 which prohibit state and local officials from regulating cable television systems thereby leaving to the states the decision whether or not to pass laws or promulgate regulations they deem appropriate to promote competition and protect the public interest." United States Telephone Association, which is trying to break down legal and regulatory barriers to telephone companies providing cable service, said NARUC action is "good news" for telephone industry, even though it does not explicitly endorse telco entry. "Of particular significance," said USTA President John Soldolski in prepared statement, "is the recognition by NARUC that the promotion of competition is an appropriate way to protect the public in the provision of video services."

**Rainbow Broadcasting Inc.** last week **petitioned FCC staff to certify to commission question of whether more than \$250,000 in fines and other penalties should be imposed on Fox Television Stations Inc.** Rainbow, which in November 1988 filed competing application against Fox's application



for renewal of KTTV(TV) Los Angeles, expressed frustration with what it says is series of four "unlawful and abusive" pleadings Fox has filed. Rainbow says pleadings were designed to delay issuance of designation order. Indeed, it says that because of those pleadings during 1988 and 1989, comparative renewal proceeding at issue "appears to be the most prolonged pre-designation TV proceeding in the recent history of the Federal Communications Commission." Rainbow has twice replied to what it says is Fox's delaying tactics with requests for sanctions. In its petition last week, Rainbow said those two requests "should be promptly certified to the commission *en banc* for expeditious disposition." Total penalties sought by Rainbow involve maximum fine provided for by FCC rules—\$250,000, plus reimbursement of Rainbow's expenses in responding to four Fox pleadings.

**Turner Broadcasting Systems Inc. has filed suit** in Federal Court in Atlanta **against bankrupt investment banker Drexel Burnham Lambert Inc.** Turner officials would not comment on suit but did confirm published reports that Drexel had sold Turner \$10 million worth of Drexel short-term debt prior to investment bank's closing and that Turner is seeking \$7 million in damages because notes will not be paid.

**Full House**, ABC sitcom that debuts in syndication in fall 1991, **has already been cleared on 30 stations**, representing 45% of country, according to Warner Bros. Domestic Television Distribution. *House*, now in third season on ABC, has also been cleared in 15 of top 20 markets.

**Inside Report**, MCA-TV syndicated, half-hour news magazine which began as local program at WSVN-TV Miami, **has now been cleared by more than 50 stations.** *Report* originated in January 1989 in Miami and has been syndicated since last September.

**Senate this week is expected to vote to confirm Clarence Thomas**, chairman of U.S. Equal Employment Opportunity Commission, **as member of U.S. Court of Appeals** in Washington, court that hears appeals from most actions taken by FCC; it has exclusive jurisdiction in licensing cases. Thomas, who has been EEOC chairman for almost eight years, is regarded as conservative who has personal aversion to use of goals and timetables in remedying employment discrimination complaints. However, he says he has enforced those measures at EEOC. Senate Judiciary Committee approved nomination, 13-1. Senator Howard Metzenbaum (D-Ohio) was lone dissenter.

**Hughes Communications last week contracted Arianespace to launch Galaxy IV and Galaxy VII satellites** (anchored by CBS-TV) in 1992 and 1993, respectively. Launches of Hughes Aircraft's largest spacecraft (HS 601) are each likely to reach higher end of \$50 million-\$100 million per launch range, said one industry expert.

**Termination of partnership between Grant Tinker and Gannett Co., will become official March 31.** Speculation surrounding new partner for Tinker has centered most recently on Columbia Pictures Television. Tinker spokeswoman said Tinker is holding discussion with number of possible partners, but that no decision has been reached.

**Joe Taritero has been named president** of New World Entertainment subsidiary, **Marvel Productions**, replacing Margaret Loesch, who is leaving Marvel to assume presidency of Fox Broadcasting Company's Fox Children's Network.

Tax court ruled in favor of **Samuel I. Newhouse** heirs last week by **valuing media company's founder's estate at \$235.6 million.** Internal Revenue Service had sought valuation of \$1.32 billion.

## Fox may counter-sue Disney over children's programming

The Fox Broadcasting Affiliates Board of Governors, responding publicly for the first time to a Disney antitrust suit over children's afternoon program clearances (BROADCASTING, Feb. 26), said last week the possibility of a counter suit was being explored by its Los Angeles law firm, Perkins Coie.

In a memo from the board that was sent to all Fox affiliates, the board said: "You should know that we believe the suit to be groundless in all respects and the [affiliates] association intends, as does Fox, to vigorously defend itself and expects to be vindicated." Barring an extension, Fox's pleading to the antitrust suit is due March 15, said Perkins Coie attorney Douglas L. Thorpe.

The memo charged that the primary motivation behind the suit, filed by Disney's Buena Vista Television, is to block Fox's effort at the FCC to get the commission to reexamine its network rules and obtain a temporary waiver from the financial interest-syndication and prime time access rules during the proceeding. "Disney's strategy must not succeed," the board said. "Disney filed its suit in court and the court is competent to resolve it. Given Disney's choice of the forum and the fact the FCC is not equipped to resolve Disney's suit, its unfounded antitrust charges have no place before the FCC."

The memo further described the Disney suit as an insult to "your programming judgment and independence." The board urged affiliates to file comments at the commission in support of Fox's petition, which are due today (March 5).

The memo also outlined the board position that Fox is seeking the rule changes in order for the fledgling network to grow and

prosper. The network is currently "treading water," waiting for the FCC to act, the memo said. "To stand still and not grow is to shrink and possibly die."

Commenting on the board memo, Richard Frank, president of the Walt Disney Studios, said Fox has failed to "put any fact forward supporting their need for a waiver. They want a right to financial interest in shows and a right not to live with PTAR. They don't program three hours a night in prime time anyway. If some [third party] syndicates their shows they'd get almost as much money. All they lose is leverage," said Rich.

Noting the Fox claim that it needs the revenue it would lose without a waiver, Frank questioned News Corp.'s multimillion dollar investment in a new direct broadcast satellite venture, Sky Cable (BROADCASTING, Feb. 26) at this time. "It's a plain bogus argument," said Rich.

In a related development, KCPQ-TV Seattle, the Fox affiliate that found itself in the thick of the controversy when it announced a three-year renewal of the Disney Afternoon, said last week it would accommodate both the Fox Children's Network and Disney Afternoon "over the next three television seasons."

The Disney block expands to two hours next fall, and Buena Vista is insisting stations picking it up do so for three years and clear it during "prime time" for children's shows, generally acknowledged as 3 p.m. to 6 p.m. The Fox block starts with one half-hour next fall, expanding to two-hours over the next three seasons. How the station will accommodate both blocks three seasons from now remains to be seen, and could be moot, depending on the fortunes of both program blocks. —SM

# Editorials

## Strange bedfellows

Pity the poor lobbyists these days. Or, in Jack Valenti's case, pity the rich ones, too. The problem is, it's no longer easy to know whose colors they're flying.

Valenti, who represents the Motion Picture Association of America, now regularly recuses himself as speaking for that organization and fronts instead for something called the Coalition to Preserve the Financial Interest and Syndication rules. His uncustomary reticence is prompted by the fact that one of the MPAA's major members, 20th Century Fox, is threatening to become a major network on its own and is leading the fight for fin-syn repeal.

Valenti's life is made more complicated by the merger of MPAA member Warner Bros. with Time Inc., which owns the second largest cable television MSO (American Television & Communications Corp.). The MPAA has historically been second to none in cable bashing. What to do?

Or consider the case of NBC, which is the oldest of the over-the-air broadcast networks and now finds itself programming a cable channel (CNBC) and in partnership with a competing network (Fox), another cable MSO (Cablevision) and Hughes to construct a direct broadcast satellite system that conceivably could wipe out NBC's terrestrial affiliates and the cable industry in one fell swoop. (Not likely, but we're out to make a point.)

ABC, another cable rival, owns ESPN, one of the most successful cable channels.

Disney is repeatedly reported to have ambitions to buy CBS.

Nine cable MSO's have joined together into K Prime Partners, with plans to launch their own medium-power DBS. Their bird is to be supplied by GE, which owns NBC, whose own high-power bird will be supplied by Hughes.

The list goes on and is sure to lengthen as more and more companies try to answer today's competitive challenges and position themselves for what appears to be an increasingly federated future. All in all, we think it's commendable and to be encouraged. The future needs all the help it can get.

## Helping hand

At a time when the financial pages are brimful of unraveling investments and collapsing debt loads, it is refreshing to be reminded of a lending success story, particularly one involving the Fifth Estate.

In 1977, the National Association of Broadcasters concluded that lack of financing was a principal impediment to increased minority participation in the purchase or start-up of broadcast properties. Under the leadership of then Board Chairman Donald Thurston, NAB created the nonprofit Minority Broadcast Investment Fund, to which broadcasters could donate to create a financing pool—the most recent list numbers 80 contributors.

While avoiding the government's big stick, the fund managed to tap its deep pockets. Rechristened the Broadcast Capital Fund (BROADCASTAP), the fund created the tax-exempt Minority Enterprise Small Business Investment Company (MESBIC) in 1981 to disburse the funds. BROADCASTAP's charter was to double the number of minority owned broadcast stations and to help the new station owners manage those properties. That second goal is a particularly refreshing one, distinguishing the operation, as it does, from the "milk and move on" mentality characteristic of too much lending in the 1980's.

Celebrating 10 years in the business—as BROADCASTAP was in Washington last week—how successful has the fund been in

helping meet those goals? Minority ownership of broadcast properties has almost tripled—from 100 stations to nearly 300, with MESBIC financing 39.

(BROADCASTAP hasn't been alone in tackling the minority ownership challenge. Other major minority financing has been provided by the Minority Broadcast Investment Corp.—some 20 stations—which was formed by Storer Broadcasting in 1979, and Washington-based Syncom Capital Co.) BROADCASTAP has also provided educational training and technical assistance to over 3,000 minorities (with the help of the Commerce Department's Minority Business Development Agency and the White House-initiated Broadcast Opportunity Partnership.)

BROADCASTAP labeled its celebration "A Decade of Success." We second the notion.

## Golden opportunity

The apparently kinder, gentler Soviet Union agreed last week to end Radio Moscow broadcasts from Cuban soil, to the relief of U.S. broadcasters in Florida and elsewhere who have suffered interference from the 1040 khz broadcasts. From this vantage, that move provides an ideal opportunity for the U.S. to scrap its proposed TV Marti broadcasts to Cuba. Such a gesture would show the U.S.'s commitment to further deescalate the world war of words, and gain that political mileage at the expense of a project that has been a waste of money from the outset.

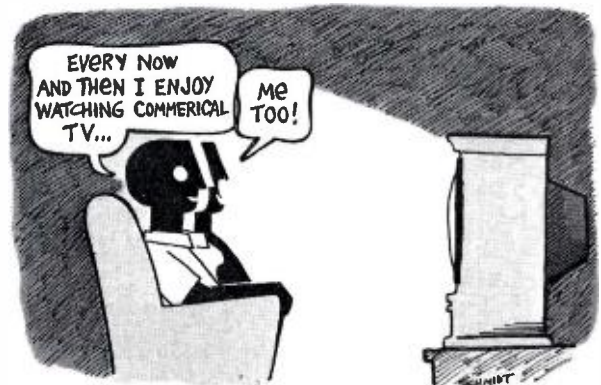
There is a tide in the affairs of state, as of men. Now is the time to deflate TV Marti, once and for all.

## Working together

A gold star goes to Ohio, where a concerned Fifth Estate is putting its time and money into educating viewers on the dangers of misusing alcohol and other drugs.

On March 7, in an effort coordinated by the Ohio Association of Broadcasters, commercial, noncommercial, and low-power television broadcasters and local cable systems will simulcast a two-hour special on drug and alcohol abuse. It will be broadcast live in prime time, and without commercials. In addition, over 200 radio stations will simultaneously broadcast a commercial-free antidrug program.

We applaud both that positive effort and the willingness of competitors to drop their guards for a good cause.




Drawn for BROADCASTING by Jack Schmidt



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