

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 7

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**Fox waiver
comes to a boil**
Cable bill '90:
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Broadcasting May 7

27/ Cable bill '90: time is running out

Chances are dimming for cable reregulation bill this year. With fewer than 45 legislative working days between now and when Congress is slated to adjourn in early October, it appears that legislation may stall in Senate and never gain momentum in House.

28/ Fox to get limited fin-syn waiver

FCC grants Fox Broadcasting limited waiver of financial interest and syndication rules, allowing it to expand to 18½ hours in fall; Fox affiliates get PTAR waiver to air off-network shows in access.

29/ Independents show revenue gains

Double-digit revenue increases appear to be norm for independent stations—both Fox and nonFox.

31/ SENDING A MESSAGE OVERSEAS

Directors of two major U.S. international broadcasting services—Radio Free Europe/Radio Liberty and Voice of America—say they are not ready to turn over responsibility of delivering America's message abroad to commercial broadcasters.

32/ FOX TAKES CHANCE ON 'TRIBES'

Fox-owned station group's in-house production unit is betting on younger-skewing soap opera, *Tribes* (below).



33/ NEW VENUES

Brent Musburger signs with ABC. CBS Sports commentator Will McDonough joins NBC.

37/ NBC'S PROGRAMING PLAN

Network will probably add another night of series programming to its fall lineup in place of movie night.

37/ PBS SUMMER

Public Broadcasting Service kicks off its summer season in June with three-part special hosted by ABC *Nightline* anchor Ted Koppel.

42/ BRITAIN'S NEWEST TV SERVICE

British Satellite Broadcasting overcomes delays to launch its flagship movie service.

44/ NAB TRIES TO BLOCK PACTEL BID

NAB uses deposition of

expert witness for Pacific Telesis in unrelated case as reason to deny Pactel's request to acquire Chicago cable TV system.

36/ SITCOM PRICE BREAK

Abundance of off-network situation comedies appears to



Among comedies hitting airwaves in syndication this year is 'The Hogan Family.'

herald decline in license fees for many shows new to marketplace.

46/ RADIO'S OUTSIDE MONEY MAKERS

Radio stations sponsor such events as health, financial, food and sports fairs to benefit station, advertisers and listeners.

48/ BATTLE PAGES

Ever since Crown Broadcasting filed its proposal to move WHMA(FM) from Anniston, Ala., to Atlanta suburb, there has been raft of petitions filed at FCC against it. Crown's Tom Gammon and Cox Enterprises' Mike Faherty address FCC's move-in policy and controversy surrounding Crown's proposal.

51/ NBC-GM AD DEAL

NBC and General Motors announce multi-year agreement said to be worth \$500 million, including spots on TV network, CNBC and SportsChannel America.

51/ YEAR OF CHANGE FOR CYCLE-SAT

Although Cycle-Sat lost money last year, its president

says 1990 will be year that company gets into black.

55/ HEARING ON TOBACCO ADS

Representative Thomas Luken questions networks on legality and propriety of covering sports events sponsored by cigarette manufacturers.

79/ EXPANDING UNIVERSE

Donald Mitzner, president of Group W Satellite Communications, was once active in aerospace program and automotive accessories business. Now his efforts are turned to cable industry.

DEPARTMENTS

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WASHINGTON

High cost of money

No tangible relief appears imminent for cable industry from criteria identifying many MSO's as "highly leveraged transaction" (HLT) debtors. Banks are in general trying to keep their HLT portfolios from growing, thereby hindering media loans and raising their costs to cable and broadcast companies. TCI's vice president, finance, Bernard Schotters, and Comcast treasurer, John Alchin, made informational presentation within past two weeks to Federal Reserve Board and other bank regulators. But, said one of regulators present, it was made clear at end of meeting that three-agency HLT definition was not likely to change in near future. No follow-up meetings were set.

Open administration

True to his word, FCC Chairman Alfred Sikes let National Cable Television Association know last week he would not speak to cable industry at scheduled luncheon during NCTA convention in Atlanta unless event was opened to reporters. Not wanting to lose featured speaker, NCTA complied with chairman's wishes. Sikes had made commitment not to speak to large groups behind closed doors after broadcasting group, Network Affiliated Stations Initiative, barred press from breakfast it hosted, featuring Sikes, last month.

NEW YORK

Fuchs re-ups

HBO chief Michael Fuchs has renewed his contract with Time Warner, amid speculation that expected merger between MTV's HA! and HBO's The Comedy Channel would mean end of his reign at HBO. Details of contract could not be learned.

Blair bounty

Firm goes are expected shortly for Blair Television's

reality-nostalgia strip, *Reunion* (cleared in 80-plus markets representing over 80% coverage), and for *Dracula*, weekly half hour it is handling for Action Media Group (sold in 75 markets with over 70% coverage). Blair spokeswoman indicated that half-hour strip, *Divorce Court* (93 stations, 72% coverage), will probably be renewed for seventh season, giving Blair its largest slate of first-run programing ever. Blair is only handling station and barter sales for *Dracula*, which like *Reunion* is being offered to stations on 3 minute national, 3½ minute local barter split for 1990-91 season.

Mixed signals

Cycle-Sat, Forest City, Iowa-based company that transmits commercials to television stations via satellite (see story, page 51), has taken issue with survey of 504 Cycle-Sat affiliates conducted by competitor TFI, New York-based dubbing and advertising distribution service. Survey found that of 504 stations listed as affiliates, 94 stations were not actually with Cycle-Sat and 85 others were not satisfied with service. Since survey was released last month, Cycle-Sat says that about 50 station engineers had called to say



Newest literacy push. Calling literacy "the ability to learn how to learn," Charles Keller, vice president, corporate affairs, Capital Cities/ABC Inc., kicked off the next round of Project Literacy U.S. (PLUS), the combined effort of Capital Cities/ABC, the Public Broadcasting Service and the combined affiliates of both. The emphasis for this fifth year of the project will be on workforce literacy.

Shown above at the Washington kickoff last week: Keller, Capcities/ABC's Jim Duffy, national spokesman for PLUS; Margot Woodwell of PBS affiliate WQED(TV) Pittsburgh and John Harr of Capcities/ABC, co-directors of PLUS

that comments in survey were not their own and did not know to whom TFI talked at stations. BROADCASTING called six stations that had reportedly responded most negatively to Cycle-Sat and found that all were using service and, in general, were pleased with results.

'Wake, Rattle' and join

Worldvision is planning to establish national kids club in conjunction with

Wake, Rattle & Roll, combination live action-animated children's show premiering Sept. 17th. Club, slated to kick off in November, will encourage on-air station participation through use of character, Rewind, who is part VCR, part computer, with chest that is monitor onto which stations will be able to feed local pieces. Plans also call for Rewind fan club.

HOLLYWOOD

Bo, Wayne and Michael know animation

ESPN is developing Saturday morning animated children's program, *All Stars*, with animation house DIC Enterprises, according to DIC President Andy Heyward. Discussions with ESPN are nearing completion to bring together voices and characterizations of National Hockey League all-time leading scorer Wayne Gretzky of Los Angeles Kings, National Basketball Association star Michael Jordan of Chicago Bulls and Major League Baseball-National Football League star Bo Jackson of Kansas City Royals and Los Angeles Raiders.

Heyward says deal is being facilitated by ProServ, sports talent agency that represents three athletes, with Gretzky apparently

Boucher connection

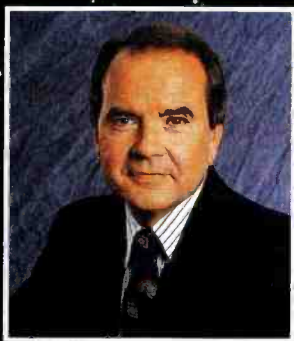
National Association of Broadcasters President Eddie Fritts is trying to convince Representative Rick Boucher (D-Va.) to revise his telco-cable legislation. NAB is unhappy with bill because it lets phone companies deliver video services without restraints on program ownership. Apparently, association is not only interested in keeping telcos out of programing business but also is seeking provisions in Boucher measure that would require cable operators to carry most local broadcast signals and give them channel positioning rights. NAB also would like to make cable pay for carriage of their signals and has not given up on its must-pay proposal. Boucher, according to source, suggested that if broadcasters went along with his bill they could get telcos to pay for carriage. Discussions are ongoing and no agreement on legislative language has been reached.

Nibble

Economic Policy Council is showing interest in cable deregulation issue. EPC staffers are said to have made "preliminary" inquiries about issue at National Telecommunications and Information Administration. Cable industry has been lobbying administration agencies on subject.

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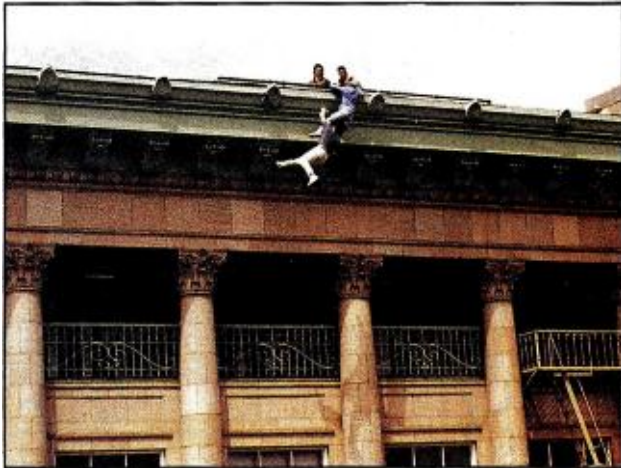
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Fall project. Shooting for an upcoming NBC made-for-TV movie, *Chameleon Blue*, had pedestrians and traffic stopped for most of last Monday (April 30) at the corner of Hollywood and Vine in downtown Hollywood. Stunts being performed on the roof of the Hollywood and Vine Plaza building included the two dangling stunt people pictured at left and a 12-story free fall by another stunt man into the air bag shown at right. The project,

which could be made into a series, is produced by Wes Craven, best known for horror films such as "Shocker." Craven serves as executive producer, director and writer on the project, produced with MGM. The movie, which will be ready for the fall, stars Loryn Locklin as a young criminal psychologist working with the Los Angeles police department who is able to establish a psychic connection with pathological criminals.

providing initial impetus for children's project. "These are three athletes that ESPN does not normally have regular contact with, and the network has been looking for the best children's role models to help them bring in young viewers to their Saturday morning lineup," Heyward said. He also indicated that Nike and General Mills, which have had past advertising deals through ProServ with its major athletes, are close to making sponsorship deals for *All Stars*. ESPN spokesman confirmed talks about show are ongoing, but said no deal has yet been worked out.

Closing shop

Look for announcement soon that Televentures, syndication venture of Tri-Star Pictures (unit of Columbia Pictures) and Stephen J. Cannell Productions, will be dissolved. Source with knowledge of situation said: "There will be an organization that will go forward in syndication with Stephen J. Cannell Product." Sources also said that current Televentures President Patrick Kenney would run new Cannell syndication arm. Kenny could not be reached for comment. Televentures' focus of late has been distribution

of Cannell series *Hunter* and *21 Jump Street*, as well as movie packages featuring Tri-Star titles. It had been speculated that partners would go separate ways in wake of Sony purchase of Columbia Pictures.

ROCKY MOUNT

Buyback

Word is that Ken Johnson has sold WTRG(FM) Rocky Mount, N.C. (Raleigh-Durham), to Tom Joyner, along with KQFX(FM) Georgetown, Tex. (Austin), for approximately \$11 million. Johnson had acquired Austin station in 1987 for \$10 million from Joyner, who accepted note for part of purchase.

AUSTRALIA

Big plans

Cable programmers Turner Broadcasting and The Discovery Channel appear to be among possible co-production partners for Australia's Beyond International Group and new slate of environmentally oriented programs BIG has in development. According to BIG development executive, one project, already involving British Broadcasting Corp. and TV New Zealand, is weekly

environmental magazine show *Earth Alive*, scheduled to begin shooting in June. BIG and BBC are also planning three 90-minute specials going into production in November. *Last Chance to Say Goodbye* is look at doomed species, *Citizens of the World* focuses on migratory animals, and *Friend or Foe* centers on limits of anthropomorphism. Partnership deals should be signed within month, executive said.

HUNGARY

Just looking

Former FCC Chairman Dennis Patrick, now senior adviser to Time Warner, has just returned from second trip to Budapest, where he looked over cable TV and print opportunities with Arthur Barron, chairman of Time Warner Enterprises, and other TW executives. Country has 500,000 cable connections, mostly of 12-channel or SMATV variety. Foreign investments over 50% aren't prohibited but need governmental approval.

LONDON

Hedging their bet

U.S. cable operators now

heavily involved in infant British cable industry are looking, as they have in U.S., to enhance chances of medium's success through improved program offerings, in part by taking equity stakes in existing or to-be-launched channels. One such move, scheduled to be announced by NCTA convention starting May 20 in Atlanta, is investment by operator consortium in United Artists Entertainment-owned Bravo service, accompanied by renaming and refocusing of London-based channel.

HOOTERVILLE

Place to be again

Upcoming CBS telefilm *Return to Green Acres* (May 18, 9-11 p.m.), will return nearly all of original cast of 1960's CBS series, which starred Eddie Albert and Eva Gabor. One former cast member of series not making it for revival movie is late charismatic pig star who portrayed Arnold Ziffel, intelligent adopted pig/son of elderly Ziffels, next-door neighbors of stars. New movie is rotating three pigs in role of Arnold, according to production spokeswoman, one for "leash work, sits and stays," one as back-up and third stunt pig for jumping.

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BY THE NUMBERS 1

Two made-for-television movies were rated among the top 10 network prime time shows in the first week of the 1990 spring/summer season. CBS's Sunday night movie (April 29), a *Hallmark Hall of Fame* presentation, *Caroline?*, won its time period and was fourth overall with an average 19.4/30 from 9 to 11 p.m.

The same night, NBC's *Fall From Grace*, about the exploits of Jim and Tammy Bakker's TV ministry, was second in its time period and ninth overall, with an average 17.6/27. ABC's movie that night,



Summer Dreams: The Beach Boys, lagged behind with a 10.6/16.

NBC won the week in prime time, with an average 12.9/23, followed by ABC's 11.4/20 performance and CBS's 11.1/19. NBC won Tuesday, Wednesday, Thursday and Saturday. CBS won Monday and Sunday and ABC took Friday.

ABC's *America's Funniest Home Videos* was the highest rated show of the week, with a 22/36. *Cheers* was second and *A Different World* was

"By the Numbers" continues on page 16.

RATINGS ROUNDUP

| Rank/rating | Network | Show |
|----------------|-------------------------|------|
| 1 ▲ 22.0/36 A | Amer. Funniest Videos | |
| 2 ▼ 21.2/34 N | Cheers | |
| 3 ▲ 19.5/33 N | A Different World | |
| 4 ▲ 19.4/30 C | Sunday Movie: Caroline? | |
| 5 ▼ 19.2/36 N | Cosby | |
| 6 18.4/30 A | Roseanne | |
| 6 ▲ 18.4/35 C | 60 Minutes | |
| 8 ▲ 17.6/27 N | Sunday Movie: Grace | |
| 8 ▼ 17.6/28 N | Wings | |
| 10 ▼ 17.5/32 N | Unsolved Mysteries | |
| 11 ▲ 17.1/29 N | L.A. Law | |
| 12 17.0/26 A | Tim Conway: Funny Amer. | |
| 13 ▲ 16.4/25 F | Simpsons | |
| 14 ▼ 16.3/30 N | Empty Nest | |
| 15 ▲ 16.2/26 C | Murder. She Wrote | |
| 16 ▼ 16.1/27 A | Wonder Years | |
| 17 ▼ 15.8/29 N | Golden Girls | |
| 18 ▲ 15.5/23 F | Married...With Children | |
| 19 ▼ 15.2/25 N | Heat of the Night | |
| 20 ▼ 15.0/25 A | Coach | |
| 21 14.8/27 N | Mancuso, FBI Spec. | |
| 22 ▲ 14.7/24 A | Doogie Howser, M.D. | |
| 23 ▼ 14.6/27 N | Carol & Company | |
| 23 14.6/25 C | Knots Landing | |
| 25 14.4/24 N | Country Music Awards | |
| 26 ▼ 13.8/28 A | Full House | |
| 27 ▲ 13.5/24 A | 20/20 | |
| 28 ▼ 13.3/23 N | Matlock | |
| 28 ▼ 13.3/22 C | Murphy Brown | |
| 30 ▲ 13.2/26 A | Family Matters | |
| 30 ▼ 13.2/24 A | Who's the Boss? | |

| Rank/rating | Network | Show |
|----------------|--------------------------|------|
| 32 ▼ 13.1/21 C | Designing Women | |
| 33 ▼ 12.7/21 N | Hunter | |
| 33 ▲ 12.7/21 C | Jake and the Fatman | |
| 35 ▲ 12.5/23 A | Growing Pains | |
| 35 ▲ 12.5/22 A | Just the 10 of Us | |
| 35 ▲ 12.5/23 A | Perfect Strangers | |
| 38 12.2/23 A | Mystery Movie: Columbo | |
| 38 ▼ 12.2/21 A | Head of the Class | |
| 40 ▼ 11.9/21 C | Newhart | |
| 41 11.8/21 C | Rescue: 911 Special | |
| 42 11.7/21 C | Dallas | |
| 43 ▼ 11.6/22 N | Down Home | |
| 44 ▲ 11.5/19 A | Marshall Chronicles | |
| 45 ▼ 11.3/18 A | Twin Peaks | |
| 46 ▼ 11.2/20 C | Rescue: 911 | |
| 47 11.0/20 A | Nightline: 10th Anniv. | |
| 48 10.6/16 A | Sunday Movie: Beach Boys | |
| 49 10.5/18 C | Sydney-Mon. | |
| 50 ▼ 10.4/17 A | China Beach | |
| 50 ▼ 10.4/19 A | Macgyver | |
| 52 ▼ 10.2/19 N | Shannon's Deal | |
| 53 ▼ 10.0/18 A | Equal Justice | |
| 53 ▼ 10.0/19 C | Major Dad | |
| 55 ▲ 9.6/17 A | Father Dowling | |
| 56 9.5/17 C | Bagdad Cafe | |
| 57 ▼ 9.1/16 N | Hardball | |
| 57 9.1/18 C | His & Hers | |
| 57 9.1/18 N | 13 East | |
| 60 ▼ 8.9/16 N | Nasty Boys | |

Week 31 □ Apr. 23-Apr. 29

| Rank/rating | Network | Show |
|---------------|-----------------------|------|
| 61 ▲ 8.7/13 F | Open House | |
| 62 ▲ 8.6/18 C | Paradise | |
| 63 ▼ 8.3/15 N | My Two Dads | |
| 64 ▲ 8.2/15 A | Capital News | |
| 64 8.2/15 C | Sugar & Spice | |
| 66 8.1/17 N | A Family for Joe | |
| 66 8.1/13 C | Falcon Crest | |
| 66 ▲ 8.1/15 C | Tour of Duty | |
| 69 ▼ 8.0/14 C | 48 Hours | |
| 69 8.3/16 N | Mancuso, FBI | |
| 71 7.9/15 C | Designing Women-Fri. | |
| 72 7.7/16 C | Candid Camera Spec. | |
| 73 7.6/12 F | America's Most Wanted | |
| 73 ▲ 7.6/14 A | Life Goes On | |
| 75 ▼ 7.5/13 N | Working Girl | |
| 76 ▲ 7.0/15 F | Cops | |
| 77 ▼ 6.8/14 F | Totally Hidden Video | |
| 78 6.3/11 A | Jennings Report | |
| 79 6.0/10 C | Movie: Leonard Pt.6 | |
| 79 ▼ 6.0/10 C | Normal Life | |
| 79 ▼ 6.0/11 C | Sydney | |
| 82 ▼ 5.7/10 F | In Living Color | |
| 83 ▲ 5.3/8 F | Booker | |
| 83 ▲ 5.3/10 N | Disney: Spooner, Pt.2 | |
| 85 ▼ 5.1/10 A | Sunset Beat | |
| 86 ▼ 4.6/7 N | 227 | |
| 87 ▲ 4.4/8 F | Outsiders | |
| 88 ▼ 4.2/8 F | 21 Jump Street | |
| 89 3.9/6 N | ALF | |
| 90 ▼ 3.6/6 F | Alien Nation | |
| 91 ▼ 3.5/6 F | Tracey Ullman | |

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 Apr. 22

| Rank | Program (Syndicator) | Rtg | Stns | Covg | Rank | Program (Syndicator) | Rtg | Stns | Covg |
|------|--|------|------|------|--|---|-----|------|------|
| 1 | Wheel of Fortune, syn. (King World) | 13.8 | 233 | 99 | 11 | Chip 'n' Dale (Buena Vista) | 5.0 | 176 | 96 |
| 2 | Jeopardy! (King World) | 11.8 | 219 | 98 | 11 | Hard Copy (Paramount) | 5.0 | 161 | 91 |
| 3 | Oprah Winfrey (King World) | 8.9 | 217 | 99 | 11 | People's Court (Warner Bros. Domestic TV) | 5.0 | 184 | 92 |
| 4 | Star Trek: Next Generation (Paramount) | 8.8 | 232 | 98 | 14 | Inside Edition (King World) | 4.9 | 113 | 82 |
| 5 | Cosby Show (Viacom) | 8.3 | 204 | 98 | 15 | Family Feud 2 (LBS) | 4.8 | 136 | 86 |
| 5 | Wheel of Fortune, wknd. (King World) | 8.3 | 209 | 92 | 15 | Geraldo (Tribune) | 4.8 | 189 | 98 |
| 7 | Current Affair (20th Century Fox TV) | 8.1 | 194 | 96 | The following shows were rated, but not ranked | | | | |
| 8 | Entertainment Tonight (Paramount) | 7.9 | 180 | 96 | | | | | |
| 9 | Donahue (Mullimedia) | 5.9 | 227 | 98 | Wrestling Network | 5.9 | 162 | 93 | |
| 10 | Star Search (TPE) | 5.3 | 170 | 96 | World Wrestling Federation (WWF) | 8.4 | 251 | 97 | |

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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| WPHL | PHILADELPHIA | KGMC | OKLAHOMA CITY | WFMJ | YOUNGSTOWN |
| KTVU | SAN FRANCISCO | KENS | SAN ANTONIO | KVVU | LAS VEGAS |
| WXON | DETROIT | WAVY | NORFOLK | WSYM | LANSING |
| KDAF | DALLAS | WLNE | PROVIDENCE | WFXI | GREENVILLE |
| KUSA | DENVER | WBNA | LOUISVILLE | KTTW | SIoux FALLS |
| KHTV | HOUSTON | WFMY | GREENSBORO | KADN | LAFAYETTE, LA |
| WSB | ATLANTA | WPBF | WEST PALM BEACH | KPBI | FT. SMITH |
| WSVN | MIAMI | KGSW | ALBUQUERQUE | WTLH | TALLAHASSEE |
| KTVI | ST. LOUIS | WRGB | ALBANY | WGKI | TRAVERSE CITY |
| KTVK | PHOENIX | KOTV | TULSA | WICZ | BINGHAMTON |
| KOVR | SACRAMENTO | KASN | LITTLE ROCK | KSNT | TOPEKA |
| WBFF | BALTIMORE | WFRV | GREEN BAY | KLNJ | COLUMBIA |
| WTXX | HARTFORD | WTVH | SYRACUSE | WVII | BANGOR |
| WFTV | ORLANDO | WGRC | ROCHESTER | KIMO | ANCHORAGE |
| KPDX | PORTLAND, OR | KREM | SPOKANE | KVHP | LAKE CHARLES |
| WCGV | MILWAUKEE | KDUB | CEDAR RAPIDS | WLOX | BILOXI |
| WLFL | RALEIGH/DURHAM | KYTV | SPRINGFIELD, MO | WGRB | BOWLING GREEN |

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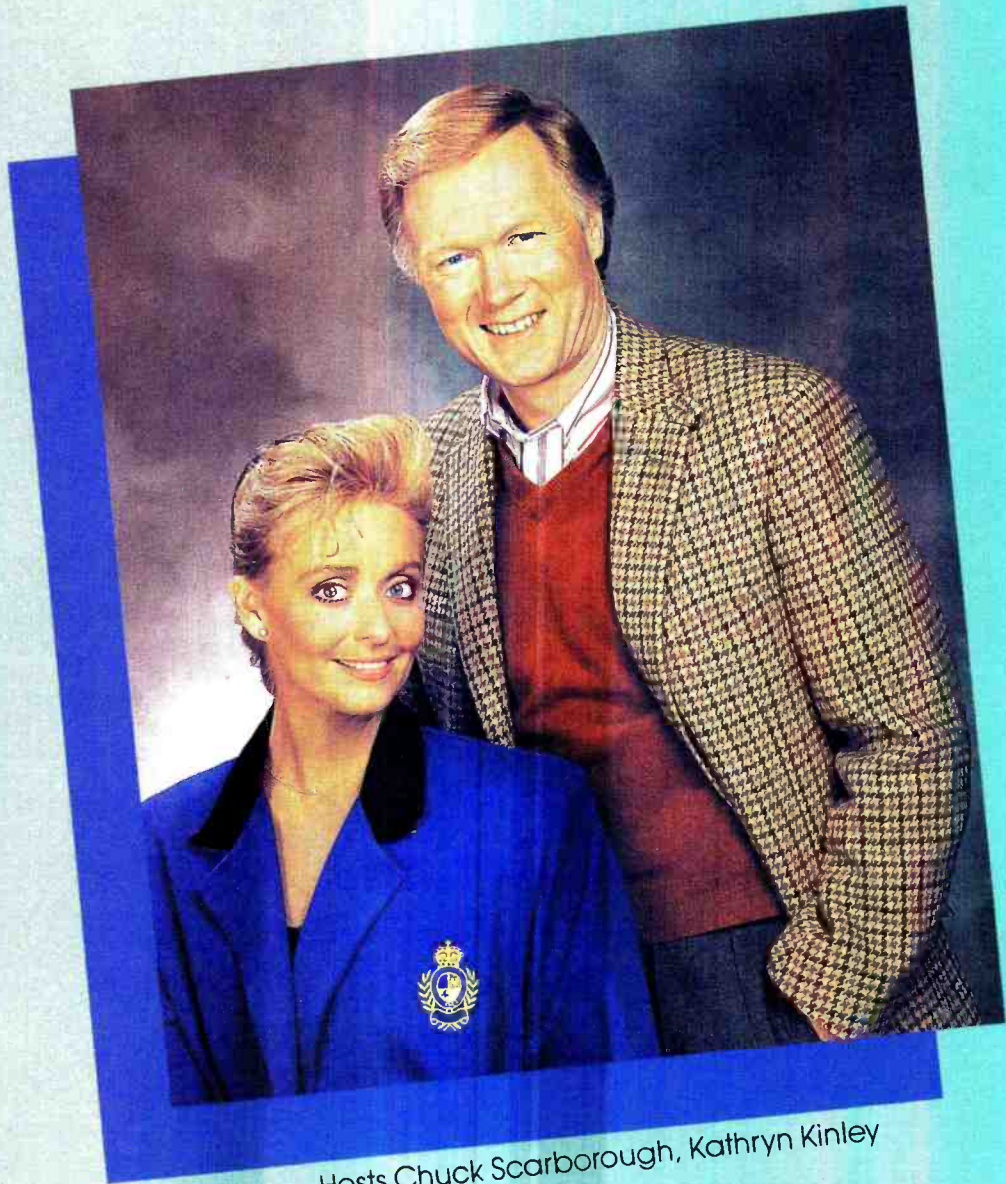
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Vice President &
General Manager
WNBC-TV, New York

“The ‘Memories... Then and Now’ pilot blew me away! From the beginning I believed the concept had a strong audience appeal but, after seeing the pilot, I decided to change KNBC’s Saturday access plans and schedule ‘Memories... Then and Now’ at 7:00pm, where I believe it can further improve our #1 position. It’s a winner!”

–John H. Rohrbeck
Vice President &
General Manager
KNBC-TV, Los Angeles

“With ‘Memories... Then and Now,’ NBC News has produced a solid news and informational program compatible with much of what we broadcast at KNSD.”

–Neil Derrough
President &
General Manager
KNSD-TV, San Diego

Memories

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INCLUDING ACCESS TIME PERIODS IN
NEW YORK LOS ANGELES CHICAGO

“Memories... Then and Now” is a fresh, entertaining look at nostalgia from today’s unique perspective. This weekly half-hour program is produced by NBC News Productions and hosted by Emmy Award-winning news anchor Chuck Scarborough and TV host and MTV/VH1 on-air personality Kathryn Kinley. And, “Memories... Then and Now” is backed by an aggressive promotion campaign that includes on-air, print, radio and cable.

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BY THE NUMBERS 2

Summary of Broadcasting & Cable

| BROADCASTING | | | |
|--------------------|--------|-------------------|--------------------|
| SERVICE | ON AIR | CP's ¹ | TOTAL ² |
| Commercial AM | 4,981 | 250 | 5,231 |
| Commercial FM | 4,282 | 859 | 5,141 |
| Educational FM | 1,425 | 278 | 1,703 |
| ■ Total Radio | 10,688 | 1,387 | 12,075 |
| Commercial VHF TV | 549 | 19 | 568 |
| Commercial UHF TV | 550 | 188 | 738 |
| Educational VHF TV | 124 | 4 | 128 |
| Educational UHF TV | 225 | 22 | 247 |
| ■ Total TV | 1,448 | 233 | 1,681 |
| VHF LPTV | 300 | 205 | 505 |
| UHF LPTV | 457 | 1,508 | 1,965 |
| ■ Total LPTV | 757 | 1,713 | 2,470 |
| FM translators | 1,831 | 301 | 2,132 |
| VHF translators | 2,721 | 123 | 2,844 |
| UHF translators | 2,211 | 395 | 2,606 |

| CABLE† | |
|------------------------|------------|
| Total subscribers | 53,238,000 |
| Homes passed | 73,900,000 |
| Total systems | 9,500 |
| Household penetration† | 57.8% |
| Pay cable penetration | 29.7% |

¹ Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ² Construction permit. ³ Instructional TV fixed service. ⁴ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12.

third. *The Cosby Show* was fifth and a repeat of *Roseanne*, top-rated for the season, placed seventh.

ABC's *Twin Peaks*, which has gotten generally favorable notices from the nation's TV critics, took a tumble in the ratings its fifth time out. On Thursday, April 26, *Peaks* was second in its time period (9-10) with an 11.3/18, and 45th among prime time shows for the week. The show was, however, still in the top 20 among women 18-49.

MarketScope

Most media stocks managed to participate in the improved market performance which saw the S&P up 6% since the previous Wednesday. Television network stocks CBS and Capcities/ABC showed little movement, despite positive options activity, perhaps based on upgraded recommendations from several securities analysts. Leveraged small-capitalization broadcasters did not fare well last week: Price Communications was off 17% to near 52-week low at 3³/₈, while Ackerley Communications dropped 11% to new low at 4¹/₄. Seattle-based Ackerley last week released first-quarter results showing increased loss. Most cable operator stocks were up, with Cablevision Systems (CVC) jumping 15% to 24¹/₄, despite lower S&P rating, to CCC, on senior subordinated debt of CVC subsidiary Adams-Russell. Adelphia was one of few cable operators declining, 5% to 10¹/₂. Among group owner/publishing stocks bucking trend were Meredith, down 6% to 27, and News Corp., down 3% to 14³/₈. IDB Communications was up 15%, to 9³/₈, on news that Swissair had agreed to joint venture and purchase of 5% stake at \$13 per share. C-Cor Electronics was up 17% to 12³/₄; cable equipment manufacturer recently reported improved quarterly earnings. King World Productions continued to fall, 7%, to \$32. MGM continued to fall slightly, to \$17, despite \$20-per-share tender offer, which was extended for week.

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 Capitalization | | | | | Market Capitalization | | | | |
|---------|-----|---------|-----|--------|--------|---------|-------|-------|-------|-----------------------|--------|---------|--------|--------|-----------------------|---------|-------|-------|-------|
| Closing | | Closing | | Net | | Percent | | P/E | | Closing | | Closing | | Net | | Percent | | P/E | |
| Wed | Wed | Wed | Wed | Change | Change | Ratio | Ratio | Ratio | Ratio | May 2 | Apr 25 | May 2 | Apr 25 | Change | Change | Ratio | Ratio | Ratio | Ratio |

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

| | | | | | | | | | | | | | | | | | | | |
|-----------------------------|-----|-----|-----|-----|-------|-------|--------|-------|--------------------------|-------------------------|-----|-----|-----|-------|--------|--------|--------|-------|-----|
| N (CCB) Capital Cities/ABC | 562 | 3/4 | 562 | 1/4 | 1/2 | 00.08 | 20 | 9,869 | N (BLC) A.H. Belo | 32 | 7/8 | 32 | 1/2 | 3/8 | 01.15 | 28 | 645 | | |
| N (CBS) CBS | 182 | 1/8 | 180 | | 2 1/8 | 01.18 | 35 | 4,306 | N (AFL) American Family | 14 | 13 | 3/4 | | 1/4 | 01.81 | 14 | 1,185 | | |
| A (CCU) Clear Channel | 14 | 1/8 | 13 | 7/8 | 1/4 | 01.80 | -117 | 55 | O (ACCMA) Assoc. Commun. | 26 | 5/8 | 26 | 1/2 | 1/8 | 00.47 | -60 | 485 | | |
| O (COR) Jacor Commun. | 4 | 1/4 | 4 | 1/8 | 1/8 | 03.03 | -3 | 42 | N (CCN) Chris-Craft | 34 | 1/4 | 33 | 1/8 | 1 1/8 | 03.39 | 1 | 857 | | |
| O (LINB) LIN | 63 | 1/4 | 61 | 3/8 | 1 7/8 | 03.05 | 59 | 3,260 | O (DUCO) Durham Corp. | 30 | | 30 | | | 00.00 | 18 | 250 | | |
| O (JOBCC) Olympia Broadcast | 1/8 | | 1/8 | | | 00.00 | | | N (GCI) Gannett Co. | 36 | 7/8 | 36 | 3/4 | 1/8 | 00.34 | 14 | 5,935 | | |
| O (OSBN) Osborn Commun. | 11 | 1/4 | 11 | 1/4 | | 00.00 | -70 | 78 | O (GACC) Great Am. Comm. | 6 | 5/8 | 6 | 7/8 | - | 1.4 | -03.63 | -1 | 232 | |
| O (OCOMA) Outlet Commun. | 19 | 1/4 | 19 | 3/4 | | 00.00 | 12 | 126 | A (HTG) Heritage Media | 4 | 1/8 | 4 | | 1/8 | 03.12 | -4 | 184 | | |
| A (IPR) Price Commun. | 3 | 5/8 | 4 | 3/8 | - | 3/4 | -17.14 | -2 | 33 | N (JP) Jefferson-Pilot | 38 | | 37 | 5/8 | 3/8 | 00.99 | 10 | 1,428 | |
| O (SAGB) Sage Broadcasting | 1 | 5/8 | 1 | 3/4 | - | 1/8 | -07.14 | -1 | 6 | N (LEE) Lee Enterprises | 26 | 5/8 | 27 | 3/8 | - | 3/4 | -02.73 | 15 | 640 |
| O (SCRIP) Scripps Howard | 58 | 1/4 | 58 | | 1/4 | 00.43 | 28 | 601 | N (LCI) Liberty | 48 | 1/4 | 47 | | 1 1/4 | 02.65 | 12 | 408 | | |
| O (SUNNC) SunGroup Inc. | 3/4 | | 3/4 | | | 00.00 | -1 | 1 | N (MHP) McGraw-Hill | 53 | 1/4 | 52 | 7/8 | 3/8 | 00.70 | 64 | 2,582 | | |
| O (TLMD) Telemundo | 6 | | 5 | 7/8 | 1/8 | 02.12 | -2 | 137 | A (MEGA) Media General | 28 | 1/2 | 29 | | 1/2 | -01.72 | 35 | 735 | | |
| O (TVXG) TVX Broadcast | 5 | | 4 | | 1 | 25.00 | | 36 | N (MDP) Meredith Corp. | 27 | | 28 | 5/8 | - | 1 5/8 | -05.67 | 16 | 501 | |
| O (UTVD) United Television | 33 | 3/4 | 34 | 1/2 | - | 3/4 | -02.17 | 5 | O (MMEDC) Multimedia | 77 | 3/4 | 79 | | - | 1 1/4 | 01.58 | 25 | 879 | |

Datebook

■ indicates new listing or changed item.

This week

May 6-31—*Museum of Broadcast Communications* annual exhibition of George Foster Peabody Award-winning broadcasts. MBC, Chicago. Information: (312) 987-1500.

May 7-9—*Women in Cable* and *Denver University* cable management program, "Marketing Policy and Strategy." Marriott Marquis, New York. Information: Nancy Ring, (312) 661-1700.

May 7-9—Media strategy seminar sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

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 Amell, (404) 394-8837.

May 8—"The Second Cable Option: How to Compete," seminar sponsored by *The Competitive Cable Association*. Luncheon speaker: FCC Chairman Al Sikes. Capitol Hilton, Washington. Information: (202) 328-2423.

May 8—*Cabletelevision Advertising Bureau* media research workshop. Quality Inn Conference Center, Vernon, Conn. Information: (212) 751-7770.

May 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Jack Fentress, VP-director of programming, Pety National Television, and John Von Soosten, VP-director of programming, Katz Television Group, on "The Rep Rap—Two Views on the Upcoming Syndication Season and the Programming Marketplace in General." Copacabana, New York. Information: (212) 768-7050.

May 9—Symposium on "Debates '92," sponsored by *Commission on Presidential Debates*. Decatur Carriage House, Washington. Information: (202) 872-1020.

May 9-11—*American Association of Advertising Agencies* creative media seminar, "New Insights for the Media Professional: Keeping Up With the Demands of the 90's." New York Helmsley Hotel. Information: Lois McCluskey (registration) or Beverly Plyer (program), (212) 682-2500.

May 10—12th annual "Showdown," sponsored by *Southwest Broadcast Representatives*. Sheraton Park Central and Southfork Ranch, Dallas. Information: Susan Wagner, (214) 748-2660.

May 10—*Cabletelevision Advertising Bureau* media research workshop. Colony Square hotel, Atlanta. Information: (212) 751-7770.

May 10-11—*C-SPAN Marketing* Invitational 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.

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 11—*Long Island Coalition for Fair Broadcasting's* 1990 Folio (Focus on Long Island Operations) Awards Luncheon, honoring "radio and TV

broadcasters and/or stations for stories, programs and series with specific focus on Long Island." Keynote speaker: Connie Chung, CBS News correspondent and anchor. Long Island Marriott hotel, Uniondale, N.Y.

May 11—"Positive Thinking About Negative Campaigning: The Citizen's Role," symposium sponsored by *League of Women Voters Education Fund*. Vista hotel, Washington. Information: (202) 429-1965.

May 12—"Funny You Should Ask: A Workshop on Interviewing Techniques," sponsored by *Society of Professional Journalists*. WRIC-TV Richmond, Va. Information: Marsha Hahn, (312) 922-7424.

May 12—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Callaway Gardens, Pine Mountain, Ga. Information: (404) 522-8971.

Also in May

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 14—*New Hampshire Association of Broadcasters* sales seminar. Sheraton Wayfarer Inn, Bedford, N.H.

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 15—Fourth annual Cable Day, sponsored by *Women in Cable, Chicago chapter*. Sheraton hotel, Rosemont, Ill. Information: (312) 693-9700.

May 15—"Formulas for Success II," meeting of *Women in Cable, New England chapter*. Boston. Information: (617) 876-5005.

May 16—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Poltrack, senior VP-planning and research, CBS/Broadcast Group, on "Will Reality-Based Programming Take Over Prime Time? A Look Back at the 1989-90 Television Season and a Look Forward to Next Season." Copacabana, New York. Information: (212) 768-7050.

May 16—*Society of Broadcast Engineers, Chapter 15 (New York)* session on "Future Emergency Broadcast System Plan for the New York Metropolitan Area." New York Times Building Auditorium. Information: David Bialik, (212) 752-3322.

May 17—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Pittsburgh. Information: (212) 254-4800.

May 17—*Philadelphia Ad Club* luncheon honoring Group W Radio President Jim Thompson as Ad Club Person of the Year. The Wyndham Franklin Plaza Hotel, Philadelphia. Information: Bernadine Steinmetz, (215) 874-8990.

May 17—*Women in Cable, Philadelphia chapter*, "The Third Annual Cable Jeopardy Game Show." Adams Mark, Philadelphia. Information: (215) 876-5163.

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

May 18—*USA Network* local ad sales/market-

ing seminar. Ritz Carlton, Atlanta. Information: Tracey Muhlfeld, (212) 408-9170.

May 18-20—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Richmond. Information: (212) 254-4800.

May 18-20—"Setting Limits: Health Care in the 1990's," an economics conference for journalists sponsored by *Foundation for American Communications* and *Gannett Foundation*. University of North Carolina, Chapel Hill, N.C. Information: (213) 851-7372.

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.

May 19—Radio general managers roundtable for small and medium markets, sponsored by *National Association of Broadcasters*. Crescent hotel, Phoenix. Information: (202) 429-5420.

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

May 20-25—"Teaching Fellowship in Broadcast Journalism," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

May 21—Entertainment and Sports Conference, sponsored by *Foundation for Accounting Education*, for "accountants, financial officers, industry executives and attorneys involved in entertainment and sports industries." Keynote speaker: Seth Abraham, senior VP, HBO, on TV sports rights. Grand Hyatt hotel, New York. Information: (212) 973-8383.

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 22—*Cabletelevision Advertising Bureau* media research workshop. Radisson hotel, Chicago.

May 22—*Women in Cable* annual Accolades breakfast meeting, during NCTA convention. Speaker: Pat Fili. Lifetime Television. Omni hotel, Atlanta. Information: Katrina Barry, (312) 794-2215.

May 22—"Criminal Prosecution: A New Concern for the Communications Industry," sponsored by *Continuing Legal Education Committee of Federal Communications Bar Association*. Washington Marriott, Washington. Information: A. Thomas Carroccio, (202) 466-6800.

May 22-23—*Luxembourg Media Summit*, trans-Atlantic dialogue on financial, economic and policy aspects of television and radio, designed for broadcasters, program producers, bankers and advertisers. European Center, Kirchberg, Luxembourg. Information: (352) 45-84-73.

May 23—"The International Economic Summit," luncheon sponsored by *American Women in Radio and Television, Houston chapter*. Speakers: George Strake Jr. and Peter Rousell, Summit Communications. Holiday Inn Crown Plaza, Houston. Information: (713) 877-1220.

May 23-June 20—"The Craft of Writing for Television," seminar series co-sponsored by *Museum of Broadcasting* and *Writers Guild of America East*. Museum, New York. Information: (212) 752-4690.

May 24—Deadline for reply comments to *Nation-*

al *Telecommunications and Information Administration* on domestic telecommunications infrastructure. U.S. Department of Commerce, NTIA, Washington. Information: (202) 377-1551.

May 24—*Cabletelevision Advertising Bureau* media research workshop. Radisson hotel and conference center, Cherry Hill, N.J. Information: (212) 751-7770.

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 28-June 2—American Film and Video Festival, sponsored by *American Film and Video Association*. San Francisco. Information: (312) 484-4000.

May 30—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Phil Beuth, senior VP-ABC Television Network, and Jack Reilly, executive producer, *Good Morning America*, on "Update on Morning Television." Copacabana, New York. Information: (212) 768-7050.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards competition, honoring 10 local radio stations for outstanding contributions to community service. Information: (202) 429-5420.

June

June 1—Deadline for nominations for Business Enterprise Awards, sponsored by *Business Enterprise Trust*, designed to "throw spotlight on those who think long term and demonstrate courage, integrity and social vision in business." Information: (415) 321-5100.

June 1-2—*National Academy of Television Arts and Sciences* trustees meeting, Marriott Marquis hotel, New York. Information: Trudy Wilson, (212) 586-8424.

June 1-3—*Chesapeake AP Broadcasters Association* annual convention. Dunes Manor hotel, Ocean City, Md. Information: (301) 539-1772.

June 3-6—*NBC-TV* annual affiliates meeting, J.W. Marriott, Washington.

June 3-6—*Cable Television Association of Maryland, Delaware and the District of Columbia* annual spring meeting. Ocean City, Md. Information: (301) 266-9111.

June 3-6—*Canadian Cable Television Association* 33rd annual convention and "Cablexpo." Theme: "Bringing It All Home." Edmonton Convention Center, Edmonton, Alberta, Canada. Information: (613) 232-2631.

June 3-9—11th *Banff Television Festival*, international competition; conference of producers, broadcasters, directors and writers, and co-production marketplace. Theme: "In Search of Audiences—Television in the 1990's." Banff, Alberta, Canada. Information: (403) 762-3060.

June 3-15—*Annenberg Washington Program* sixth annual faculty workshop in communications policy. Annenberg offices, Willard Office Building, Washington. Information: (202) 393-7100.

June 4—Deadline for nominations for Hugh Hefner First Amendment Awards, designed to "educate the public about First Amendment issues and to honor individuals who have made significant contributions to enhance and protect First Amendment rights for Americans, sponsored by *Playboy Foundation*. Information: (312) 751-8000.

June 5—*Radio Advertising Bureau/Association of National Advertisers* radio advertising workshop, "Tuning in to Marketing Power: The Radio Opportunity." Plaza hotel, New York. Information: Tom McEneny, (212) 697-5950.

June 5—*Cabletelevision Advertising Bureau* media research workshop. Hyatt Los Angeles Airport hotel, Los Angeles. Information: (212) 751-7770.

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 7—*Cabletelevision Advertising Bureau* media research workshop. Dallas Marriott Park Central hotel, Dallas. Information: (212) 751-7770.

June 7-9—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Driskill hotel, Austin, Tex. Information: (202) 626-3170.

June 7-10—*National Association of Radio Talk Show Hosts* second annual conference. Contemporary hotel, Disney World Resort, Orlando, Fla. Information: (617) 247-3627.

June 8—*Center for Communication* annual award luncheon, honoring Thomas Murphy, chairman, Capcities/ABC. Plaza hotel, New York. Information: (212) 836-3050.

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

June 8-9—Seventh annual *BROADCASTING-Taishoff* seminar for mid-career radio and television professionals, sponsored by *Society of Professional Journalists*. Speakers: Ed Fouhy, formerly with CBS News; Deborah Norville, co-host, *NBC's Today*; David Gelber, producer, *CBS's 60 Minutes*; Kim Montour, Fox TV; Paul Davis, WGN-TV Chicago; Bob Morse, WMAQ-TV Chicago, and Wayne Barnett, WTMJ-TV Milwaukee. NBC Tower, Chicago. Information: Deborah Colky, (312) 922-7424.

■ **June 8-10**—"Economics of the Illegal Drug Trade," economics conference for journalists sponsored by *Foundation for American Communications and Gannett Foundation*. Ramada Renaissance Techworld, Washington. Information: (213) 851-7372.

June 9-12—*American Advertising Federation* national advertising conference, including national ADDY awards presentation (June 10, Kiel Auditorium, St. Louis). Speakers include Jane Pauley, NBC News; Alexander Kroll, chairman-CEO, Young & Rubicam; Jamie Kellner, president-COO, Fox Broadcasting; Michael Roarty, executive VP, Anheuser Busch; Chris Whittle, Whittle Communications, and Ira Herbert, president, Coca-Cola. 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.

Major Meetings

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

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 12-14—*ABC-TV* annual affiliates meeting, Los Angeles.

June 17-21—The 1990 PBS meeting, sponsored by *Public Broadcasting Service*. Loews Anatole, Dallas.

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

June 26-29—*CBS-TV* annual affiliates meeting, Century Plaza, Los Angeles.

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, 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.

Sept. 25-27—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; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

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

Oct. 30-Nov. 4—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

Nov. 14-16—*Television Bureau of Advertising* annual members meeting. Loews Anatole, 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.

Jan. 24-27, 1991—*Radio Advertising Bureau* Managing Sales Conference. Opryland hotel, Nashville.

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. 27-March 1, 1991—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio.

April 15-18, 1991—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conferences: Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

June 10-14—Radio Advertising Bureau management development program. Wharton School of Business, University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

June 11—Broadcasting/Cable Interface IV, telecommunications policy seminar sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. Westin hotel, Washington. Information: Patricia Vance, (202) 659-2340.

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 11-13—JC Penney-Missouri community affairs television workshop, sponsored by *University of Missouri*. Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 11-14—Second management seminar for broadcast news directors, sponsored by *Radio-Television News Directors Association* and *University of Missouri School of Journalism*. University of Missouri, Columbia, Mo. Information: (314) 882-6883.

June 12-14—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

June 14-16—"Fundamentals of Cable Accounting and Budgeting," cable management program sponsored by *Women in Cable* and *Denver University*. University of Denver campus, Denver. Information: Nancy Ring, (312) 661-1700.

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

June 15—*Women in Communications, Washington chapter*, Matrix luncheon. Capital Hilton hotel, Washington. Information: (202) 998-8431.

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

June 17-22—"Broadcast: Power Reporting," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

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.

June 20-22—Advanced seminar for European radio broadcasters in management and programing. "The Future Is Here," sponsored by *Radio Express*, distributor of American radio programs, and *Burns Media Consultants*. Heidelberg, West Germany. Information: (213) 850-1003.

June 20-24—*Society of Cable Television Engineers* annual conference. Stouffer's and Nashville Convention Center, Nashville. Information: (215) 363-6888.

June 21-22—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

June 21-24—20th conference on broadcast meteorology, sponsored by *American Meteorological Society*. Clarion Harvest House, Boulder, Colo. Information: (617) 227-2425.

June 21-24—*North Carolina Association of Broadcasters* summer meeting. Elbow Beach hotel, Bermuda. Information: (919) 821-7300.

June 21-24—*Society of Cable Television Engineers* convention. Nashville.

June 22—Deadline for comments to *National Telecommunications and Information Administration* on globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

June 23—Non-televised presentation of 17th Annual Daytime Emmy Awards for creative arts categories, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Sheraton Universal hotel, Los Angeles, Calif. Information: (818) 763-2975.

June 23-27—1990 Development Exchange, workshops and seminars for public radio. St. Petersburg, Fla. Information: (202) 785-4321.

June 25-29—"Advanced Television: The Complete Picture," fourth international colloquium on advanced television systems, hosted by *Canada* and sponsored by *National Film Board, Department of Communications; Canadian Broadcasting Corp., and Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 224-1741.

June 27-29—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 28—Broadcast on ABC-TV of 17th annual daytime Emmy Awards, sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Marriott Marquis, New York. Information: (818) 763-2975.

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Two sides to 900 numbers

EDITOR: In your March 5 article, "Stations hanging up on party lines," your publication addressed the negative side of pay-per-call services.

The 900 industry is in its infancy and needs monitoring. However, as in any industry which provides a communications medium for the public, there exists a difficult balance between regulation and freedom of speech. This problem is compounded in an industry experiencing rapid growth and development. As providers of quality 900 services, we are happy to see that broadcasters are helping police the 900 industry. Our policy has been and will continue to be one of long-term growth and logical self-regulation. We produce no

programming targeted toward children. Nor do we provide services designed to appeal to the baser instincts of the public. Rather, our focus is on entertainment, competition and information.

We regret your article did nothing to suggest the positive aspects of 900 services. Indeed, the power of obtaining a wide variety of information on demand, from any telephone, without commercial intervention (either in content or substance), may well become one of the most cherished forms of information distribution in a free society.

We are driven by the quality of our programming. We believe ultimately quality will determine success. In our industry as it has in broadcasting.—Chas. Brent Franks, *Communication & Information Services Corp., Dallas.*

Monday Memo

An over-the-air broadcasting commentary by Harry M. Shooshan III (right) and John Haring, National Economic Research Associates, Washington

There is increasing recognition by policymakers about the vital importance of our telecommunications infrastructure. State-of-the-art communications systems will be the "highways" and "bridges" of the future information-based economy in much the same way that traditional infrastructure has supported the manufacturing-based economy.

The focus is, however, frequently on wire-based systems and overlooks the important role television and radio broadcasting play—and will continue to play—in our national telecommunications infrastructure. By delivering mass information, broadcasting helps to shape our decisions both as citizens and consumers, and provides a shared basis of experience that enables us to successfully cohere as a society.

When a major earthquake struck the Bay Area in California and when Hurricane Hugo struck the South, broadcast information provided a shared basis for consensus decisions about the need for collective relief actions. Imagine how difficult it would be if society had to rely upon telephone calls from a disaster scene to form a basis for collective action.

Broadcasting also provided vital local information about alternative commuting routes and the availability of emergency shelters and food supplies. Imagine what it would have been like if the only way such information could have been obtained was by trying to telephone the local branch of the American Automobile Association or Red Cross.

We have just completed a study for the National Association of Broadcasters that analyzes the important role broadcasting plays in our domestic telecommunications infrastructure. Our study concludes that:

- Broadcasting is the most efficient means of delivering the mass "message";
- Broadcasting's strengths mean it is not likely to be supplanted by wire or fiber technology, unless government policy handicaps broadcasting and favors competing technologies, and
- Broadcasting's "value" is likely to increase as information sources become more diverse and fragmented, with broadcasting helping to preserve shared information and values.

One of the notable characteristics of technical change in telecommunications is that new technologies rarely replace existing ones. The automobile replaced the horse and buggy, but telephony has not replaced the Postal Service. The advent of television did not spell the demise of radio and, today, television and cable coexist as both substitutes and complements for one another.

The deployment of broadband networks is an important development (and one



“ While fiber optics and other broadband technology will continue to be deployed, those technologies are unlikely to supplant broadcasting. ”

which has implications for the United States in world markets). New fiber or radio technologies may permit new communications services. However, as long as there is a level playing field, broadcasting will not be rendered obsolete.

Telecommunications infrastructure is the physical plant over which the various forms of information are conveyed. The total investment in broadcasting infrastructure comes to \$75.4 billion. By comparison, AT&T's total investment in plant is \$20.8 billion and Bell Atlantic's is \$17.5 billion.

Broadcasting is distinguished from other parts of the infrastructure by its universality and portability. Broadcasting serves more American households than the telephone network: 98% as compared to 93%. Cable systems fail to pass about one out of every five American households. Moreover, 40% of American households do not subscribe to cable and, significantly, cable systems are connected to only 40% of TV sets. Clearly, no other distribution system can match broadcasting in terms of universality.

When it comes to reaching cars or extending access beyond the home, wire or fiber-based systems cannot substitute for broadcasting. This portability feature of broadcasting is important not only because it extends universal service, but also because it provides flexibility to the end-user.

Telecommunications infrastructure will

become increasingly important in the Information Age. The successful functioning of our economic, political and social institutions will rest on the effective transmission and delivery of a variety of information. An efficient communications infrastructure must encompass a variety of different types of communication paths. Otherwise, information will be forced to flow through less efficient, higher cost channels, with harmful effects on the economy.

Broadcasting is an effective delivery system for advertising information about many products and services. First, because of its universality, broadcasting reaches a wide audience. Second, because it is impossible to identify each potential customer in advance or to advertise in ways that will be noticed only by those customers, it is often more efficient (less costly) to distribute relevant information broadly and provide a phone number so that interested consumers can obtain specific information. And, to the extent that advertising helps people become better informed consumers, it helps markets work more efficiently.

Broadcast news and information are essential to the effective functioning of our democratic institutions. Representative government depends on an informed citizenry, and broadcasting provides an unparalleled system for delivering political news. According to the TIO/Roper Survey, about 65% of all adults say they obtain most of their news from television; 14% rely primarily on radio. Since the early 1960's, television has outranked other media as the primary source of news and, since 1980, has enjoyed at least a 20-point lead over newspapers.

In addition to news and information, broadcasting provides mass entertainment programming that improves the quality of life and promotes shared values. Broadcasters also provide public service programming, public safety advisories and emergency services.

While fiber optics and other broadband technology will continue to be deployed, those technologies are unlikely to supplant broadcasting. The importance of broadcasting derives from its unique characteristics and its contributions to society and the economy, particularly its comparative efficiency in delivering mass information. Those attributes will endure despite the quickening pace of competition and technological change.

The social, political and economic fabric of the United States depends on shared information and shared values. Broadcasting has played a major role in the weaving of that fabric. In developing a vision of the future, policymakers should not lose sight of that role in analyzing the interrelationship of the various systems which comprise our telecommunications infrastructure. ■

Where Things Stand

Solid box denotes items that have changed since last issue.

AM-FM Allocations

■ FCC proposed at April meeting scheme for allocation of 10 channels in expanded AM band (1605 khz to 1705 khz), which becomes available for use in Western hemisphere this summer (BROADCASTING, April 16).

Under plan, preferences will be given to stations on existing AM band that are currently causing greatest amount of interference to their neighbors. Commission does not propose preferences for number of interests—noncommercial broadcasters, minorities and daytimers—which had been lobbying for them.

Allocation plan is one of several rules changes proposed or adopted at April meeting aimed at cleaning up AM interference and making service "competitive" with FM. FCC also proposed stricter interference standards, relaxation of duopoly rules to permit two commonly owned AM's in market and prohibition of AM-FM simulcasting.

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.

Cable Regulation

■ Senate Commerce Committee staff is preparing for markup on cable bill sometime this month. Staff draft is likely to serve as basis of any bill that eventually passes committee. It is considered serious blow to cable industry and is viewed as even greater threat to its stability than major reregulation bill that Senator John Danforth (R-Mo.) introduced last year 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) and favor must-carry provisions in staff draft.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is also promising to move cable reregulation bill. 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 has taken series of initiatives aimed at bringing competition to cable or, in alternative, reregulating it. Among oth-

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er things, it is conducting rulemaking that will determine how many cable systems are subject to "effective competition" and, thus, may not be 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. However, broadcasters have been talking with Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) about compromise. Inouye would like to move legislation but no progress has been reported out of those talks. If NAB and networks can cut deal with Inouye compromise, measure is likely to sail through Senate.

National Association of Broadcasters says current measure is unacceptable and prefers another, less restrictive version identical to bill pending in House. Measure that would establish \$10 million endowment for children's programming was adopted by full Senate Aug. 4, 1989.

Comparative Licensing

■ FCC, at open meeting this week, is expected to propose changes in its comparative hearing process aimed at streamlining process and saving applicants time and money.

And, in effort to stem abuse of comparative process in awarding of new stations, FCC is also expected to propose limiting

settlement payments to out-of-pocket expenses of applicants.

FCC decision in March 1989 to limit settlement payments in comparative renewal proceedings, in which new applicant challenges incumbent broadcaster for license at renewal time, had desired effect of reducing renewal challenges.

In related action, FCC reversed itself and unanimously rejected 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.

FCC is also considering revamping "renewal 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 program services.

National Association of Broadcaster plans to have its if carry/must pay proposal embodied in cable reregulation bill has been put on back burner because of lack of support (BROADCASTING April 23). Association says it is not giving up and sees matter as long-term educational process. Under if carry/must pay proposal, cable operators would turn over some of their basic cable revenues as payment for retransmitting local signals. Instead of repealing compulsory license, broadcasters are recommending amending retransmission consent provisions of Communications Act and applying them to cable.

Crossownership

■ *Telco-cable*—Legislation is pending—Al Gore (D-Tenn.) introduced bill in Senate, Rick Boucher (D-Va.) in House—that would repeal ban in 1984 Cable Act against telcos offering cable and other video services in their telephone service areas. Gore has promised to offer telco provision to cable reregulation bill in Senate when it marks up cable reregulation legislation this month. It is unclear whether votes are there to pass Gore amendment and it may be telcos' only opportunity this year to put issue on table.

FCC tentatively voted 2-1 in July 1988 to recommend Congress lift ban 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. But National Telecommunications and Information Administration, while under Sikes's direction, recommended that telcos continue to be prohibited from offering their own video services, but be permitted to carry services of others, which would not have to obtain municipal franchises (BROADCASTING, June 20, 1988).

Another barrier to seven Bell regional operating companies' entry into cable is modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable. 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. FCC proposed last April further relaxation of rule to encourage AM-AM combinations (see AM-FM allocations, above).

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 early 1990 it will launch high-power direct broadcast satellite system by 1994. Sky Cable, as service is being called, would 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 brings new life to DBS medium and, despite disclaimers of principals, threatens to bring additional competition to broadcasting and cable, although latter has been invited to participate in equipment distribution and billing.

Sky Cable announcement also 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. USSB has applied for five remaining available channels at same orbital position with Sky Cable. FCC granted all but 22 available DBS channels (32 at each of

eight orbital positions, totaling 256) to Hughes, USSB and six other companies, including several equipment manufacturers and several startup companies with no other broadcast interests. Twenty-two channels have been reserved for Tele-Communications Inc.-controlled Tempo Satellite, with grant pending petition to deny.

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, beginning with limited superstation delivery in July, and test marketing in October, 1990, before complete superstation and pay-per-view service is launched in early 1991. K Prime, which includes Tele-Communications Inc., would likely step up to full-blown DBS—probably system planned by TCI's Tempo—by middle of decade.

However, both state and federal antitrust authorities are investigating K Prime plan. And commission continues to review Media Access Project argument that past antitrust conviction of TCI disqualifies Tempo as applicant to operate high-power satellite designed to broadcast services directly to viewers' small home antennas.

High-Definition TV

■ During March 21 meeting of FCC's advisory committee on advanced television service, FCC Chairman Alfred Sikes announced that commission intends to set HDTV terrestrial transmission standard in second quarter of 1993. First priority will be to approve simulcast HDTV system, although Sikes did not rule out consideration of enhanced-definition television (EDTV) proposals.

To reach FCC's target date, new timetable calls for start-up systems lab testing by late 1990, with completion of advisory committee's duties by Sept. 30, 1992. Start-up of testing of HDTV and EDTV transmission systems by Advanced Television Test Center (ATTC) facility in Alexandria, Va., was originally scheduled to begin in May 1990. New test start-up date, which will probably land in October 1990, is expected to be set in mid-April by advisory committee chairman, Richard Wiley.

Member countries of CCIR Study Group 11 have agreed on colorimetry and transfer characteristics for HDTV production systems during meeting in Atlanta just before opening of NAB convention there. World community is working toward world "common image" or "common data rate" formats compromises as steps toward possible future approval of single world HDTV production standard. Meeting of full CCIR is to be held later this month in Düsseldorf, West Germany, which will open group's next four-year study period, during which it is hoped that production standard compromise can be reached.

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 some 2.5 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 launched for that purpose. Of those filing comments, 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

Continues on page 58.

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BROADCAST PRODUCTS

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TOP OF THE WEEK

Narrowing window for cable rereg



Senator Gore and NCTA's Mooney



NAB's Fritts



Senator Burns

Based on the latest developments on Capitol Hill, the chances are slim to none that a cable reregulation bill will wind up on President Bush's desk this year. The House Telecommunications Subcommittee appears nowhere near a consensus on cable and even the Senate Commerce Committee's deliberations on a potential bill are becoming so contentious that it is beginning to look like legislation may never make it out of the committee, much less the chamber.

Furthermore, time is running out. There are fewer than 45 legislative working days between now and when Congress is slated to adjourn in early October.

It is believed that cable would prefer to settle the issue this year and get an acceptable bill through. "We'd like to get the best possible bill in the shortest time," said one industry source. Congressional interest in reregulation has had an adverse impact on the industry, stimulating a drop in cable stock prices and a freeze on capital for expansion.

Still, the whole process may bog down in the Senate Commerce Committee because of broadcaster and telephone industry threats to kill the initiative. The National Association of Broadcasters is dead set against any language in a cable bill that would enable telephone companies to own and deliver programming. NAB President Eddie Fritts is meeting with senators to make that clear.

Fritts said NAB wants a cable reregulation bill and backs the committee's staff

draft that includes must carry and channel positioning language. But if the telcos succeed in their efforts to own and transmit programming, Fritts said the legislation would cause "more harm than good." And in that case, he said, "we'd have to oppose it."

If that happens, Fritts said it would be a "tragedy." "We've come this far only to have the phone companies come along and muck up the legislation," he said.

NAB's aggressive anti-telco stand is said to stem from the pressure it is getting from those broadcast groups with newspaper interests such as Cox, Tribune and Scripps-Howard. The American Newspaper Publishers Association reportedly also is letting Commerce know that it opposes any provisions that would let the phone companies into the content business.

"The general street wisdom is that with Congress adjourning in October, and May already upon us, there will not be a cable bill this year, but I don't know if that is true or not," said National Cable Television Association President James Mooney. Mooney and Senate Communications Subcommittee staff have been discussing possible revisions to the

staff draft which surfaced in March. There is little in the draft that cable can live with, and if few changes are made, the industry is likely to fight it.

Among the draft's more onerous provisions: The FCC would set the parameters for basic and expanded cable rate regulation; cable programmers must make their product available to all technologies (including DBS) and vertically integrated programming services cannot "unreasonably" refuse to deal with other video distributors, and telcos could provide video capacity to third parties but would not be subject to franchise agreements.

Mooney refused to comment on his discussions, but several sources familiar with those sessions are not encouraged. "They're a long way from a consensus," according to one observer.

The committee intends to mark up a bill before the Memorial Day recess but no date has been set. There is increasing speculation, however, that a vote will occur on May 22, during the NCTA annual convention. But it may also happen before then, and there is always a possibility that it will slip until June. If that is the case, there is an even greater likelihood that the FCC's release of its legislative recommendations on cable in July will affect the Senate action.

(NCTA does not appear unnerved by the prospect of a Commerce markup in the middle of its convention. "It's not the end of the world," commented one source.)

As for the telcos, they feel it is imperative for them to gain entry into the televi-

sion business as a programmer. "The telcos know that if this bill moves without telco entry, the committee won't come back to address it next year," said one Senate staffer. They may give "serious consideration to killing the bill," indicated one phone company insider.

Of course, the telcos are not happy with NAB's efforts to block their entry into the programming business. One phone industry lobbyist was calling Fritt's activity on the Hill "Custer's last stand."

At this point it is unclear if there are enough votes to pass a telco amendment. The staff draft maintains phone company regulation as a common carrier. But at least two amendments may be offered that would permit telcos to compete with cable. One that Senator Al Gore (D-Tenn.) has espoused would let them compete mostly un-

fettered by regulation. The other, under consideration by Conrad Burns (R-Mont.), would restrict telco interest in programming to 25% of channel capacity. Burns would prohibit buyouts of existing cable systems and require phone companies to treat their cable operations as a separate subsidiary. Burns is also willing to assuage broadcaster concerns by guaranteeing free carriage of broadcaster signals by telcos.

NAB's opposition to the Burns and Gore amendments puts them in a precarious situation, especially since Burns has been one of their staunchest allies on the committee. Moreover, if NAB blocks the cable bill because of the telco language, the industry also faces losing provisions that it has wholeheartedly endorsed, such as the must carry and channel positioning requirements in the staff draft.

"Broadcasters are making a big mistake doing Jim Mooney's dirty work. They're cutting their own throats," said one Senate source. It is also believed that NAB hopes to delay congressional action on cable for another year, giving it more time to sell the merits of its if carry/must pay proposal. Senate Commerce Committee leaders have told broadcasters the idea has no support and would not get through the committee.

Despite the bleak picture, there are some proponents of the staff draft who are optimistic it will get through. Wireless Cable Association President Bob Schmidt, for example, last week told reporters that he and his members were encouraged that Congress will act. Schmidt said: "I think cable is convinced they can keep the legislation from happening, but the reality is that this Congress is going to do something." —KM

Fox wins 18½ hour, one year fin-syn waiver

A unanimous FCC (4-0) late last Friday granted Fox Broadcasting a limited waiver of the financial interest and syndication rules, permitting the so-called fourth network to sell advertising time late this month for a planned 18½-hour fall programming schedule.

The waiver, which would effectively limit Fox to 18½ hours of programming per week and expires after one year, is less than the 30-hour, 18-month waiver that Fox had requested last January (BROADCASTING, Feb. 5).

"Fox has been a bright and innovative force," said FCC Commissioner Ervin Duggan following the vote. "The existence of a fourth network is certainly in the public interest. The diversity of programming is in the public interest... Fox deserves to be encouraged."

The FCC also approved Fox's request for a waiver of the prime time access rule so that its affiliates can continue airing off-network programming during the access period (generally 7-8 p.m. each weekday). That provision is conditioned on Fox's not supplying network programming in the access period.

While the waiver is in effect, the FCC also said, Fox is prohibited from acquiring syndication rights in new programs it licenses for the network.

Fox Chairman Barry Diller praised the action, lauding the commissioners for their "impressive speed and care" in responding to Fox's petition. "The interim waiver... will permit the continued growth and development of Fox... as we all strive to achieve a global resolution of the financial interest and syndication issues."

CBS, which like the other major networks opposed the waiver, issued a statement immediately following the vote: "We find it unfortunate that one network is being given a special dispensation that is contrary to the rules the other three networks have labored under for almost 20 years."

The starting point for the discussions was Chairman Alfred Sikes's proposal that was written in the Office of the General Counsel

and circulated among the commissioners early last week.

(Only four of the five commissioners are involved. FCC Commissioner Sherrie Marshall recused herself because of her former affiliation with Wiley, Rein & Fielding, a Washington law firm that represents CBS, a staunch opponent of the waiver.)

Most FCC watchers had expected the agency to grant Fox some kind of waiver, not wanting to disrupt the plans of the long-sought-after fourth network just as it is gaining a solid foothold among viewers ("Closed Circuit," April 9).

Fox's Twentieth Television is a major syndicator, whose library includes such staples as *M*A*S*H* and such first-run successes as *A Current Affair*. It is looking forward to rolling out another first-run offering this fall, *Personalities*. The half-hour video magazine strip is already cleared in 80% of the country.

If nothing else, the timing is good for Fox. In its filings with the commission, it stressed the need for a waiver sometime prior to May 29. That's the day it is scheduled to make the first of a series of sales presentations on its fall schedule to advertising agencies in New York. The other networks are also slated to make similar presentations starting May 21. Based on them, the agencies are expected to make some \$4 billion in upfront advertising buys by mid-July.

Fox hopes to pitch an 18½-hour schedule May 29. But without the waiver, Fox would have been forced to trim its fall schedule to no more than 15 hours prior to the sales presentations. As Fox has repeatedly pointed out, it cannot sell what it cannot promise.

The fin-syn rules bar broadcast networks from acquiring financial interest in programs they license for network airing and from the program syndication business. An exception allows networks to syndicate programs they produce themselves outside the U.S.

The rules do not apply to Fox, but they would have if it did not get a waiver and if

its weekly schedule exceeds 15 hours. The rules apply to any network that distributes more than 15 hours of programming to at least 25 affiliates in 10 states. Fox long ago surpassed the criteria for affiliates and states; only by staying below the 15-hour mark can it elude the rules.

Because Fox has no intention of abandoning its lucrative syndication business, Twentieth Television Co., the rules act, in effect, as a 15-hour cap on the amount of programming it can offer.

At the same time Fox applied for a waiver, it asked the FCC to launch a rulemaking to relax the rules and to revisit the rules' definition of "network" so that relatively small networks like Fox do not have to adhere to them. Fox suggested that the definition be changed so that the rules would apply only to networks that approach financial or viewership parity with ABC, CBS and NBC.

The FCC voted to launch the fin-syn rulemaking, but deferred the start of the proceeding until June to allow the networks and Hollywood producers to compromise on a new set of rules through private negotiations. Those negotiations have thus far been fruitless, but they were set to resume today (May 7) in New York. One source remarked that the networks would open the bidding by saying they would want no less than Fox now has, in terms of syndication crossownership.

Fox's current schedule totals nine and a half hours: three hours on Saturday, four hours on Sunday and two hours on Monday. Fox also broadcasts a two-hour movie on one Wednesday each month, which averages out to another half hour per week.

Plans for the fall call for nearly doubling the weekly total to 18½ hours. In the works: a two-hour movie each Wednesday, which would produce a net increase of one and a half hours; two hours on Friday night; a half-hour weekday afternoon children's strip, which totals two and a half hours, and three hours of children's programming on Saturday morning. —HAJ

Independently wealthy: revenue gains for indies

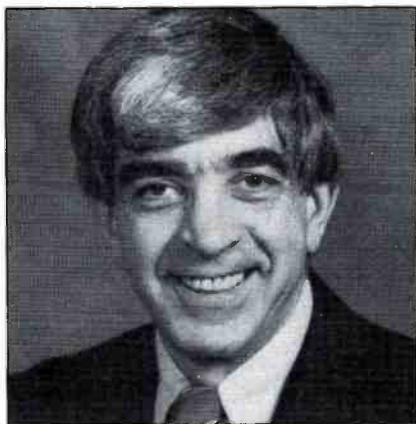
Fox and non-Fox indies both share in double-digit revenue growth; strength shown in all key dayparts

The long, hard haul for independent stations looks to have taken a noticeable turn. The double-digit revenue growth that became noticeable last year has continued and, according to station operators, apparently will be repeated in the second quarter of 1990. The combination of better programming, higher ratings and more advertising has worked in several key dayparts, including the prime time success of the Fox Network, the late night success of *The Arsenio Hall Show* and children's programming like the Disney afternoon.

Double-digit revenue increases appear to



Katz's Pete Goulzian



Renaissance's Michael Finkelstein

be the rule for those independent station groups so far reporting their first-quarter revenue. John Trinder, president of the TVX Broadcast Group, said that local sales for their stations were up 17.8% versus the first quarter of 1989, while national revenue increased 12.9%. Tribune reported first-quarter TV station revenue up 16%, while the predominantly independent station group Chris-Craft Industries said revenue increased 11%. That compares with affiliate station groups whose revenue comparisons were, on average, flat.

Those results appear to continue fourth-

quarter comparisons reported by the Association of Independent Television Stations, which said that for the fourth quarter of 1989, independents had gains of 15.2% versus 0.3% for affiliates. For 1989, INTV said that independent television time sales were up 11.5%, compared to a 1.2% gain for network affiliates.

At least some of the higher percentage gains for independents are due to the fact that they are typically coming off lower revenue bases than affiliates.

But it is almost certain that much of the gain is coming at the expense of affiliates. "The share of the pie that the independents are taking is growing more than the pie itself is growing," said Pete Goulzian, president of Katz television group, which represents both affiliates and independents. He estimated that the 26 independent sta-

“ It used to be that when an affiliate had 18-20 rating points, it wasn't a question of pricing. It was like deciding between the *New York Times* and the *New York Post*. But now that affiliates get...a 12 or 11, we are viewed as an effective alternative. ”

**—Michael Finkelstein,
Renaissance**

tions repped by Katz saw 15% increases in revenue in the first quarter and he looks for 20% increases in the second.

The biggest gains for independents last year were in local advertising, which was up 14.2%, said INTV, while national/regional spot sales were up 8.9%. Affiliate gains for local were 1.9%, and 0.3% for national/regional spot. The INTV data is derived from Television Bureau of Advertising data based on unaudited station submissions to Ernst & Young.

In some markets independent ratings have been helped by the introduction of people-meters replacing diaries. Ray Johns, president of Seltel, pointed to KDNL-TV St. Louis as an example of a station gaining from the switch. "KDNL-TV went from 3 and 4 shares to 14 and 15 shares," Johns said.

According to INTV, ratings for the

whole day for first-quarter 1990 were 7.0, down from the 1989 first-quarter figure of 7.2. The prime time rating for first-quarter 1990, however, was 12.0, up from 11.5 for first-quarter 1989. For independents, the first-quarter prime time 1990 share was up a share at 20 and even for the whole day at 23, compared to first-quarter 1989.

The key dayparts for independents all appear to be enjoying improved performance. According to reps and media buyers, those dayparts include 7-9 a.m. and 3-5 p.m., when most independents are programming for children, and early and late evening fringe when the target audience is 18-34. One group owner estimated that those dayparts, plus prime time access, account for 85% of an independent's revenue.



Seltel's Ray Johns



FCB's Joe Ostrow

Station reps interviewed by BROADCASTING were in agreement that growing independent revenues could be attributed to a strong children's market. One rep head said that children's advertising has been on the rise for the last nine months and is up 30% compared to a year ago. Some of the comparison has probably been helped by the introduction, in September, of Disney's afternoon children's block.

One company said to have increased its children's spending is General Mills, but identifying advertisers who have increased their spot spending is difficult. According

to Arbitron's Broadcast Advertisers Reports, overall first-quarter advertising by seven major children's advertisers—McDonald's, Burger King, Nintendo, Tonka, Reebok, Nike and Fisher-Price—was down 29%, with the spot component decreasing by 50%. The networks' share declined 38%, while Barter's syndication increased 69%.

In late night, *The Arsenio Hall Show* is also having a noticeable impact on first-quarter comparisons. The show began in January of last year, and its success was not fully reflected in the spot buys in 1989's first quarter. *The Arsenio Hall Show* averaged a 4/18 during the 11:30 p.m. to 1 a.m., Monday-Friday daypart in the February sweeps while getting a 4/13 overall.

Fox Broadcasting's prime time performance has benefitted independents beyond mere audience delivery, said Finklestein. The group owner now has an easier time packaging its schedule, he said, "One of the problems with independents in the past is that the media buyer looking for a plan that included daytime, early fringe, late fringe and prime found that independents' prime was anemic. Now in one of our markets, *Married with Children* and *The Simpsons* are the two best shows."

Non-Fox affiliates, according to Settel's Johns, have not been left out of the loop. "The mere fact that they are caught up in the wave helps them," Johns said, adding that "Fox takes more and more time [away from independents] leaving more and more programming on the marketplace for the non-Fox affiliates. TVX's group, for instance, includes an equal number of Fox and non-Fox stations, and Finklestein said that Renaissance's best-performing station in the first quarter was a non-Fox affiliate.

What impact a substantial increase in programming costs would have on independents remains to be seen. "The basic

truth," said one media buyer, "is that independents have a long way to go before they get the same dollar per spot and the ratings that the affiliates get."

Local news has also helped increase revenues for independents, said Joe Ostrow, executive vice president, Foote, Cone & Belding Communications.

At a certain point the quantitative improvements create a qualitative shift in buyers' perceptions, said Renaissance's Finklestein: "It used to be that when an affiliate had 18 to 20 rating points, it wasn't a question of pricing. It was like deciding between *The New York Times* and the *New York Post*. But now that affiliates get down to a 12 or 11 rating, we are viewed as an effective alternative."

Despite the boost given by programming and ratings, better marketing is also responsible for some of the good fortune, said Bert Ellis, president of Act III Broadcasting. The Atlanta-based group has undertaken a number of "radio-type" promotions recently, including buyer incentive trips to Monte Carlo and a sweepstakes in Nashville tied to a 250,000-piece direct mail campaign with coupons for businesses that bought air time. Beginning in the fall, said Ellis, Act III will produce a magazine for all its stations: "It's not like it used to be when you could just ride the coattails of someone like Fox."

There is good reason to think that for the near term, independent station revenue growth will continue. February sweeps numbers showed Fox's prime time ratings up 10% compared to February 1989. Fox, which added Monday night to its programming last fall, will start programming Friday nights this fall. The network currently also airs first-run theatrical movies once a month on a Wednesday. Viewing for non-Fox independents was off about 2% in the February sweeps compared to a year ago. —JF, GF

MIT says it lacks money to fund its HDTV test

ATTC must now decide whether to waive fees or let it withdraw from standard-setting process

The Massachusetts Institute of Technology's future as a high-definition television system proponent is hanging in the balance.

Within the next week or so, the Advanced Television Test Center and the FCC Advisory Committee on Advanced Television Service will decide whether to waive some \$210,000 in fees that MIT is required to pay to continue participating in the standard-setting process but that MIT says it cannot afford.

"I hope they will give us the [waiver]," said Jae Lim, a professor of electrical engineering at MIT who heads up the school's advanced television research program. "I really don't have anywhere else to turn."

If forced to drop out, the field of system proponents will shrink to five: Zenith, Faroudja Laboratories, Samoff-Philips, Production Services Inc. and Japan's NHK.

The ATTC board, meeting at the Washington headquarters of the National Association of Broadcasters last Thursday, considered MIT's request for a "scholarship" that would permit MIT to forgo paying \$150,000 in test fees to ATTC. Half the amount is due June 1. But ATTC Executive Director Peter Fannon said the board came to no conclusion. With the June 1 deadline fast approaching, he said, "we will try to make a decision as quickly as possible."

The story was much the same at the Industry Advisory Committee, which met the day before in the Washington offices of committee chairman Richard Wiley. While each of the five other proponents agreed to ante up \$60,000 each to defray the cost of producing video segments for use in testing the various systems, MIT's Lim pleaded hardship and asked that MIT not be required to chip in an equal share.

Alex Felker, former chief of the FCC Mass Media Bureau who works with Wiley, said the advisory committee has not yet decided what it will do. "There has not been a final decision to reject a proponent merely because it fails to [pay]," he said. "On the other hand, the other proponents are not keen on giving MIT an exemption."

Lim told BROADCASTING MIT simply does not have the money to complete development of its simulcast HDTV system and pay the test fees. The center's research operating budget is just \$600,000 a year, he said.

What's more, Lim said, the center is not authorized to spend any of its money, which comes from the federal government as well as from some private sources, for anything other than research and development. And, Lim said, he doubted he could get such authorization, let alone more money. —HAJ



Cable blowing its horn. The National Cable Television Association has been reluctant to undertake any kind of national advertising campaign to improve its image ever since the NCTA-inspired Council for Cable Information's multi-million campaign fell flat with the public and the cable industry in 1984.

But it has apparently begun to get over its anxiety. Last week, it began shipping copies of four 30-second spots promoting cable to cable operators and program-

ers in the hopes that they will run them repeatedly in the upcoming months.

"Cable has a terrific story, but we have not done a terribly good job at telling it," said NCTA Executive Vice President Decker Anstrom.

NCTA paid Turner Broadcasting System to produce the spots, but Anstrom would not say how much. NCTA will not pay to place the spots on cable systems and networks, Anstrom said, but is confident they will receive ample exposure. Unlike CCI, NCTA has no plans to buy broadcast time.

Each of the four spots has a different focus: programming, technology, customer service and community involvement. NCTA supplied the off-the-tube picture of one of the spots, but declined to make the tapes available to reporters just yet.



Murdoch, Carlson, Fowler, Pell and Turner

Pell, Carlson suggest continuing need for U.S. services

Even with the tide toward democracy, Eastern Europe needs RFE/RL and Voice of America, say their directors, because commercial networks don't provide needed coverage

The Berlin Wall may be down and Eastern European countries as well as the Soviet Union may be opening themselves to press and broadcast reports from the West. But the chiefs of the two major U.S. international broadcasting services—Radio Free Europe/Radio Liberty and the Voice of America—last week were not ready to announce “mission accomplished” and turn over their functions to commercial broadcasters. Indeed, Eugene Pell of RFE/RL delivered a blistering attack on domestic news services that made it clear he would view with trepidation leaving the commercial services full responsibility for delivering America's message abroad. And Richard Carlson, director of the Voice, said that discontinuing VOA service would in itself send a message, “one of indifference, even arrogance.”

Pell and Carlson spoke on a panel that constituted part of the U.S. Information Agency's third annual International Council Conference, in Washington, attended by more than 125 publishers, industrialists and financiers, from the U.S. and 40 other countries. Participating with Carlson and Pell on the panel—“Implications of the Communications Revolution”—were Ted Turner, president and chairman of Turner Broadcasting Systems, and Mark Fowler, former FCC chairman and now senior communications counsel at Latham & Watkins. The moderator was news media conglomerate owner Rupert Murdoch, chief executive of The News Corp. Ltd.

Pell did not directly attack the notion of turning over the present function of U.S. international broadcast services to commercial operators. But he took as his text Henry David Thoreau's remark of more than 100 years ago that, while the telegraph would make it possible for people in Maine and Texas to communicate, it might be that “Maine and Texas have nothing important to communicate.” Pell, a correspondent for

NBC News before joining the government as a VOA executive in 1982, asked: “Are we using the technological marvels available to transmit meaning, experience, and universal values, or only 60-90-second mini-movies often characterized by death, destruction and violence that fill the nightly television news and pass for substance?”

“Mercifully,” Pell said, “our international broadcasting does not yet reflect the preoccupations of our domestic mass media.” He said Western broadcasting to Eastern Europe and the Soviet Union has, thus far, “preserved its distinct characteristics.” And he cited several reasons for that distinctiveness, one of them being the mandate he said American and Western European broadcasters were given by their legislators. Again, commercial news operations came up short in comparison. For Pell said the mandate required “strict sourcing and accuracy, a width and depth of cultural coverage and a sense of ethical responsibility that went way beyond what American newspaper editors and broadcast general managers would find practical or indeed tolerable.”

Pell fired off one more shot. “Leading opinion makers in Prague, Warsaw and Budapest,” he said, “are profoundly disturbed by the influx of our junk culture,” a culture they are concerned their own media are aping. “They are puzzled,” Pell added, “by the breathless pace and infantile standards of much of our commercial broadcasting, and demand something better.”

Carlson was more direct in his remarks, putting the issue of government-funded U.S. international broadcasting bluntly. Why should the U.S. continue to spend hundreds of millions of dollars on broadcasting to countries beginning to be served by domestic services offering reliable information to their people? “Because VOA has strengths that are crucial in the communications revolution,” Carlson said. “VOA has an international view that, by necessity, domestic broadcasters do not. Call 'em quirky, but our audience really doesn't care about Donald and Ivana's divorce—or Marla Maples. They've never heard of any of them.”

The comments of Pell and Carlson are

being read against the background of a study now under way by the National Security Council as to the future of the government's international broadcasting services in view of the collapse of the communist system in Eastern Europe. The study is expected to be completed this month, but House Foreign Affairs Committee Chairman Dante Fascell (D-Fla.) is pressing the White House to appoint a blue-ribbon commission to study the question and recommend whether those international services should be restructured.

Turner's ideas for using communications to help deal with the world's problems do not always jibe with official U.S. positions. For instance, in endorsing President Bush's call for “a kinder, gentler America,” he thought that approach should apply to relations with Cuba. “Let's open up relations with Cuba,” he said. “Do business with it. Let tourists go there. That will change Cuba faster than trying to force a television program from Miami [sic] against their will.”

Fowler's thesis was that “national identity” is increasingly becoming “a product of the communications infrastructure.” He said the communications system is not only key to a country's economic identity, it is also key to its political identity—he noted that the pro-democracy demonstration in Tiananmen Square and its suppression “came alive through television” and credited “pictures from CNN and other sources” with making possible the revolution in Eastern Europe. But Fowler also had a word or two—during a follow-up question-and-answer session—about conditions in the U.S., specifically the fate of the three major networks.

Fowler said they were “in danger of extinction because of their cautious approach.” He said they have “forgotten what excitement is like.” He suggested they “take more risks.” Fowler also said the networks should demonstrate their “responsibility as citizens and do children's programing and educational programing—not because government mandates it but because, as networks, they want to make this a better world.” Then he said, referring to his co-panelists, “Rupert and Ted—their opportunity is because of the failure of the networks.”

—LZ

Fox stations roll the dice with 'Tribes'

Soap opera, aimed at young adults, is latest production of seven owned stations, which hope it does well enough to be syndicated

After producing some notable hits and some forgettable flops, the Fox-owned station group's in-house production unit is now taking the biggest gamble of its short life—the production of a younger-skewing soap opera called *Tribes*.

The risk is heightened by the fact that the seven Fox O&O's are programming the soap, which centers on the lives of a group of small-town high school students, in time periods where the form has yet to prove it can work—early fringe and prime access.

“The show is at a critical stage right now. We've seen progress in the ratings. Not dramatic progress. But we believe in the genre. How much time will it have to prove itself? I don't know.”

The program is the costliest pure entertainment program that Fox Television Stations Productions Inc. has taken on to date. Sources say the program has a \$12 million budget for the first six months, or close to \$500,000 per week.

The show debuted on March 5 and the ratings in the seven markets have been mixed. In its best performing market, New York, on WNYW, the show is generally fifth among six stations, with around a 5.5 rating/10 share at 5:30 p.m. In Washington, on WTTG, and in Chicago, on WFLD-TV, the program has been moving upward, and last week turned in some 8 share performances. And sources outside Fox say the show is turning in saleable demographics, particularly young women.

As one Fox insider put it: “The show is at a critical stage right now. We've seen progress in the ratings. Not dramatic progress. But we believe in the genre. How much time will it have to prove itself? I don't know.”

The biggest problem market is Los Angeles, where at 6:30 p.m., *Tribes* has been turning in a 1-plus rating and a 3 share on KTTV. While Fox officials stress that

soaps typically need more time to catch on than other program forms, others wonder just how much time KTTV can afford to give a slow-growing program like *Tribes* in a bread-and-butter time period such as 6:30 p.m.

Sources said KTTV's share of the cost of the show is close to \$25,000 a week. “The question is, would they be better off taking that money and spending it on a game show that delivers a saleable rating?” asked one program analyst at a rep firm. “You just can't make money with a 1.3 rating in access. Not when you're spending the kind of money they are to produce that show.”

Don Tillman, program director at KTTV, said it was “too early” to comment on the

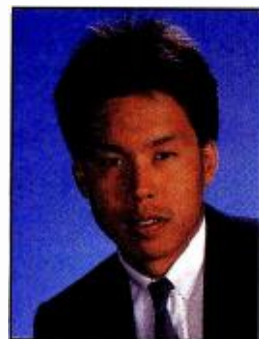
grams and movies as the emphasis increases to both produce in-house and build up FBC.

“I think you have to question whether they've gone too far,” said one observer. “Sure, they obviously have a unique agenda, but there has to be a balance between what they're trying to accomplish with FBC and using their stations as a production source, and the traditional role of the counterprogramming independent station.”

According to Steve Leblang, vice president, programming, Fox Stations Inc., that balance is there. “We haven't bought too many expensive programs lately. But we will continue to make program acquisitions where we think it makes sense. It all



Left: Cast of soap opera 'Tribes,' which airs in early fringe and access. Below, Stephen Chao, Fox stations in-house production chief.



situation. “The show hasn't been on long enough to speculate about its future,” he said.

If the show catches on, the payoff could be big. According to Stephen Chao, executive vice president, Fox Television Stations Productions, the unit hopes to produce shows that do well on the stations and that could then go into wider distribution, either through Fox Syndication or FBC.

Chao was responsible for the development of both *America's Most Wanted* and *Cops*. Both shows proved popular at the station level and were picked up by FBC, where they are both doing well. A *Current Affair* came out of a separate station news division and is now generating an estimated \$30 million-\$40 million in license fees and barter advertising annually for Fox Syndication.

Chao says the Fox station group is in some respects a “program laboratory,” designed to serve its own needs as well as those of the syndication and network divisions.

And as Fox officials readily acknowledge, the station group has not been nearly as active a buyer of syndicated pro-

grams and the price. Our mandate is to put the best TV programs on the air.”

Leblang points out that the station group bought *Cosby* in two markets, recently bought *Who's the Boss?* in Washington, and struck a deal with MCA to acquire two new shows it's developing, *Harry and the Hendersons* and *What a Dummy*. Sources also say the group is in hot pursuit of the FBC hit *Married...with Children*, just introduced into the syndication market by Columbia Pictures Television. Leblang declined to comment on the matter.

According to Chao: “That tension has always existed and is the strength of the group. And the traditional or standard measures don't really apply. *Cops* and *America's Most Wanted* obviated the traditional buying process.”

Also, said Chao, the current output of Fox Television Stations Productions is five and a half hours a week, including the *Tribes* strip and a one-hour weekly rap video show called *Pump It Up*, which debuted on KTTV about five months ago. The show has expanded to the other Fox stations, and will also be syndicated nation-

ally by Fox Syndication.

Fox Television Stations Productions also produces *America's Most Wanted* and *Cops*, seen on FBC in prime time, as well as *Comic Strip Live*, the FBC Saturday late night comedy show. In addition, the unit produces *The Clio Awards: The Best Television Commercials in the World*, an annual special syndicated nationally by Fox Syndication.

"To say we've gone too far in this direction or that we are at a crossroads is a bit melodramatic," said Chao. "Look at how many time periods there are to program. The task is so large. There is a lot of work to be done."

Currently, *Tribes* is dominating just about all of Chao's time. "This show is really important to us," he said. The station group has extended its commitment to the show for a second 13-week flight, through August.

Initially, the program was targeted to reach the elusive teen audience. But now Fox is making an effort to broaden the appeal of the show to young adults by strengthening some of the adult characters in the show and by adding more sex, according to one source.

"We believe in the show and we believe in the format," said Chao. In the long run, he said, if the show is going to survive, "it has to get into wider distribution. That is something we are plotting now."

Chao has been developing shows for the station group since 1987, although Fox Television Stations Productions was formalized just last year. Not all of the Fox stations' in-house production has been memorable. The first effort, in 1987, was a weekly children's show called *Dr. Science*, which lasted 13 weeks. A year later, the station group tried a weekly entertainment review show called *No One Over 17 Admitted*. It, too, got a quick hook.

Chao, 34, joined Fox Television Stations in 1987 as vice president, program development. Before that, he was director of situation comedy development for Fox's network television production division. Before joining Fox, Chao served as vice president, acquisitions, for News America, where he worked on the 20th Century Fox and Metromedia station purchases. He earned his MBA from Harvard in 1981.

The next couple of months are critical for *Tribes*, and will likely determine whether the show survives beyond August. Many factors will help determine the show's fate. "You have to applaud stations that are willing to experiment," said Bill Carroll, vice president, programming, Katz American Television. Program execution and promotion are just two factors that help make or break a show, said Carroll.

Intangibles also come into play, such as touching an audience nerve with the right show at the right time, said Carroll. "It could be the next *Oprah*." Or, more to the point, *A Current Affair*. "You just never know," Carroll said. —SM



Brent Musburger to ABC Sports



Will McDonough to NBC Sports

Musburger, McDonough land new sports spots

Two former teammates go to ABC, NBC, respectively; Musburger signs six-year pact worth \$11 million; McDonough's four-year deal estimated at \$1.5 million

The network television sports wars—which, since late 1988, have included broadcast rights defections by Major League Baseball, the National Basketball Association, NCAA basketball, the College Football Association and Notre Dame football—continued last week on the personalities front, as former CBS Sports commentators Will McDonough and Brent Musburger found jobs with CBS competitors.

On May 1, NBC Sports said it had won the services, for the next four years, of McDonough—football analyst for CBS's weekly *NFL Today* since the beginning of the 1986-87 National Football League season. Two days later, McDonough's former *NFL Today* colleague, Musburger, agreed to join ABC Sports as football and basketball commentator for the next six years.

Within hours after NBC's announcement, McDonough's move appeared to hit a snag. Initially, Susan Kerr, spokeswoman for CBS Sports, which had walked away from negotiations with Musburger last month (BROADCASTING, April 9), said that McDonough's status was "not completely resolved."

A sportswriter for the *Boston Globe* since 1960, McDonough had told reporters that his New York agent, Robert Rosen, had negotiated with both networks since his CBS contract had expired Feb. 1. Although he said that the recent departure of Musburger had "stunned" him, it did not affect his decision to leave CBS.

Although terms were not disclosed, NBC Sports Executive Producer Terry O'Neil said that a rumored \$2.8 million (\$466,000 per year) over six years "misses the mark on both counts by a big margin." O'Neil later confirmed that the contract is for four years, concurrent with the network's new

1990-1993/94 NFL rights deal, and subsequent reports put McDonough's salary at closer to \$375,000 per year.

"NBC," he said, "offered the better deal."

CBS finished the week with no comment on McDonough's move, declining to elaborate beyond saying that McDonough's "unresolved status" was related to first refusal rights in its contract with him. Consequently, the network also had no comment on potential candidates to replace McDonough on *NFL Today*. A decision on which announcer already employed by CBS Sports—Greg Gumbel, James Brown, Jim Nantz or Kathleen Sullivan—would replace Musburger on the show would not likely come before mid-June.

Widely reported to have agreed to a six-year, \$11 million (\$1.83 million a year) contract, Musburger, like McDonough, will work a leaner schedule for his new employer. In 15 consecutive years with CBS, Musburger anchored TV coverage of the NFL, NBA, college basketball and football, Masters Golf and U.S. Open tennis and CBS Radio's coverage of Major League Baseball, which he was slated to call for CBS-TV beginning last month.

Except for some postseason work, he is not scheduled to join ABC's coverage of the NFL, although his expertise will carry over to his new role as commentator on the World League of American Football—whose first season on ABC will run Sundays, March 24 through June 9, 1991 (BROADCASTING, Feb. 12)—and on college football and basketball, said ABC. "Brent has demonstrated enormous ability in a wide variety of sports, which makes him ideally suited to maintain and enhance our presentation of ABC Sports' growing program schedule," said ABC Sports President Dennis Swanson.

A survivor of a February heart attack, McDonough said his top priorities in negotiating a new deal had been limited schedul-

Minority interest in Nostalgia latest purchase by Jonathan Park

ing, travel and "how I would be used." His duties at CBS Sports had included in-game analysis during the 1987 and 1988 seasons and pregame analysis for CBS Radio in 1988-89.

With NBC, he will join host Bob Costas and analyst O.J. Simpson on a revamped *NFL Live* pregame show each Sunday beginning next fall. The contract also calls for him to contribute professional football news on a year-round basis to the weekend *NBC Sports Update* program, effective immediately. "If something [in the NFL] happens tomorrow," McDonough said, "I hope to be on the air Saturday" from Boston, where he will continue to cover the New England Patriots and the NFL for the *Boston Globe*.

NBC's three-person *NFL Live* desk, said O'Neil, merges last season's separate segment, *The Insiders*, into what he said will be a "more flexible format" providing McDonough with greater opportunities for input as well as interplay with Costas and Simpson. *The Insiders* co-hosts Bobby Beathard and Ralph Wiley were left with no show to continue. Beathard, now general manager of the San Diego Chargers, "looked from the outset like a one-year option only," said O'Neil. *Sports Illustrated* writer Wiley's status remained unclear.

NBC, said O'Neil, had "for months, if not years" pursued McDonough—the only sports writer to become a Pulitzer Prize news writing finalist (1983)—in part so the network "wouldn't be beaten badly on big stories" by McDonough on CBS. The new *NFL Live*, he added, will have an "editorial...curiosity [and] authority impact," if not also producing some gain in ratings. —PDL

Other recent acquisitions by son of head of Sun Myung Moon's 'Washington Times' include video production firms in D.C.

Two Washington businessmen, one with ties to the Unification Church of Sun Myung Moon, have acquired a minority interest in the Nostalgia Channel by purchasing shares in the five-year-old cable programming service from Nostalgia chairman and principal shareholder Michael Marcovsky.

According to Marcovsky, Concept Communications, a partnership of Jonathan Park and Max Hugel, purchased shares from him last week. He declined to say how many shares or how much was paid for them, but said that information would be included in a forthcoming filing with the Securities and Exchange Commission.

Park is the son of Bo Hi Pak, who is considered to be a top U.S. representative of the Unification Church and is president of *The Washington Times*.

Hugel is a former deputy director of covert operations for the CIA and head of Ronald Reagan's 1980 New Hampshire campaign.

In addition to the stake in Nostalgia, the pair purchased several video production companies in Washington, including one that has a contract to supply electronic newsgathering crews to CNN in Washing-

ton and New York.

Marcovsky said he will continue as Nostalgia's chairman and remains the five-year-old company's largest shareholder. Park is expected to become a member of the board, he said.

The Nostalgia Network Inc., whose stock was selling for \$1.06 on May 1, produces Nostalgia Channel, which currently reaches 8.6 million basic subscribers through 531 cable systems. Roughly a quarter of its programming is old movies; the rest is made up of variety, lifestyle and news shows targeted to the 45-and-over age group.

Marcovsky said the network has an agreement with LBS Communications to supply syndicated programming to the service and sell advertising time.

A spokesman said that company reported a loss of \$2.7 million in 1989 (down slightly from 1988) on revenue of \$4.1 million (up from \$2.8 million the year before).

Marcovsky called Park's investment "purely financial," but one that was necessary to help capitalize the company as it attempts to drastically improve the network's technical quality and achieve its goal of producing half of its own programming.

In a related development, many facets of Nostalgia's production, post-production and uplinking operations will be moved from Dallas to Atlantic Video in the Washington suburb of Alexandria, Va., according to Chris Cates, Atlantic senior vice president and general manager.

Park is president of Atlantic, Cates said, but his father, Bo Hi Pak, owns it. Cates said the Unification Church loaned Pak money to acquire Atlantic, but he would not say how much. In addition, he said, the church has loaned Park nearly \$9 million over several years to cover operational costs.

Cable production is nothing new for Atlantic. At one time, Black Entertainment Television and the Discovery Channel produced the bulk of their studio programming at Atlantic. BET has moved into its own facilities; Discovery still produces some programs at Atlantic.

Atlantic is just part of Park's growing presence in Washington's video production community.

In January, Park, in partnership with Hugel, purchased a share of Potomac Communications Inc. and consolidated it with two of his other holdings, Pyramid Video Inc. and Newslink Inc.

Newslink, among other things, has the CNN contract. Bruce Finland, Potomac president-CEO, said that the once financially troubled Pyramid and Newslink are now at the break even point.

Marcovsky said it was "no secret" that he is interested in other channels, and that he considers Park the kind of businessman with whom he would gladly go into any new private ventures. —PJS

Chase stations buy 'Brown' for '92-'93

Apparently Warner Bros. Domestic TV Distribution is making an early push for a 1992-93 syndication launch of *Murphy Brown*, with four of five Chase Broadcasting-owned stations closing separate deals after soliciting the distributor over the half-hour sitcom, according to Melanie Gerig, program director, WTIC-TV Hartford, Conn. Besides WTIC-TV, the other Chase stations buying *Brown* are WATL-TV Atlanta, KDNV(TV) Denver and WXIN(TV) Indianapolis. The remaining Chase station, WPTY-TV Memphis, has not yet made a decision on the show. All the Chase stations are Fox affiliates.

It has also been rumored that Fox affiliate KTVU-TV San Francisco has bought the program, but General Manager Kevin O'Brien was unavailable for comment.

Warner Bros. Domestic TV President Dick Robertson, through a syndication spokesman, would say only "no comment" on the apparent group deal, but WTIC's Gerig said that she had a 1992-93 broadcast window for *Murphy Brown* in her contract with the studio. Gerig says the deal was consummated in March, and will be on straight cash terms with up to 100 episodes available if the program lasts until the end of the 1991-92 season on CBS's prime time network schedule. She declined to specify the cash terms, but said the price was "consistent with A-product like *Golden Girls* and *Cheers*."

"We pursued *Murphy Brown* because there was no better show being offered in the next three years," Gerig said. "The program outdelivers the network average, and we were looking for a sophisticated adult program similar to *Cheers* and *M*A*S*H* to insert in our 7-8 p.m. access slots. I think our other three stations are also looking to place it in access."

Among other off-network sitcoms potentially up for syndication in 1992-93, although not confirmed by their studios, are Buena Vista Television's *Empty Nest*, MCA TV's *The Munsters Today* (from weekly first-run to daily strip), Viacom Enterprises' *Roseanne* and New World's *Wonder Years*. Confirmed 1990-91 entries include Columbia Pictures Television's *Designing Women* and *Married...with Children*, Viacom's *A Different World* and Warner Bros.' *Full House*. —MF

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Sitcoms: The (lower?) price of success



Class of 90-91: 'Perfect Strangers,' 'ALF' and 'Golden Girls'

Stations may be having last laugh, with proliferation of comedies appearing to cut prices in half from record highs of few years ago

According to a number of television station managers around the country, the glut of off-network sitcoms in syndication has resulted in dramatic declines in license fees for many of the comedies new to the marketplace. In some cases, managers suggest, license fees for shows are half or less what they might have been several years ago, when sitcoms were selling at record highs.

For example, in Boston, the sixth largest market, sources said *Golden Girls*, generally expected to be one of the top performers of the 1990 class of off-network comedies, has an asking price of \$67,000 per episode. *Cosby*, which airs on the weekends only on WCVB-TV, cost the station \$120,000 per week.

Although *Golden Girls* is being offered on a per episode basis, while *Cosby* was sold on a weekly basis, for the purposes of comparison, sources said the weekly asking price of *Girls* in Boston works out to about \$41,000 per week, or about 65% less than *Cosby* went for.

The 1990-91 syndication season will usher in a record eight new sitcoms, including seven off-network comedies, as well as MCA's weekly first-run *Out of this World*, which is going to strip.

Other comedies hitting the airwaves in syndication this year include *ALF*, *Head of the Class*, *Perfect Strangers*, and *Hogan Family*, all from Warner Bros., MCA TV's *Amen* and Columbia Pictures Television's *227*.

"The *Cosby* price was the plateau to end all plateaus," said Jack Lease, vice president, operations and program director, WXIA-TV Atlanta. And future hit comedies,

no matter how popular, said Lease, won't reach *Cosby* price levels. "I don't feel *Roseanne* will bring anywhere near what *Cosby* earned from stations," said Lease.

Although distributors have indicated those shows have been widely cleared, station managers say that's the case only because syndicators have been willing to trim substantially the license fees for much of the available product.

Michael Fisher, vice president and general manager, KTXL-TV Sacramento, Calif., said he picked up *ALF* and *Perfect Strangers* from Warner Bros. at "half the prices paid for similar A-ranked sitcoms of a few years ago."

The price declines, said Fisher, will help the overall health of the station business, particularly smaller stations. "Sacramento is not nearly as high priced as other major markets, but in terms of relative value, these reductions in licensing fees can finally help smaller market stations from going into Chapter 11."

In Detroit, market sources said Warner Bros. sold *Perfect Strangers* for less than \$20,000 per episode, and *ALF* for less than \$30,000. *Cosby* went for well over \$100,000 per episode in the market, sources said.

Buena Vista Television President Bob Jacquemin, who said his Disney Studios subsidiary has cleared *Golden Girls* in 120 markets, characterized the influx of off-network product as falling into a "two-tier pricing structure," with one level of "premium" licensed product and a level of "secondary quality product" pricing, but he declined to identify which new product falls into those categories. Jacquemin estimated that out of the top 20 markets, *Golden Girls* will earn \$1.5 million on a per episode licensing basis, which would mean that it would average \$75,000 per episode

in those top markets.

Of Warner Bros.' stable of sitcom product, Keith Samples, senior vice president, off-network syndication, Warner Bros. Domestic TV, says *ALF* has cleared in 159 markets (over 90% coverage) with 80% of its clearances in access. *Head of the Class* and *Perfect Strangers* have each cleared in 120-plus markets and *The Hogan Family* has been sold in 75 markets. Samples characterized his programs as "moderately priced" without further elaboration, and added that he sees all four programs as strong 6-8 p.m. prime access contenders with stations possibly exercising 1991-92 options on *Perfect Strangers* and *Hogan Family* due to the "glut of product in access next season."

MCA officials were unavailable to comment on how sales were going for *Amen* and *Out of this World*, as were Columbia executives on the status of *227* in the current market. One station representative estimated that all three programs are at or approaching the 100-station clearance plateau.

"We are going into a season with the largest group of sitcoms I have seen hit the market since I started my career, and we certainly have the largest number of incumbent off-network sitcoms left in syndication," Samples said. "The market has *Cosby*, *Night Court*, *Cheers*, *Growing Pains* and *Who's the Boss?* doing extremely well in the ratings, and it looks like [Paramount's] *Family Ties* is the only sitcom starting to get its legs in access [from a 6.5 rating/13 share in February 1989 Cassandra NTI ratings to a 4.5/10 in the latest sweeps period]." In fact, Paramount's *Cheers* held even at 7.3/15, Warner Bros.' *Night Court* (7.3/16) and *Growing Pains* (5.9/11) stayed even, comparing year-ago sweeps, while this season's entry of Columbia's *Who's the*

Boss? (7.3/14) improved slightly over last November's sweeps period (6.8/13).

"I think the market has been very vocal in recent years about demanding consistent off-network sitcom performers," said John von Soosten, vice president and director of programing for Katz Television. "Certainly, the last four years have been marked by an unprecedented amount of quality sitcoms, but I still feel stations should be helped in areas of pricing among some of the higher quality sitcoms." MF

NBC goes with its strong suit next season

Number-one network will probably drop a movie night and switch to series when schedule comes out

NBC, the outright winner of usually three nights each week with series programing, will more than likely add another night of series programing to its schedule when the fall lineup is announced later this month.

According to Warren Littlefield, executive vice president, prime time programs, NBC Entertainment, executives haven't decided whether the Sunday or Monday night movie will be dropped in favor of the sixth night of series. He said a drop in audience levels for movies and a strong development slate, as well as a desire to "make an investment for the future," were the reasons for the move.

Littlefield cautioned the decision isn't final: "We won't do it if we feel our strongest product would be better used Tuesday through Saturday," he said, but added, "right now it looks like we will."

CBS was the most recent of the three networks to start the season with six nights of series programing, kicking off the current season with an all-comedy lineup on Monday night, and debuting three rookie drama series on Tuesday night, which had been a movie night during most of the 1988-89 season. This season, CBS eventually gave way to movies on Tuesday night after two of the three dramas, *Wolf* and *Island Son*, were dropped.

Reinforcing the idea of a strong development slate this year at NBC, which will enable it to open up another night of series programing, is the strong performance of several NBC spring series. Although ABC has been the benefactor of much of the attention this spring, thanks to the buzz surrounding *Twin Peaks*, and the ratings prowess of *America's Funniest Home Videos*, which debuted in January, it is NBC's spring series that are the strongest performers of those that have debuted since the end of February.

Of the 15 series which debuted this spring, NBC's six averaged a 12.7 rating/23 share, versus the 10/18 averaged by ABC's five tryouts, and the 9.2/16 average



'Wings'



'Carol & Co.'

of CBS's four spring entries.

Wings, which follows *Cheers* at 9:30 on Thursday, has averaged an 18.3/29 in its two airings, an improvement over the numbers done by *Grand*, which had been in the time period. Littlefield says the audience delivered to *Wings* from powerhouse *Cheers* shouldn't minimize the performance of the new show. "We always thought it would match up well with *Cheers*, and *Cheers* helps us. But we learned you've got to have a strong show following. Look at the shows that have followed *America's Funniest Home Videos*," he said.

Carol & Co., which airs on Saturday night at 10-10:30, has averaged a 15.7/30 in its five outings, and has improved the time slot's numbers since *Hunter* was moved out of the 10-11 period. The new show, starring Carol Burnett, is dropping only one share point from the lead-in from *Empty Nest*, compared to the six share points which the first half-hour of *Hunter* used to lose.

Although NBC has the top-rated spring

series, not all of its attempts have met with the same success. The highly touted *A Family for Joe*, starring Robert Mitchum, has a 9.9/19 average on Saturday at 8 p.m. and Littlefield acknowledges the show hasn't performed to expectations. "Obviously we wish it were stronger, it's not doing what we thought it would do," he said.

On the other hand, Littlefield said both *Wings* and *Carol & Co.* should be on the fall schedule. "I'd say if you were at the betting window, that would be a good bet." He also said *Carol & Co.* would more than likely remain on Saturday night next season.

The network isn't finished with its spring experiments, planning a May 31 premiere for *The Seinfeld Chronicles*. NBC has four episodes of the comedy starring Jerry Seinfeld, and Littlefield says because the show debuts after the fall schedule is announced, it won't have a place on the lineup. However, if it performs well in its short run, it will have backup status in the fall. -SC

Summer's specials on PBS

Public television uses the summer to launch new programing, including three-parter hosted by Ted Koppel

The Public Broadcasting System's 1990 summer season, which kicks off June 10 with a three-part special hosted by ABC's *Nightline* anchor Ted Koppel, will offer a mix of music, public affairs, drama and documentaries. New series, established series with all-new lineups and repeats will round out the PBS schedule.

"We start from the premise that the summer is an opportunity to present new material," said Barry Chase, PBS vice president, programing. "We fill out our schedule with repeats rather than build from them."

The 21st Century: World Without Walls, airing June 10-12, marks the first program Koppel is hosting for PBS. These hour-long

shows examine the "globalization of the world," according to Chase, following the dramatic political activities of 1989. Entitled "After the Cold War," "Winners and Losers in the Global Marketplace" and "Can Culture Survive the Communications Revolution," the programs feature Koppel and a panel of specialists.

June also features the Metropolitan Opera's production of Richard Wagner's *Ring Cycle*, presented in its entirety over four consecutive nights, June 18-21. This presentation is hosted by F. Murray Abraham and conducted by James Levine.

Routes of Rhythm, a new, three-part music series hosted by Harry Belafonte, traces the roots of Afro-Cuban music and its path to today's "salsa" sound. *Routes* will be seen June 15, 23 and 29, and features guest performances from Reuben Blades, Sheila E. and Gloria Estefan and the Miami Sound

Machine.

The five-part *American Patchwork*, airing July 6-Aug. 3, explores American regional song, dance, story and celebration. The series is hosted by folk historian Alan Lomax. Other PBS music offerings include the 21st season of *Evening at Pops* and *A Capitol Fourth 1990*, a presentation of the 11th annual July 4th concert from the West Lawn of the U.S. Capitol.

American Masters, which presents profiles of American artists, will begin its fifth year on July 2. This season's subjects include film directors Preston Sturges, John Cassavetes and Martin Scorsese, Cole Porter, Edward R. Murrow, Charlie Parker, John Hammond and Robert Motherwell.

P.O.V., which features independent, nonfiction films, will launch its third season on June 26. The series' new lineup will include the national broadcast debut, on July 24, of the Maysles Brothers' classic *Salesman*, a look at four door-to-door Bible salesmen. The sixth season of *Alive From Off-Center* will begin July 5.

Masterpiece Theatre will premiere a new six-part drama, *Piece of Cake*, from July 8 to Aug. 12. The story, based on Derek Robinson's novel, follows the adventures of Royal Air Force pilots during the first year of World War II.

PBS will air *The Struggle for Democracy: An Update*, on June 25, a year after the broadcast of the series, *The Struggle for Democracy*, featuring Patrick Watson talking to people on the street and government

officials in Eastern Europe and the Soviet Union.

Also on June 25, William F. Buckley Jr. will serve as host for a special one-hour *Firing Line* debate on "The Meaning of the New Europe." Panelists include Henry Kissinger, former U.N. ambassador Jeane Kirkpatrick and the U.S. ambassador to West Germany discussing the international implications of German reunification.

Toward the end of the summer, PBS will continue its year-long environmental theme, said Chase. *Decade of Destruction*, a new *Frontline*, five-part mini-series, will focus on the social, environmental and economic price of destroying Brazil's tropical rain forest. *Decade* will air Sept. 17-21, followed in early fall by a series titled *The Race to Save The Planet*.

The plight of the world's rain forests will also be the topic of *Rain Forest: A 3-2-1 Contact Extra* (working title), to be broadcast Sept. 2. Produced by the Children's Television Workshop, the show is designed to explain the environmental problem to children.

Returning series, combining new and repeat episodes, include *Adventure, Home-time, Long Ago and Far Away, Mystery, National Audubon Society Specials, Pierre Franey's Cuisine Rapide* and *Reading Rainbow*.

Series offering repeats during the summer months include *The American Experience, Conserving America, Degassi High, Nova, Nature, National Geographic Spe-*

cial, This Old House and *Great Performances*.

Also on tap for PBS this summer will be new recipes from *The Frugal Gourmet*, two comedy specials from Mark Russell and continuing insights from *A World of Ideas With Bill Moyers*. PBS will also hold a funding drive in August. —RG

Variety is spice of Paradigm

Production company is preparing slate of programs, with emphasis on variety programs

Buoyed by the positive reception (over 80% clearance in syndication) for its first program series, a co-venture with World Events Television called *The \$1 Million Video Challenge*, one-year-old Paradigm Entertainment is developing a slate of programming targeted for network, syndication and cable.

According to Paradigm partner and co-chief operating officer Gary Pudney, one of the company's priorities is to develop new variety programs, a former staple of network television, but more recently successful in the syndication market.

Currently in the works is a series of variety specials that would be hosted by opera star Plácido Domingo. If the project goes forward, each of the specials, said Pudney, would originate from a different country

Syndication Marketplace

Samuel Goldwyn Television reports that its weekly hour athletic competition, *American Gladiators*, has been renewed for a second season in 102 markets, representing over 80% of the country and including 20 of the top 20 markets. Latest stations reupping for *Gladiators* include KCNC-TV Denver, WOIO-TV Cleveland, KOMO-TV Seattle and XETV-TV Tijuana, Mexico (San Diego). The show, which currently airs in 134 markets (over 90% coverage), has been exhibiting a resurgence in the ratings after averaging a 3 rating/9 share in last February's Cassandra book (NSI) and most recently with a 4.6 (NTI) rating for the weekend of April 7.

Two-time Emmy-winning *Donahue* producer **Marlaine Walsh Selip** is jumping to the *Joan Rivers Show* as supervising producer, effective May 14. Selip told Phil Donahue she was leaving the show three days before he appeared as a guest on the *Rivers* show, Monday, April 30. Selip, who replaces Steve Ober, will have the day-to-day production responsibility for *Rivers* and will report to executive producer Larry Ferber.

Multimedia's Big Break has cleared 70% of the country in syndication, the company said last week. Boston is the only top 20 market where the show has not been cleared. The one-hour weekly series, hosted by Natalie Cole, is being offered on a barter basis. The company said production will start in Los Angeles in July for a September debut. The pilot was shot in Miami, and initially some thought the show would be produced there as well. However, it became clear that the program would have an easier time attracting "big name" guest musical performers each week if it were based in Los Angeles, a program spokesman said. In addition to guest performers, the show will feature amateur talent each week competing in various song and dance categories.

Geraldo Rivera is getting his first movie role. He'll play a fictional TV reporter in the upcoming film "Bonfire of the Vanities," based on the best-selling novel by Tom Wolfe. Last year he played himself in a dream sequence during an episode of ABC's *thirtysomething*. He'll also play himself in an upcoming CBS special, the *50th Anniversary Bugs Bunny Special chk* (May 9th). Several animated characters who've been flattened by anvils appear on his show, promoted as "Anvil Accidents...Or Are They?"

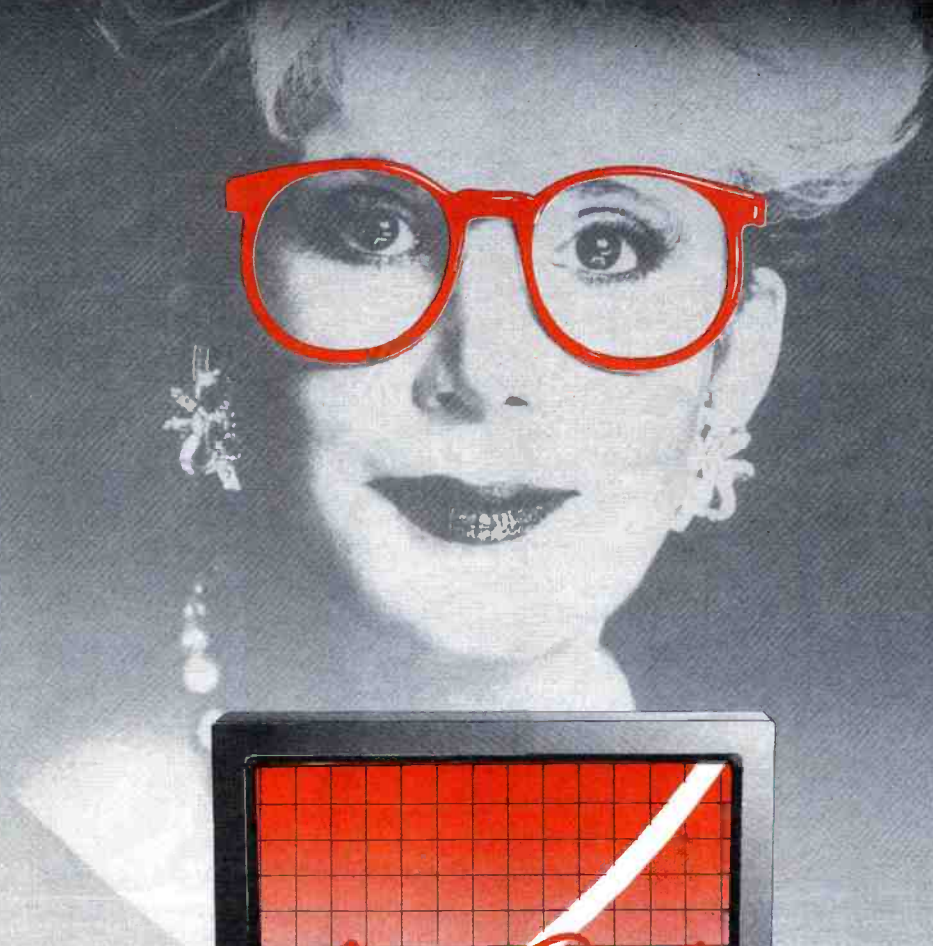
Select Media said last week it has cleared 70 stations, representing 65% of the country (eight of the top 10 markets), for a special to air this summer, *The 24th Annual Victor Awards*. The awards show, available during a mid-June to mid-August window, salutes top athletes of the year in various sports.

Orbis Communications said its new game show, *Joker's Wild*, has now cleared 70% of the country. Starting production May 20 in Los Angeles, the show is scheduled to premiere Sept. 22. The company said about half of the show's clearances were in early fringe time periods, while the other half were in either daytime or access time periods.

The Fantastic World of Hanna Barbera, Worldvision Enterprises' two-hour Sunday morning animated series, will introduce two new half-hours in fall: "The Adventures of Don Coyote and Sancho Panda" and "Midnight Patrol." "Coyote" was inspired by classic novel *Don Quixote*. "Patrol" transports four people and dog to Dream Zone, magical place they visit nightly in sleep. *World*, returning for sixth season, is currently seen in more than 100 markets, covering 75% of country.

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and be distributed worldwide. Pudney said Paradigm is talking with MGM/UA Television about being a partner in the series.

Domingo did an opera special for ABC-TV when Pudney served at the network as vice president and senior executive in charge of specials and talent at the network.

Pudney's partner, Bob Banner, also co-chief operating officer of Paradigm, produced the long-running music and dance syndication show *Solid Gold* for Paramount Domestic Television in the late 1970's and 1980's. Banner went on to produce two weekly variety shows, still on the air, *Star Search* and *It's Showtime at the Apollo*.

Banner no longer produces *Star Search*, but continues to serve as executive producer of *It's Showtime at the Apollo*. Paradigm

Entertainment also has a financial interest in the latter.

"We think the time is right to do a 1990's version of *Solid Gold* for syndication," said Pudney. "We expect to be bringing a pilot for such a program to next year's NATPE convention."

Competition in syndication among variety entertainment series is growing. In addition to *Star Search* and *Showtime at the Apollo*, Multimedia is launching *Big Break*, cleared on 80 stations in over 70% of the country for next season. There are other, more focused music programs on the air as well, such as *Michelob Presents Night Music*, featuring jazz-oriented musicians and singers, distributed by Fox/Lorber.

Paradigm was formed last June to pro-

duce programs for various media, including network, syndication and cable. The company has the financial backing of ML Media Opportunity Partners, headed by former ABC President Elton Rule and I. Martin Pompadur, former chairman of Ziff-Davis Broadcasting.

Pudney said the company also is considering another new first-run show, which he described as an "all entertainment news" program. He said that *Entertainment Tonight* comes closest in concept to the proposed new show, but that Paradigm's program would have more gossip and perhaps more business news as well.

Paradigm is also developing a slate of made-for-television movies. Among projects in the works are movies featuring stars including Robert Wagner, Donna Mills and Jaclyn Smith.

The company also has a number of projects in development with several cable networks. —SM

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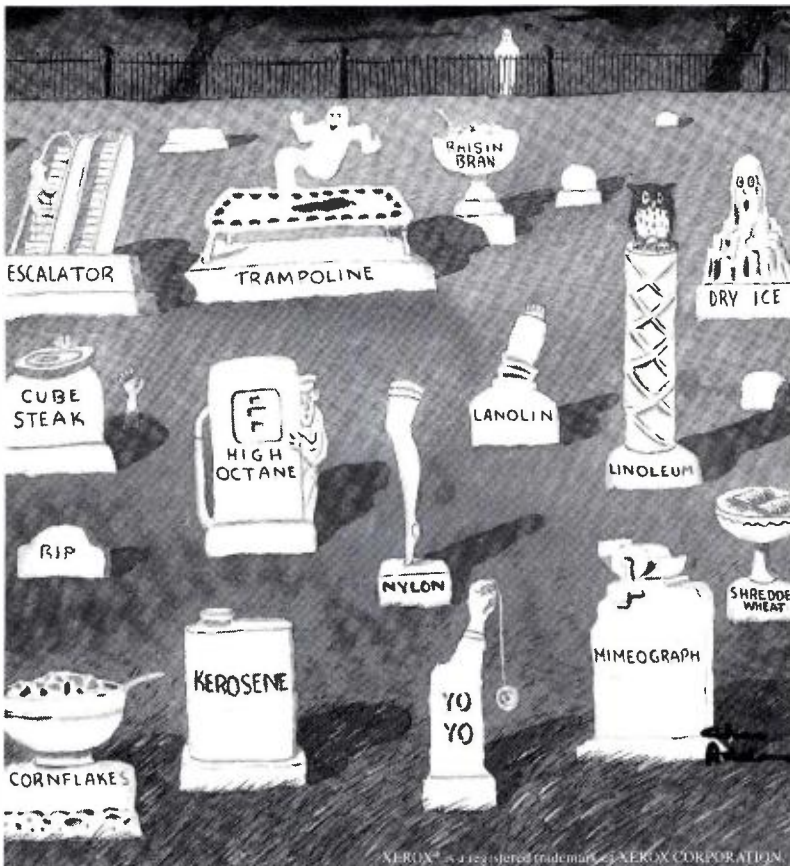
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New P&G-sponsored show on Telemundo targets Hispanic women

Hablando, a half-hour "infotainment" program targeted at Hispanic women 18-plus, debuted May 1 on Telemundo, the Spanish-language television network seen in 36 Hispanic markets and reaching 78% of all U.S. Hispanic households. *Hablando* airs at 2-2:30 p.m. ET, Tuesday and Thursday.

Sponsored solely by Procter & Gamble, *Hablando* ("to speak" in Spanish) is designed to be "a fusion of the best of information, education and entertainment," according to Donald G. Raider, executive vice president, chief operating officer, Telemundo. The program will portray a number of domestic settings particular to Hispanic families, and will include household tips as well as discussions of current issues affecting the 25 million-plus Hispanics currently living in the U.S.

Procter & Gamble products, such as Pantene, Luvs, Scope, Crest, Downy, Tide, Crisco, Joy and Pepto Bismol, will be integrated into *Hablando*'s various segments, and the program will include standard commercial breaks, also featuring P&G brands.

P&G also sponsors *Cocina Crisco*, or *Crisco Kitchen*, a cooking show seen on Telemundo Monday-Friday at 11:30-noon.

Hablando is hosted by Cuban actress Norma Zuniga, who portrays a "quick-witted and savvy homemaker," and features Mexican actress Claudia Castillo as a young mother and housewife, and Ruben Moreno as the "Super." Hispanic celebrities will also visit with the hosts to provide personal housekeeping anecdotes, and viewers will be encouraged to write in with questions to be answered by the *Hablando* stars.

Hablando is produced by Telemundo Productions in Hialeah, Fla. (45% of Telemundo's programming is produced in the U.S. at its facilities in Miami and other locations).

The Telemundo Group Inc. also announced the formation of an international program syndication division. □

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Battle of Britain being fought in the air

BSB, which launched last week, is competing with Murdoch's Sky Channel in the new English DBS market

Considering the perilous array of obstacles that faces Britain's newest satellite TV service, British Satellite Broadcasting could not have launched its flagship movie service on April 29 more appropriately than with the adventure-filled James Bond thriller "The Living Daylights."

Not only has the five-channel BSB come to market more than a year behind rival Rupert Murdoch and his four-channel Sky Television service, but six months after its original plans called for, stalled by delays in the delivery of consumer receiver gear that have continued to plague the service right up to launch.

And while BSB's investors have backed the gamble to the tune of \$2 billion (most of it spent acquiring Hollywood film and TV libraries and on the venture's high-powered Hughes satellite), the project must fight for market share not only against Murdoch and Britain's dominant broadcast services, but against well-financed cable TV operations and, later this decade, against a new national terrestrial channel.

BSB executives, meanwhile, have maintained a positive attitude, framing the Sky lead—Sky claims more than 1.25 million subscribers for one or more of its channels, split roughly between UK cable and satellite viewers—more as a market softener than a competitive body blow, arguing that the superiority of its technology and programming will help it overcome Sky's initial advantage.

BSB also downplayed the competitive challenge of UK cable, which some argue could benefit from the contest between the two incompatible satellite services by offering consumers all available satellite channels.

Of Sky TV, BSB Chief Executive Anthony Simonds-Gooding said, "They've done a good job in terms of warming up the market as opposed to us arriving at the market cold. That's a good thing, because now most people think a lot of homes taking broadcast by satellite is inevitable, not just a possibility. From our point of view, we just have to persuade them now not that the idea [of satellite TV] is a good one in general, but that we are the better version."

Simonds-Gooding knocked cable's potential, citing the slowness in building cable systems so far (only 17 systems are operating), and arguing that the cost of bringing multichannel TV to viewers through cable was higher than through direct broadcast satellites.

Cable, however, provided BSB's first step into the UK TV marketplace. Although



BRITISH SATELLITE BROADCASTING

the service's official launch was April 29, BSB has been beaming programs to cable headends since March and nearly all of its early audience of approximately 300,000 TV homes is being reached through cable systems, according to BSB spokesman Edward Bickham.

The number of dishes installed in homes was too small to count at launch, in part because of a two-to-three-week slippage by manufacturers of BSB's consumer receivers. The receiver delays are an unhappy echo of problems that surfaced last year in the completion of complex receiver chip designs, ultimately forcing BSB to postpone its planned fall 1989 launch.

BSB maintains, however, the current delay will be made up by manufacturers during the summer months. Early supplies of receivers were first being installed in electronics shops to enable prospective customers to see BSB programs.

BSB projects dish sales of about 150,000 between launch and summer's end, said Bickham, while the heavier selling period leading up to Christmas should give the service 500,000 dish-equipped households, in addition to 600,000 cable TV and master antenna TV households.

Simonds-Gooding said he expected approximately 3 million TV households to be taking either BSB or Sky by the end of this year. BSB projections through the end of 1991 give BSB up to 3 million TV homes, with 1.8 million reached through dishes and the remainder through cable systems.

Consumers would pay roughly the same for either BSB's dish-receiver kit or Sky's, approximately £350 (\$572), or a monthly rental fee of £21.99 (\$36), including subscription fees for pay movie services of each.

BSB expects those movie-channel subscription revenues to provide as much as 70% of its overall income for its first three years. By 1996, ad revenue and subscription revenue should be roughly even. Simonds-Gooding said initial advertiser interest was good, with more than 100 brands taking spots and about 15 charter deals

signed with advertisers or agencies.

BSB expects to stop losing money in 1992-93 and become profitable by 1993, recouping its initial \$2 billion investment by 1995-96.

The promotional battle between the two services should be intense. BSB plans to counter Murdoch's use of his British newspapers with a £100 million (\$163 million) first-year promotion campaign, £30 million (\$49) of which will be used for program-specific newspaper and magazine advertising and a more general TV campaign, to be launched pending greater availability of equipment in stores.

Several BSB and Sky channels will compete head-to-head. Both have subscription movie services, general entertainment services and sports services. BSB dropped plans for a 24-hour news channel to rival Murdoch's Sky News, instead planning a lifestyle-information channel dubbed Now and aimed at a largely female audience, with news bulletins spread across all five channels. BSB's fifth channel is an MTV-style music service called Power Station. —AAG

State tells IFRB to mind its own business

U.S. tells ITU arm it was out of line when it sent letter saying TV Marti was in violation of international regulations

The U.S. has responded with some acerbity to the letter last month of the International Frequency Registration Board asserting that the operation of TV Marti is in violation of the international radio regulations and calling on the U.S. to eliminate "this harmful interference." The State Department said in effect the IFRB, an arm of the International Telecommunication Union, had no business involving itself in the U.S. dispute with Cuba. State also asserted that the TV Marti broadcasts comply with the radio regulations and are not causing "harmful interference" to a Cuban station.

The department also expressed its annoyance in a letter to Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, accompanying a copy of the reply to the IFRB. Dingell last month had raised several questions with the department as a result of the IFRB letter. The department said it "deeply regrets that the IFRB saw fit to

send such an inaccurate and inappropriate letter to the United States on an issue of great importance to both the Congress and the administration."

TV Marti, which began undergoing testing on March 27—the signals are beamed from a balloon tethered 10,000 feet above Cudjoe Key, in Florida—is a proposed affiliate of Radio Marti, which went on the air five years ago. The two stations represent an effort to break what the U.S. says is the Castro government's monopoly on information in Cuba. However, Cuba has been jamming TV Marti since it began broadcasting, and last month it stepped up the degree of interference to Radio Marti to the point where the U.S. felt obliged to increase the simulcasting on shortwave of the AM station—it operates on 1180 khz—from 17 hours to 24 hours daily. Now, in addition to the political and technical questions TV Marti raises, the U.S. finds it necessary to defend itself against charges it is in violation of the international radio regulations.

The IFRB's letter to the State Department on April 2 was triggered by a Cuban message last November complaining about TV Marti, which did not begin broadcasting until March 27. The State Department letter, signed by Ambassador Bradley P. Holmes, coordinator and director of the Bureau of International Communications and Information Policy, said the IFRB's letter "constitutes advice and assistance even though the Cuban letter from last November does not contain such a request." As the State Department interprets the international rules and regulations, the IFRB can offer such advice and assistance only if requested. "Given our understanding of the board's actions," Holmes said, "your letter to this administration does not appear to be in keeping with normal IFRB or ITU procedures."

Regardless of whether IFRB was overstepping its authority in dispatching its letter, Holmes rejected the board's view that, in employing what is in effect a 10,000-foot-high antenna, the U.S. is not using the spectrum efficiently. Holmes said the TV Marti system "has been designed to take account of accepted international technical standards and to achieve a highly efficient use of the spectrum." He also disputed the contention the U.S. is violating the spirit and intent of a regulation—No. 2666—the IFRB said is designed to limit broadcasting in certain bands to national service within a country's frontiers. Holmes said there are a number of ITU members, including the BBC External Service, Vatican Radio, and Radio Berlin International, that use the affected frequencies for international broadcast services.

The IFRB had acknowledged that the introductory phrase "In principle" may permit exceptions to full compliance with the provision. And Holmes said the U.S. agrees, and that "this customary practice" applies to the frequency assignment at Cudjoe Key. However, the IFRB, in its letter, said the establishment of a television station with the notified parameters of TV Marti "cannot be considered as an exception provided for in No. 2666."

And as for Cuba's allegation of "harmful interference," Holmes says, "We are confident that the operation of the Cudjoe Key station is consistent with our obligations under the ITU Regulations and, to the best of our knowledge, is not causing harmful interference to Cuban stations."

One element of the IFRB letter that appeared particularly nettlesome was the assertion that the board had not received answers to inquiries regarding TV Marti last winter and that as a result, had to

proceed without comments from the U.S. Holmes said that, apart from a number of telephone conversations between the board and the State Department between November and February, "our records show three specific communications with the IFRB which speak directly to the issues involved."

Holmes's letter is not expected to be the last word on the issue. The IFRB is expected to respond. Dingell, too, may have more to say. —LZ

Comsat scouts opportunities in USSR

They discuss doing 'specialty programs beyond what is on the regular networks,' including sports

To a delegation of Communications Satellite Corp. executives recently returned from the Soviet Union, that country is ready for development as a major telecommunications market. There are problems, they acknowledge; like every group to make such an exploratory trip, they cited the lack of currency convertibility. But they say the opportunities are there—including opportunities for broadcasters.

Robert J. Wussler, the former Turner Broadcasting System executive who is now president and chief executive officer of Comsat Video Enterprises, wants Comsat to be thought of not just as a satellite services company but as a programming enterprise. He said he has been talking to Soviet television officials about doing "specialty programs beyond what is on the regular networks." (Later, he said, sports was one of the categories he discussed.) And he expressed confidence Comsat would be given authority to participate in joint ventures with the Soviets, both in the case of telecasting and teleconferencing. "a business we intend to pursue."

When would the results of those discussions bear fruit? "Between 18 months and two years," Wussler said. He noted it is difficult to negotiate across 7,500 miles when the other party has a poor telephone system.

The determination to improve telephone systems and the telecommunications infrastructures in general was seen by the Comsat officials visiting Moscow as the prime factor leading it and its East European allies into membership in the International Telecommunications Satellite Organization, which they have shunned since its establishment in 1964. Persuading the countries to join Intelsat and make it a truly universal organization was one of the principal reasons for the trip. Another was to develop and exploit business opportunities.

Irving Goldstein, Comsat's chairman, chief executive officer and president, who headed the delegation during the week-long visit last month, said the Soviet Union "needs such communications to the rest of the world as voice, telex, facsimile and video." And Bruce Crockett, president of the World Systems Division, said that, where six months ago he saw no desire on the Soviet Union's part to participate in Intelsat, he now sees "a tremendous, tangible, identifiable change in the Soviet

Union's willingness to do business with the rest of the world."

Comsat, said Crockett, "sees trends indicating that most East European countries will join Intelsat later this year—the USSR in a year or two." Indeed, he said that while the Soviet Union, as "a limited user" of Intelsat, uses 30 circuits to communicate with the U.S., by 1995 it would be using 2,000. "The Intelsat connection," said Goldstein, "is an extremely high priority [for the Soviets]."

Goldstein, Crockett and Wussler, along with the fourth executive who made the trip, Joel L. Alper, president of the Comsat Systems Division, discussed their findings at a press luncheon at Comsat headquarters in Washington. It was left to Alper and Wussler to discuss business opportunities the company is pursuing.

Alper noted that Comsat last year had been invited by the USSR's Academy of Sciences, Institute of Physics of the Earth, to install a computer and satellite communications network in Moscow. The \$4.4 million project, which was completed last fall, is designed to enhance Soviet geophysicists' ability to analyze earthquake and other geological data. And it was a happy experience, Alper indicated. "There was no problem in getting equipment into the country. The Academy was pleased and invited us to talk about other opportunities." Alper said Comsat is "looking at opportunities for domestic networks and international networks."

Alper talked hardware. Wussler talked of the television software opportunities he saw Comsat pursuing. And as an executive first with CBS then with Turner who had made 96 trips to the Soviet Union, establishing strong ties with officials running the Soviet broadcasting system, Wussler is seen as the person to lead the pursuit. He did not offer specifics, but he said, "All government institutions want to be in video," whether it is the Novosti press agency or Gosteleradio, the state broadcasting system with its two channels.

Wussler said Gosteleradio foresees the emergence of "neighborhood" transmission outlets, the equivalent of low-power television stations. He also talked of "scrambled TV," that is, pay television service coming into play and additional radio stations. Such "viable alternatives" to the existing system, Wussler said, would create opportunities for joint ventures. And he said that after decades of using the medium to indoctrinate its citizens, Soviet governments have helped create an audience accustomed to watching television. —LZ

NAB moves to block Pactel bid for Chicago cable system

Association uses testimony given for phone company in another case against telco's move for system

The deposition of an expert witness for Pacific Telesis in an unrelated case has been seized on by the National Association of Broadcasters as offering additional reasons for denying Pactel's request for permission to acquire a cable television system in Chicago. The NAB says the testimony—contrary to Pactel's assertion in its own comments in the proceeding—indicates that Pactel "has the ability and the inclination to skew customer choices for long distance and other services."

The NAB presented the deposition, of William Mich, in a filing with the Department of Justice, which is formulating a recommendation to U.S. District Judge Harold Greene as to whether Pactel's request for a waiver of the order banning Bell Operating Companies from owning cable television services should be granted. The time for filing in the proceeding has expired, but NAB says it has only recently learned of the deposition. And it says it believes the

deposition contains material "pertinent to the disposition of the request."

NAB noted that in the deposition Mich states that Pactel personnel often recommend long-distance carriers to Pactel clients. At one point, Mich says Pactel "account teams" will say "the virtual network offering from this long-distance company is better than the virtual network offering by that long-distance company." Mich, at another point, said that Pactel personnel review and aid in the preparation of customer RFP's (requests for proposals) on which Pactel subsequently bids.

NAB noted that that the Chicago franchise agreement would require Pactel to provide many information services, some of which may involve two-way communications. "In light of the facts presented in the deposition," NAB added, "there is a substantial likelihood that Pactel would recommend that its telephone customers utilize the information services Pactel could provide under the Chicago franchise agreement, to the detriment of providers of similar information services within Pactel's telephone service area."

That is not the only potential antitrust danger the NAB sees in Pactel's emergence as a cable system operator in Chicago. "Pactel," it said, "could use its monopoly power as the local exchange carrier for the Los Angeles area—home of the vast majority of the nation's program producers and distributors—in order to gain exclusive Chicago-area use of some of the most popular programming for the monopoly cable system, to the detriment of broadcasters and other program purchasers in the Chicago area."

NAB acknowledges that Pactel may not "appear" to receive any benefit from the recommendations its personnel make as to long-distance carriers. The Mich deposition does not indicate whether the personnel recommend a particular carrier. However, NAB says, Pactel "would have an even greater incentive" to recommend a service "given the financial investment" it would have in a franchise, if the waiver were granted, "coupled with its local bottleneck control over the communications needs of the vast majority of America's program producers and distributors." —LZ

Tug-of-war continues between Minneapolis cable services

Claims and counter claims fly back and forth over contract for regional sports service

The battle between Midwest Sports Channel and Minnesota Twin Cities cable operators continues to heat up, with MSC's announcement of what it heralded as a new offer to attract the five systems that refuse to carry the regional sports network. According to the operators, the deal is no different than what MSC offered some months ago, and what they keep refusing.

MSC claims its offer of a one-year contract is new and eliminates the concerns cable operators have about being locked into the service. But the operators, unhappy with almost everything else MSC proposes, said contract length is the least of their problems right now, and, in fact, would welcome a lengthy contract if and when other, more immediate points could be resolved.

MSC, with a rate card of 45 cents, wants to be carried as a basic network on the systems. According to Kevin Cattoor, MSC vice president and general manager, that's comparable with ESPN, and he maintains that in surveys the network has done, MSC is considered more valuable than ESPN. MSC said it is also willing to be carried as a discretionary channel, but operators—who

seem astonished that MSC would try to charge as much as ESPN—said the network still demands to be paid as a basic channel, with a fixed rate on all subscribers, even if a system chooses to run MSC on a pay basis.

Carrying MSC as a discretionary station would bring in the same or greater revenue for the sports network, said Debra Cottone, vice president, programming and public affairs, Paragon Cable. According to Cottone, Paragon's research finds that 40%-45% of its subscribers would pay between \$1 and \$4 for the service, and that achieving only 35% penetration would give MSC revenue equal to the fixed rate for all subscribers. MSC's Cattoor said he'd accept discretionary revenues if "Paragon would guarantee that 35%," but claimed the operator will not. "The operators don't want any risk," he said.

John Eddy, chief operating officer, Cable TV North Central, said he offered MSC an 80-20 split, leaving North Central with only enough revenue to cover its costs. MSC refused because, according to Cattoor, MSC doesn't want to do business with an operator who's not out to make any money. Otherwise the operator has "no motivation to market the product," Eddy said.

Paragon said MSC fueled the feud by sending the April 19 letter containing its

latest offer to the press before the operators received it. Cattoor claimed "they did the same thing to me," referring to North Central's March 2 letter detailing its proposed 80-20 split, which Cattoor said was sent to the press before MSC received it. "They're the one who made it a public battle," he said.

The programming on MSC isn't drawing raves from the operators, either. Although MSC has rights to Minnesota Twins, North Stars and Big 10 basketball games, according to Mark Hammerstrom, general manager, Nortel Cable, the "product is seasonal" and "very thin." He said that MSC recently canceled most of its locally-originated programming. Cattoor confirmed that MSC's two original programs had been canceled and that seven of MSC's 35 staffers were laid off. The cancellation was forced, he said, because MSC "can't get the metropolitan distribution" it needs.

MSC is currently carried primarily as a basic service by 50 systems for a total of 200,000 subscribers. The five operators who refuse to carry MSC represent an additional 500,000 households. Separately, MSC is negotiating carriage with TCI, which would mean an additional subscriber base of 600,000. Cattoor would not comment on the details, or when he expected an agreement, if any, to be reached. —SDM

Satellite Footprints

Watching K Prime. As K Prime Partners, the consortium of nine of the nation's top cable operators, has targeted July to begin limited delivery of programming via GE Americom's Satcom K-1 bird, both federal and state justice officials have launched investigations into potential antitrust ramifications of the group's medium-power direct broadcast satellite plans.

Stressing that he spoke for only one of the minority partners in K Prime, Robert Thomson, vice president, government affairs, for Tele-Communications Inc., said that neither the U.S. Justice Department nor the State Attorneys General antitrust task force investigations were unexpected. "We anticipated the inquiries and intend to cooperate fully. In the final analysis," added Thomson, "we do not think any element of K Prime will run afoul of any antitrust statutes. The K Prime plan can be duplicated by anyone, the programming is not exclusive and we have two announced competitors, Sky Cable and TVN." The first of those, he argued, is to be owned and operated by "two gigantic international conglomerates [NBC and Cablevision parent General Electric and Hughes Communications parent General Motors] and an international media giant" in the form of News Corp. Chairman Rupert Murdoch. TVN plans a 17-channel low-power DBS service via AT&T's Telstar 303 bird (BROADCASTING, April 23). The justice officials, said Thomson, "are just doing their jobs."

Meanwhile, according to David Beddow, K Prime vice president and general manager, 1990 plans for the 10-channel, Ku-band service call for uplinking as-yet-unspecified superstation signals beginning in July and limited test marketing beginning in October. Launch of the complete service will likely occur "some-time after" Jan. 1, 1991. There will be no period in which the service is delivered unscrambled, said Beddow. Three encryption systems remain under consideration.

'Decade of the dish.' Robert Wussler, president and chief executive officer of Comsat Video, will deliver the keynote address for this year's July 9-11 home satellite Nashville Show, which for the first time will be managed solely by the Satellite Broadcasting and Communications Association. "Now the SBCA is proud to lead the industry as we enter the 1990's—the Decade of the Dish," said SBCA President Chuck Hewitt of the SBCA's purchase of trade show partner Satellite Television Technology International. The acquisition ends a six-year partnership through which the SBCA and STTI have held two trade shows each year. "It has taken several years of hard work to build SBCA into an organization capable of managing and conducting national trade shows," said Hewitt. "We want to continue to improve the shows and broaden the exposure of home satellite television." The latter of those two goals will be forwarded as the SBCA sponsors the home satellite industry's first-ever booth at the 1990 International Summer Consumer Electronics Show in Chicago, June 2-5.

Reconfigured Hubbard satellite operations. Hubbard Broadcasting has sold its private satellite networks subsidiary Satellite Network Systems to two SNS officers, Paul Heinerscheid and Edwin Van Hamm, for an undisclosed amount, also shifting long-term satellite capacity marketing responsibilities from former SNS parent USTV Ltd. to Conus Communications. As part of the purchase agreement, Hubbard retains "a long-term operating agreement for satellite-related services," and Conus will now take full charge of booking transponders 6 and 8 aboard GE Americom's Ku-band Satcom K-2 bird. USTV is now a "shell company" which continues to own the transponders, said Conus spokesman Steve Blum, who said Conus marketing efforts will be toward selling time outside the evening hours occupied each day by Conus Satellite News Cooperative feeds. Although nonbroadcast clients are likely to buy daytime blocks, he said, "the bird was originally designed for syndication," and 800 stations possess K-2 downlinks provided by Americom. "So we're going to try to find clients among the syndicators. Meanwhile, Conus also announced that WSVN(TV) Miami has returned to the cooperative as a full-time member, and that market competitor WRVU(TV) Miami will retain access to Conus services, rather than stepping down completely from participation.

European long view. The European Telecommunications Satellite Organization, Eutelsat, has adopted a series of long-term planning items, approving acquisition of a sixth Eutelsat II bird and creation of a commercial development and marketing department, reaching agreement on an all-time low rate insurance package for the entire II series, authorizing issuance of a request for proposals to build a pan-European direct broadcast satellite system, approving entry of Romania into the organization and taking steps toward introducing land mobile satellite service.

With plans already solidified to launch the first two Eutelsat birds this year, two more in 1991 and a fifth in 1992, the Board of Signatories authorized Eutelsat to order "long-lead items" from II series contractor Aerospatiale for the sixth satellite, which is to be delivered in mid-1993 and is to be used as a system backup. Eutelsat also said it had fixed a 16.5% base-rate insurance premium for the entire II series, "the largest package arranged by a satellite operator in Europe," it said, "and the lowest base-rate quoted for a telecommunications satellite of this type since 1986." DBS plans call for a minimum participation of six signatories requesting at least a total of 20 transponders.

Airborne communications. Swisair last Monday (April 30) purchased 325,000 shares, or 5%, of IDB Communications Group Inc. common stock, rounding out IDB's plans to market aeronautical communications to the aviation industries, said Jeffrey Sudikoff, IDB's chairman-CEO. Sold at \$13 per share, the stock purchase was valued at approximately \$4 million. IDB sold 20% of its equity to Canada-based Teleglobe International earlier this year as part of a joint venture to launch worldwide in-flight telephone, data and air traffic control services. Late last month, IDB and British Telecom agreed to create Mobile Express, to provide transportable Ku-band earth station services throughout Europe.

Keep 'em flying. It appears that the delay in commercial satellite launches—following the February loss of two Japanese birds aboard an exploded Arianespace rocket and the incomplete launch of Intelsat VI-F3 by Martin Marietta—will end in July. According to Hughes Communications, the five-month gap in what had been a one-per-month Ariane manifest will not threaten the plans of dozens of cable programmers and broadcast TV networks to put replacement birds into orbit before the current fleet runs out of gas.

Arianespace believes it can complete three, perhaps four, more commercial satellite launches in 1990. The manifest for 1990 includes a U.S. newsgathering satellite, GTE Spacenet's GStar IV (originally scheduled for May) and Hughes Communications' next-generation backup cable TV satellite Galaxy VI and newsgathering bird SBS VI (originally scheduled for the same launch in June). Hughes said there is every reason to believe that, not only will the birds fly, but they also will start earning revenue before year's end.

Satellite citizens' workshop. As of last week, President George Bush, Vice President Dan Quayle, Housing and Urban Development Secretary Jack Kemp, Congressman Newt Gingrich (R-Ga.), former Attorney General Griffin Bell, three state public television networks, one independent commercial TV station, public access channels in 24 markets in 20 states and an inestimable number of home satellite dish owners had signed on to participate in a one-hour interactive satellite program, *American Opportunities Workshop*, to be transmitted via Hughes Communications' Westar IV, transponder 14, beginning 10 a.m. ET, Saturday, May 29. A total of 500 "workshop cities" have signed up for the workshop, which will originate from Atlanta and include live uplinks from San Diego, Portland, Me., Detroit and Orange City, Iowa. Characterized by Gingrich as "a workshop in 21st century citizenship," the event is being sponsored by GOPAC, a national political organization, and co-sponsors include the U.S. Chamber of Commerce, the American Legislative Exchange Council, the National Vietnam Veterans Coalition, Citizens Against Government Waste and the *National Review*.

Radio-sponsored events aim for fun and profit

Radio stations are using outside events such as health and food fairs to benefit station, advertisers, listeners

Creating a winning combination for radio stations, their clients and their listeners is the aim of station operators when they venture out-of-house to sponsor events such as health, financial, food and sports fairs. Or as Charles Schwartz, president and general manager of WWDB(FM) Philadelphia, states: "Any time we can mix together these three elements [listeners, advertisers and on-air personalities], it is win, win, win."

Some of the beneficial combinations that have been tried include co-ventures between radio stations and major clients. For example, WWDB teamed up with the Tri-State Dairy Deli Association for an annual "Philadelphia Food Festival"; Tribune Broadcasting Co.'s WGN(AM) Chicago joined with the Chicago Bears for a "Draft Day Extravaganza," and WOR(AM) New York got together with the Bank of New York for a financial fair.

Stations have ventured into the sponsorship arena alone as well, as did WWDB with its two-day "Health and Fitness Fair" and WGN with its upcoming "High Adventure Travel Show."

The drawing card for advertiser participation in any of these events is the attendee list—that is, the listeners. Or as Mark Sudol of Dean Witter Reynolds, Paramus, N.J., said: "Every person walking into this financial fair is here to look for an investment. You could never assemble such a large list of qualified leads if you spent weeks on the phone." Sponsors of WOR's financial fair received a list of names and addresses of all the attendees of the event from the station.

For Vince Gardino, general sales man-



WWDB Philadelphia ventures into sponsorship arena alone with its 'Health and Fitness Fair,' which featured body building contest (above, left); WGN Chicago and Chicago Bears team up for 'Draft Day Extravaganza,' whose \$25 admission included two buffet-style meals.



ager, the financial fair "takes WOR out of cost-per-point ratings and into results radio." The advertiser is introduced to the personalities at the station and is given a first-hand view of the drawing power of radio, said Gardino. The financial fair drew more than 2,500 people. Along with the exhibit booths, station personalities Ken and Daria Dolan and Bernard Meltzer conducted two seminars each on personal money management. The event was open to the public. Gardino said the station netted \$100,000 from the financial fair.

For WGN listeners, the attraction was football. The station holds the rights for the Chicago Bears. In tandem with the football team, the station rented Arlington Park International Race Course for a day and called it "Draft Day Extravaganza."

WGN broadcast live from the park, and the \$25 admission fee covered two buffet-style meals and a chance for attendees to meet the Bears' players and coaches.

Sponsorships were arranged in various ways, says Kent Morris, special project manager, Tribune Radio Group. For example, Polaroid set up a booth where attendees could have their picture taken with Bears members. There were also merchandise booths for station and Bears football team items.

"The value of such an event for the station," said Morris, "is that it gives us the opportunity to be in partnership with them—it is important for us that the Chicago Bears football team be successful. We want to be more than just broadcasters, we want to be their marketing partners," he said. The station and the team split the profits down the middle.

Listener turnout for the event numbered about 700, said Morris, and considering the cost of admission and the fact that it was Earth Day, the turnout pleased the station. "Officials of the race track," said Morris, "were thrilled with the event."

Dan Fabian, vice president and general manager of WGN, said the station first looked at this kind of event on a smaller scale. "Profitability is a nice bonus," he said, "but we got into this to try and underwrite the extraordinary cost of some of our promotions and remotes." The station has two trailer studios that do more than 300 remotes a year. "That is expensive," said Fabian, "so we began selling remote sponsorships—we are just now really dabbling with the idea of going a step further and rolling out our own events."

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The station is planning a "High Adventure Travel Show" next January at the Chicago Hyatt. They expect to attract at least 15,000 people, said Morris. "The ideal, from our standpoint, is the synergy," he said. "We want everybody—from the listeners to the sponsors, to the teams—to see it. We just do it bigger and better and are now looking at ways to do it profitably," said Morris.



What began as a small, 1,000-person health and fitness show six years ago for WWDB Philadelphia has turned into an annual "Health and Fitness Fair" that drew 60,000 people over a two-day period, April 7-8. The fair was hosted by station personality James Corea, a licensed physical therapist, fitness and nutrition expert and doctor of science and nutrition. The event drew more than 40 sponsors, including purveyors of natural beauty supplies, spas, home improvement items, water purification systems and health and nursing home insurance.

According to WWDB's Schwartz, the station initially explored the ideas of a health fair and food festival after much research and deliberation. Personnel at the station joined food industry and health industry associations and "began to gain expertise that way," said Schwartz.

In deciding to hold an event, the first question stations need to answer, said Schwartz, is: "Do we have the potential to attract the crowd and the financial support?" The undertaking requires about four months, he said, adding that it required more than 60 people (including family members of station personnel). "The dynamics are what makes it work," he said.

WWDB also stages a "Philadelphia Food Festival" in partnership with the Tri State Dairy Deli Association. The station limits the number of attendees and charges admission. The proceeds of the tickets go to six Philadelphia area charities. "The event generates considerable sums of money for charities," said Schwartz. "It is a three-hour event and we normally sell out three to four weeks ahead of time," he said. —LC

First-place journalism

When the wife of the late Robert F. Kennedy hands out first prize for radio reporting in the 1990 RFK Journalism Awards May 14 at her Virginia home, National Public Radio will be on the receiving end. The winning three-part public radio news series *Black Men: Lost Generation?* would not have been made, according to NPR, without creative financing and the convergence of private and public, station and network funds targeted at a local story with national implications. Reported over one month last year in Cleveland, as well as in Detroit, New Orleans, Baltimore and Washington, by NPR reporter Phyllis Crockett, the series was funded by NPR stations and by noncommercial WCPN(FM) Cleveland and the Cleveland Public Radio Fund.

"NPR very much appreciates the cooperation and support of WCPN, as well as other NPR stations that help make our tight budgets go further and broaden the scope of our national coverage," said Bill Buzenberg, vice president for NPR News. Focusing on high death rates, unemployment and other inner city crises, Crockett interviewed sociologists, judges, community activists, probation officers, ministers and parents, finding that many young black males, said NPR, "are trapped...uneducated, unemployed and headed for either prison or an early grave."

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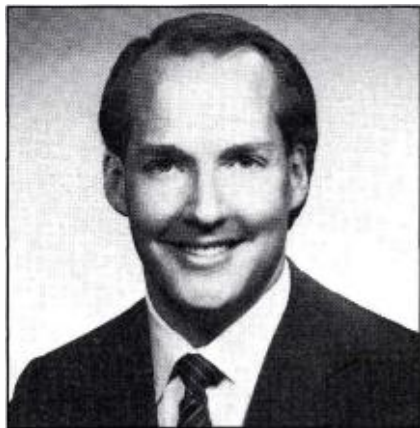
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FM move-ins: Serving public

Crown's Tom Gammon and Cox's



Tom Gammon

Tom Gammon, president of Washington-based Crown Broadcasting, has drawn criticism from outraged broadcasters concerned for the health of FM radio. The reason for this upset is Crown's proposal to move WHMA(FM) from Anniston, Ala., 90 miles across state lines to the Atlanta suburb of Sandy Springs, Ga. The real issue here, Gammon says, is not so much a concern of radio broadcasters to serve the public, but a desire to limit competition and protect the status quo. Recently Gammon talked with BROADCASTING about these issues and addressed the controversy his proposal has provoked.

Why has such a hue and cry erupted over your proposal to move WHMA(FM) from Anniston into the Atlanta market?

Most of those who have filed against us are looking at the issue only from their individual standpoints. It's a case of working hard to get into the castle: once you get into the castle you want to pull up the drawbridge and not let anybody else in. This is turning into an issue not of FCC policy, but of competition and market economics.

But isn't that why you want to move the station to Atlanta?

The question here really should be, is the move good for the American people? Unequivocally, the answer is yes. The FCC has the authority to approve or deny each proposed station move. And if a possibility exists to improve local service, the FCC will accept it.

So you're saying you want to move into Atlanta to improve FM coverage and local service?

Like anybody, we like to follow the rules. And here the rule said: "If you can improve the allocation of the FM spectrum, we'll approve it." That being the rule, certainly we looked at doing just what the FCC suggested we do.

That was the Dennis Patrick FCC. Do you expect the Alfred Sikes commission to maintain the status quo, or might the FCC bend the rules back a bit?

Why would they do something like that? Give me a reason. What's the reason they'd change their policy?

Perhaps because the FCC might view these move-ins as an abuse of the rule.

Write this down. The FCC has the ability to deny cases that do that. So why change the rule? If the FCC feels that our proposal is delocalizing radio, that it's not a good policy, they just put the word "dismiss" on it. Why would the commission change a rule that only is in the interest of the American people?

But is this really in the best interest of the people of Anniston and Sandy Springs, or in the interest of Tom Gammon?

Guess what...if that's what they feel, they'll deny it. But the FCC is always interested in improved service. When has the FCC ever changed its position when it comes to improved service to the public? We're not dealing here with a degradation of spectrum quality or bandwidth, which is a serious infringement on licensees. What we're dealing with is a proposal that allows increased coverage for a market of 2.5 million people, compared with 32,000 in Anniston and 100,000 in the county. At present, Anniston has seven broadcast services for 32,000 people. Atlanta has 10 FM's.

That's like comparing apples to oranges. Anniston has one FM, with

another one in Talladega. According to Arbitron, Atlanta has 12 FM's, and a total of 35 broadcast signals.

Still, Atlanta is the most under-radioed of the top 25 markets in America. And Sandy Springs has no broadcast service at all. It's the largest community in the entire country with no AM, no FM, no TV. Whether you argue if that's a good policy to give them their own voice, or if it's a good policy to put an 11th FM in still the most under-radioed market in the top 25, either perspective is in the public interest.

How about the Sacramento market, where you intend to move KRWV(FM) Carson City, Nev., to Fair Oaks, Calif.

Carson City has only 11 broadcast services. Only 11, for 30,000 people.

Sacramento has 31, with additional service from San Francisco.

And all the stations in Reno also cover Carson City. Write this down. Fair Oaks had about 5,000 people 30 years ago; it has 21,000 now. Sandy Springs had 22,000 30 years ago; it has 70,000 now. Anniston, for the last 30 years, hasn't grown, and they put the FM in in 1947, when it was a thriving industrial town. It seems to me that our proposal is vastly superior to the original one, because it covers all six counties. When WHMA moves to Atlanta, our proposed C3 will cover five counties around Anniston, and the new 6 kw Class A in Lineville, Ala., will cover the other.

Still, those who have filed against you say it might start a mass exodus of stations to major markets.

These doomsayers are dead wrong. Somebody run the engineering on 400 FM's as I've done. You'll see you can't move any of them. There are only 4,000 FM's in the United States and 2,500 are already in big cities. Most of the others are in tiny towns and they're mostly Class A's. So there's only 400 to check. And I checked them before I bought them. And guess what: because of Docket 80-90, and all the drops in Class A's in America, and C2's and B1's, and the upgrade of 3 kw to 6 kw of all Class A's that were capable, there is no FM spectrum left. It's like a chessboard with a piece on each square.

Has Docket 80-90 served the public interest as well as your Anniston proposal will?

When Docket 80-90 was proposed, NAB said it would create catastrophic effects for the health of FM radio. But the FCC said it was in the public's interest. They said, if we've got holes in the spectrum, places on the chessboard where you can put a station,

Gammon continues on page 50.

interest or spelling disaster?

Mike Faherty on opposite sides

From the moment Crown Broadcasting filed its proposal with the FCC to move WHMA from Anniston to Sandy Springs (BROADCASTING, March 12), a raft of petitions was filed against it. Atlanta-based Cox Enterprises is among a number of broadcast groups and organizations that have filed reply comments with the FCC, claiming that Crown's proposal would be catastrophic to the ideals of localism and wreak havoc with the Communications Act of 1934. Cox Radio's executive vice president Mike Faherty has helped lead this charge, and herein addresses the FCC's move-in policy in general and Crown's proposal in particular.



Mike Faherty

For years Cox has enjoyed its position as an established market leader in Atlanta, a position that now might be viewed as hostile toward any threat of increased competition. As such, is your agenda in this fight against Crown based on a true concern for the health of the radio industry or simply on marketplace economics?

Both. Absolutely! As a businessman I don't need more competition. As a broadcaster I think this will destroy small market and rural radio. My quarrel with Tom Gammon is not that he has done something so egregious; it's that the FCC passed a rulemaking in January 1989 that allows him to do what he is doing. The only problem I have with Gammon is that he made his money in the brokerage business selling major market properties to major broadcasters. He is now using some portion of the money made in that fashion to dilute the properties of the major broadcasters from whom he made his money. Therefore, Cox will not be using that brokerage firm.

Evidently Americom has suffered from its connection with Gammon. To this end, Americom recently circulated a memo that, in effect, disassociates the firm from him and his stations. Will this help to soften the blow?

I've seen the memo and it solves nothing. Americom says that Tom is no longer a part of the company—but that's where he made his money. He's taken the money out and now he's using it against the very broadcasters he made it from.

Would it have made a difference if Americom had played this differently from the start?

Maybe. What Americom needed to do up front was convince Tom it wasn't in the best interest of the company, the company where he made his money, and where his brother and their associates continue to make their money. If they think we're going to swallow the call-back of Tom's stock and the dissolution of his involvement in their company, and say: "It's okay now," they're wrong.

Yet you still maintain your quarrel isn't with Gammon, but with the FCC. Why?

The real problem lies with the rulemaking. It allows FM and TV licensees to select a new community of license. In effect, it negates Section 307-B—the allocations statute—of the Communications Act of 1934. For 56 years we have had a congressional act that said the commission should allocate radio and television licenses in a fair and reasonable fashion among the states and communities. What this does is destroy the FM table of allocations. It says you can select a new community of license if you can fit your signal in that community and move it as far as you want.

As you said, that table of allocations was established half a century ago. Isn't it about time for some revision to accommodate popula-

tion shifts and lifestyle changes?

Supposedly, that's what the FCC intended, but that's not the point. As long as licensees know they can make a lot more money in Atlanta than they can in Anniston, people will find ways to continue to move radio stations from small markets into large markets.

Gammon claims to have located all the economically viable move-in situations in the U.S., and counts only 10. If his engineering is right, how can this be catastrophic for the radio industry?

I know what Gammon says, and he's wrong. We did our own study, in cooperation with Summit Communications. We commissioned [broadcast engineer] Jules Cohen to run the engineering in just one market. We selected Kansas City because neither Summit nor Cox have any interest [there] and also because it's also a major market in the home state of FCC Chairman Al Sikes. And you know what Cohen found? Three possible move-ins. Tell that to Tom Gammon.

Still, that's just one market. How would the results play out over the top 100 markets?

Easily. If you set it up in such a way so you could take a station, move it into a major market, and if it's short-spaced 50 miles by another station, you can buy that station and take it off the air. The mathematical possibilities for move-ins are nearly limitless, limited only by the 100 kw Class C's.

If what you say is true, as long as a broadcaster conducts the proper engineering study and files a complete and accurate proposal, he should be able to move his station. Will this start a landslide of applications?

Theoretically. Once the FCC approves a couple of these things they will be flooded. If you're a broadcaster and you own an FM in Nowhere, Ariz., would you want to move to Phoenix or Tucson? Of course.

Gammon says that "other broadcasters would do it if they had the opportunity." What's wrong with taking advantage of a great opportunity?

It's having the opportunity that's wrong. The FCC made a grievous error when it passed MM Docket 88-526. That was the mistake.

Even if the FCC determined that it serves the public interest?

How does this serve the public interest? How does moving the only FM in Anniston to Atlanta serve the public? The Atlanta metro is 18 counties. The home county is Fulton; that's where Atlanta is. That's also where Sandy Springs is. In fact, I live in Sandy Springs. But what's ironic is, while Gammon says he's going to

Faherty continues on page 50.

License Committee requests funds

In a letter sent to all radio stations last week, Radio Music License Committee Chairman Dick Harris, Group W Radio, New York, urged broadcasters to help out with this year's license contract negotiations. Harris suggested that radio stations contribute 2% of the annual fees they pay to ASCAP and BMI so the Committee can "negotiate a fair and equitable music performance license contract for radio stations." Radio contracts with ASCAP expire Dec. 31, 1990. Checks and pledges should be addressed to Radio Music License Committee, 888 Seventh Avenue, 40th floor, New York 10106. Phone: (212) 307-3665.

Tom Gammon...

Continued from page 48

why not put it there? Serve the public.

So how many other move-in possibilities are there, according to your calculations?

In the top 100 markets, we see about 10 situations that can have any signal improvement. But in most other cases they aren't economically viable. You just can't take a station with great cash flow and move it into a market with no cash flow. And that's the case with most of these move-ins.

So what you're saying is you bought an

undervalued station so you could move it to a market where its antenna would be worth something?

What's wrong with that? These guys who are upset and arguing so piously should remember: Jeff Smulyan [of Emmis Broadcasting Corp.] started his company with a move-in in Indianapolis. Dick Ferguson [of NewCity Communications Inc.] began his company with a move-in from Gainesville, Ga., to Atlanta. Cap Cities, which has argued so eloquently against our proposal, is licensed to Marietta, not Atlanta. I would venture to say that they don't serve Marietta on a daily basis. Suddenly, all these people who are so concerned about serving Marietta and Gainesville are worried because there's a total of two FM's left in the entire spectrum chessboard.

If that's all there is to it, then why such an uproar?

They're running scared. They've got this notion that there'll be a wave of move-ins. But they're wrong. If they were right, if there were all these possibilities they talk about, I would have bought 12 of them.

Does that mean you bought your FM's in Sierra Vista, Ariz.; Loveland, Colo., and Chillicothe, Ohio, so you could move them?

Let me put it this way: I'll always seek to maximize our signals to serve the greatest number of people, because that's in the public interest.

And, simultaneously, your interest?

Absolutely. We need to reward entrepreneurs in this country, not sting them with bureaucracy or stop them with anti-competitive filings. ✎

Mike Faherty...

Continued from page 49

serve Sandy Springs, the antenna is not going to be in Sandy Springs. It's going to be in downtown Atlanta. His stick will be closer to the absolute center of population in Atlanta than mine. This guy isn't putting

a radio station in Sandy Springs; he's putting it in Atlanta, Ga. And he needs to say that. I'd respect him more if he did.

Whether it's an Atlanta station or a Sandy Springs station, isn't the question really how he'll serve the population of the market?

No. I don't think he'll ever operate the station. He paid \$7 million for WHMA, more than an FM antenna is worth in Anniston. Right now the stick value in Atlanta is \$28 million. I think the station will be for sale the day it goes on the air. That's a quick 400% mark-up. And, incidentally, I say "good for him." But that's not the point here. The point is that he leaves behind him an essentially rural area with greatly reduced service.

Gammon says Atlanta is underserved proportionately.

Of course he does. But the fact is, three FM's have gone on the air in the last five years. They're all licensed to adjacent markets, but they ran their signals up 1,700 foot towers so they can broadcast to Atlanta. And I don't have a problem with that. If someone can continue to send a city grade signal over their community of license and yet serve Atlanta, I don't have a problem. But Gammon is leaving Anniston behind with nothing—except a proposal to construct yet another FM.

If what you say is true, that the Gammon case portends disaster for the FM band and benefits the entrepreneur at the expense of public service, do you believe the FCC will alter its policy?

The current FCC is wise enough to see through the smoke screen. Right now we have a chairman who is very bright and a good broadcaster. He has a healthy respect for the Communications Act, for the business, for the small market broadcaster, the people who live in those markets and the people who live in rural areas. And because of this, I believe he will revise the mistake that the former commission made in January 1989. ✎

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Americom disowns co-founder Tom Gammon

Fallout continues to mount from Crown Broadcasting's FCC filing to move WHMA(FM) from Anniston, Ala., to Sandy Springs, Ga. (BROADCASTING, March 12), and its subsequent proposal to relocate KWRW(FM) from Carson City, Nev., to the Sacramento suburb of Fair Oaks, Calif. Recently, several major broadcast groups have threatened to cut off all business dealings with Washington-based Americom Radio Brokers, which was co-founded by Crown President Tom Gammon and his brother Dan.

Reacting to this apparent boycott, last week, Americom dissolved its association with Tom Gammon, who still retained a seat on the board of directors and held an unspecified share of company stock. Americom President Dan Gammon called the move a "permanent solution to what could have been an ever-present problem," but stressed that this in no way is an indication of bad blood between the two brothers. "Business is business and family is family," he said.

A statement issued by Americom accused Tom Gammon of "not informing [Americom] of Crown Broadcasting's station move-in activity prior to publication by the FCC and the trade press." The statement claimed that "Americom had no interest in Crown and derived no benefit from it, yet the perception had been created that it did."

As a result, Tom Gammon's outstanding shares in Americom were called, "pursuant to Americom's stockholder agreement." He will receive a "token severance," but will receive no future financial benefit from the company. Americom broker Paul Leonard subsequently was elected to the board seat vacated by Gammon.

NBC drives away with \$500 million ad pact with GM

Multi-year deal includes spots on CNBC and SportsChannel America in addition to television network

With two weeks to go before the networks announce their fall schedules and the upfront advertising market starts, NBC and General Motors announced a multi-year agreement said to be worth \$500 million. The contract covers advertising for GM products on the NBC TV network (currently number one) and its cable channels, SportsChannel America and CNBC.

Although long-term agreements are nothing new—two weeks ago Anheuser-Busch and ESPN signed a five-year, \$100 million contract (BROADCASTING, April 30)—this is first time that NBC has included its cable programming in a deal since it announced last year that it would combine marketing for both network and cable. NBC executive vice president, network sales, Larry Hoffner, said that the purchase is "the largest commitment made by any advertiser in the history of television advertising sales."

The advantages to GM, the number-one advertiser in the number-one category, according to Hoffner, are that by coming in early GM can lay out its schedule. The contract covers three years of prime time, four years of NFL Football and three years of cable advertising.

What GM gets out of the deal, according to Philip Guarascio, GM's executive director of advertising and strategic marketing, is "attractive prices on the most desirable programming while being sufficiently flexible to accommodate divisions' strategies and allow for mid-course corrections should forecast spending plans change."

Guarascio told BROADCASTING that the deal will give the car manufacturer more flexibility in negotiations with other networks. As for the ratings war, he said that GM "made very conservative projections, not a stretch of the NBC performance. If ABC passes NBC in the overall ratings it is not a lot of interest to us." This deal, he said, will prevent GM from "being painted in a corner" and gives GM first crack at the best programs with prices better than market value. GM may also be protecting itself should prices go up substantially in the next few years.

Neither GM nor NBC would comment on the breakdown of the deal. Most of the reported \$500 million will go to the NBC Network. Neither would comment on whether the cable advertising was an NBC request or a GM request. Media buyers for GM's two major agencies, Leo Burnett, which represents Oldsmobile, and Lintas, which handles Chevrolet, did not return calls last week.

Some other unanswered questions about

the deal include whether NBC, concerned about competition from ABC, wanted to guarantee a chunk of the future.

An ABC sales executive said that GM had also approached that network with a multi-year deal. "We were given the opportunity to make a multi-year deal," the sales executive said, "but our ratings are on the upswing and we did not want to mortgage our future." The executive also doubted whether the deal would have any impact on GM's negotiations with the other net-

works.

What impact this will have on the upfront market remains to be seen. Many in the industry have been predicting a "soft" upfront. However, the GM-NBC announcement may cause a change of opinion. "People have said the autos will be weak," one network executive said, "but GM stepping forward and putting this money down shows that autos will be strong in the upfront, and it looks like GM has a lot to spend."

-JF

Cycle-Sat: Trying to maintain orbit

It has been losing money on its business of transmitting ads to TV stations; however, engineers feel time is right for technology

Cycle-Sat, the ahead-of-the-curve company that transmits commercials to television stations via satellite, is still fighting an uphill battle to establish itself as the distribution method of choice. Cycle-Sat has lost money—about \$6 million last year—and its situation isn't helped by the fact that its parent company, the Forest City, Iowa-based mobile home manufacturer Winnebago Industries Inc., has also been losing money.

Management changes at both the parent company and Cycle-Sat have kept the company in the news. Winnebago announced last month that it was firing Chief Executive Officer Richard Conner and replacing him with chairman and founder John Hanson. Conner also was a former head of Cycle-Sat.

And, for the first half of fiscal 1990, which ended Feb. 25, 1990, Winnebago said that Cycle-Sat's costs were 140% of its net revenue, compared to 104.7% during

the first half of 1989.

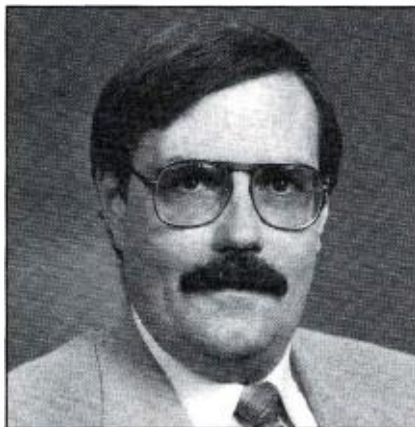
Cycle-Sat is currently headed by Loren Swenson, who has been president since December. Swenson told BROADCASTING that 1990 will be the year that the company gets into the black. Last year's losses of \$6 million were a little more than 1988 losses.

It remains to be seen how long Winnebago will support Cycle-Sat, whose capital needs last year included, said Swenson, about \$10 million in long-term leases and new equipment. Winnebago itself is facing operating difficulties due to "continued reduced industry-wide demand for motor homes." For the first half of its 1990 fiscal year, ending Feb. 24, Winnebago reported a 32% drop in revenue, to \$159.6 million, and an operating loss of \$15.5 million—compared to \$5.7 million of operating income in the prior fiscal year's first half.

Cycle-Sat is said to be a "pet project" of Winnebago founder Hanson. During fiscal 1989, Cycle-Sat received a \$1 million non-interest-bearing advance from the chairman. The debt was converted to equity by Hanson. Winnebago also agreed on a covenant to its loan from Mitsui Bank Ltd.—one of the institutions securing Winnebago's commercial paper notes—prohibiting the company from providing any additional funds through equity, advances or loans to Cycle-Sat.

Winnebago acquired 80% of Cycle-Sat in 1986 for \$2,597,000 (\$1,942,000 in cash and 66,293 shares of company common stock). With funding from Winnebago, Cycle-Sat has finished building a new facility in its Forest City office that provides satellite transmissions from both C-band and Ku-band earth stations and video editing/studio production facilities.

In 1987, Winnebago bought North Iowa Electronics Inc. NIE developed and manufactures the Cycle-Cypher, a combination satellite receiver/computer/printer that is the key to receiving Cycle-Sat ads. Cycle-Sat also has opened up offices in New



Cycle-Sat President Loren Swenson



Look for the union label. The 200 striking CBS employees who are members of the International Alliance of Theatrical Stage Employees (IATSE) were joined by other IATSE members last Tuesday (May 1) at a solidarity rally outside the CBS Broadcast Center on West 57th Street in New York. One picket sign read: "Larry [Tisch] is liquidating CBS." The contract for stagehands expired Dec. 31, 1989, and CBS implemented its final offer March 26. Union members involved in the strike work on local and national news shows and soap operas. The 200 employees went on strike at 5 p.m., April 12.

York, Chicago and Los Angeles.

On Cycle-Sat's current status, Swenson said: "I have a company here in a unique situation. We are in a marketplace where there are no incremental sales. I did not have the opportunity here to grow a business." The losses that the company is showing, he said, were expected, and the sales rate is where he hoped it would be.

Currently, Cycle-Sat has a customer base of 71 advertising agencies, which is three times what it had in 1988. Cycle-Sat, according to Swenson, has a network of more than 500 TV stations and is now focusing on the top 50 markets.

The concept behind Cycle-Sat is not new. Satellites dominate the delivery of network and syndicated television programming. However, most ads are delivered by overnight express mail. In 1980, John Blair & Co. launched Blairsat Inc. The venture, which was similar to Cycle-Sat, folded in 1982 after losses of about \$7 million. The problem with Blairsat, according to a vice president now at Blair, was that in those days not every station had a satellite dish and the agencies were a little slow to join the venture. As for Cycle-Sat, the vice president said that "anytime you have a co-operative venture, it takes a while to happen. However, most of the technology to make it work is in place."

Rates that ad agencies pay for using Cycle-Sat vary by market and the amount of advance time before an ad's delivery date. For example, an ad agency pays Cycle-Sat \$24 when it gives Cycle-Sat an ad 72 hours before Cycle-Sat delivers it to a station in a top 25 market. The cost is \$25 if the ad is given to Cycle-Sat 48 hours before delivery, and \$26 if the ad is turned in to Cycle-Sat 24 hours before its delivery to a station. For same-day delivery (by 6 p.m.), the cost is \$27 dollars. For markets 25-49, prices start at \$18.

For stations using the satellite service, Cycle-Sat pays \$1 per ad received and, in

many cases, also supplies equipment to stations.

Station engineers surveyed by BROADCASTING, whether or not they use Cycle-Sat, are in agreement about the industry being technically ready for the service. One engineer said that Cycle-Sat is great for the station sales team, great for the ad agency and lousy for the engineers, because it leaves the station responsible for delivering the commercial. "Cycle-Sat or some similar situation will ultimately become the norm. If you have the staff to deal with it, then I guess it's okay," said the engineer.

Walt Ward, engineer at KDBC-TV El Paso, said that Cycle-Sat provides him with more lead time to get commercials ready and added that concerns about the quality of spots are unfounded. Unlike some engineers, he enjoys having total control over the spots. "We have found it to be a pretty much hands-free operation," he said.

Other engineers interviewed by BROADCASTING said they are waiting for the day to come when agencies say "either take the ad this way or don't take it." One engineer, responding to concerns about workload, said that "not all the ingredients in a pie are sweet. If it's good for the station as a whole, then we'll share the burden."

Regarding concerns about additional work for engineers, Swenson said that by "putting the commercials into a single reel with a list telling engineers all they need to transfer to a cart machine so they can be aired seems to be far less time consuming than to get 50 or 60 boxes full of tapes that need to be transferred twice." Cycle-Sat, he said, allows the station to know what's on each tape and gives them control.

As for engineers who say they will wait until agencies issue an ultimatum about how stations will get ads, the Cycle-Sat president said that the company is not "relying on agencies to lever our system in for us."

Cycle-Sat's commitment to getting sta-

tions in the top 25 markets has brought on some new and different technical problems. Explained Swenson: "We have reached a point where now we are dealing with stations that are major market. Just the logistics of the installation takes far more time than it does in a smaller market." As an example, Swenson pointed to WNBC-TV and WCBS-TV, both in New York. "The station offices are on, say, the 9th floor [of a 30-floor building] and the dish is on the roof." There is also, he said, a greater bureaucracy with which to deal, including union contracts.

Swenson is optimistic about Cycle-Sat's future. "Currently there is no one else doing spot television distribution by satellite," he said. As for Cycle-Sat's losses, Swenson said: "There are not many people out there who can sustain losses for a period of time until they build a business. That's why we're out here." He also said that Cycle-Sat has Winnebago's full support. Time will tell whether that's the case, but one analyst who follows the company said that "with Winnebago's other problems, Cycle-Sat may be a low priority right now." —JF

Viacom makes money moves

Several recent developments at Viacom could give the company more flexibility to make acquisitions or raise additional money in the near future. Among the developments were board approval for a new issue of nonvoting common stock and improvement in the company's credit position.

The latter change was signified by Viacom being delisted as a "highly leveraged transaction (HLT)." That classification, determined under guidelines issued by federal banking regulators, must be reported by banks and has caused reluctance on their part to lend to the many media companies falling under the HLT classification. Tom Dooley, Viacom vice president and treasurer, said that proceeds from cable system sales, Orion stock and subordinated debt issued by parent company Viacom Inc. allowed Viacom International to reduce its own debt below the ratio triggering the HLT classification.

Partly as a result of the improved credit picture, Viacom intends to request an increase in its revolving bank credit facility by \$200 million, to \$1.7 billion, said Dooley. He added that the company is also in a relatively good position to tap the subordinated debt markets later this year.

Viacom Inc.'s board of directors last week also approved the issuance of a new class of non-voting common stock, to be distributed to holders of existing common on a one-for-one basis. The additional equity, deemed a dividend, would allow stock dividends or acquisition payment to be issued without diluting the 84% voting ownership of National Amusements Inc. Additionally, said Chairman Sumner Redstone, the new stock would also expand trading of the otherwise thinly traded stock. □

Black Citizens for a Fair Media honor media service



FCC Chairman Al Sikes was the featured speaker at the 18th annual community meeting of the Black Citizens for a Fair Media. With Sikes (center) were FCC Commissioner Andrew Barrett (left) and Capital Cities/ABC Chairman Tom Murphy, who introduced Sikes.

Presented for the first time was the Mickey Leland Community Service Award—named after the late House Communications Subcommittee member—presented to William Hatcher, chairman of the Washington Heights Community Mental Health Center. Leland had addressed the group several years ago.

Four other community service awards were presented: to Carl White, Fox News sports anchor; Carol Martin, WCBS-TV New York news anchor; John Johnson, WABC-TV New York senior correspondent, and Terrie Williams, head of Terrie Williams public relations agency.

Prior to the formal meeting, a reception was held at which community leaders and residents had the opportunity to talk with managers of each of New York's TV stations. Sikes addressed the meeting, held at the Apollo Theatre in New York, about the growth of new communications technologies and the opportunities for entrepreneurship.

Fifth Estate Earnings Reports

| Company | Period | Revenue (000) | % change | Earnings (000) | % change | EPS |
|-----------------------------|--------|------------------|-------------|-------------------|-------------|----------|
| C-COR General Instrument | Third | \$18,310 | 28 | \$1,666 | 44 | \$0.38 |
| | Fourth | \$351,202 | 7 | \$21,462 | 4 | \$0.78 |
| | Year | \$1,377,344 | 5 | \$98,690 | 15 | \$2.93 |
| Harris IDB Communicatons | Third | \$34,800 | 14 | \$91,200 | 12 | \$2.31 |
| | Fourth | \$19,172 | 321 | \$300 | NM | \$0.06 |
| J2 Communications | Year | \$60,746 | 203 | \$1,796 | 325 | \$0.36 |
| | Second | \$1,727 | 9 | \$123,531 | 51\$ | \$0.06 |
| Siscom | Second | \$595,904 | -52 | (\$138,533) | NM | (\$0.05) |
| Zenith | First | \$356,000 | 3 | (\$4,000) | NM | (\$0.15) |

C-COR said third-quarter revenues were record high, but chairman, president and CEO, Richard Perry, said that there is uncertainty in marketplace relating to possible cable reregulation. Softening in orders from cable operators, he said, could lead to annual revenues falling short of earlier projections. ■ **General Instrument** said that revenue in broadband segment was up 4% over last year; operating profit was up 26%. Company sees continued "excellent" market for cable TV equipment but, like C-COR, is also concerned with reregulation, which General Instrument says is causing delays in "one of our important customer's spending plan. However, General Instrument said that a strong foreign market is helping offset reregulation factor. ■ **IDB** cited acquisitions of Hughes Television Network and CICI as reasons for increased revenue. ■ **Zenith** said increased shipments of color televisions were offset by decline in sales of videocassette recorders. Zenith said revenues from "flat tension mask" monitors and cable products increased modestly over 1989's first quarter. Zenith reported \$11 million first-quarter loss from discontinued operations (computer business that was sold last December).

SOLD!

KTME-AM/KRQK-FM,
Lompoc-Santa Maria,
California, has been sold by
Crystal Broadcasting, Inc.,
Harry Benton, Principal, to
Nova Broadcasting, Gregg
Peterson, Principal, for
\$1,472,000.

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Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

KJQY(FM) San Diego □ Sold by Command Communications to LBI Holdings Inc. for \$20 million. Earlier sale of station to Westwood One for \$19 million fell through. **Seller** is headed by Carl C. Brazell Jr. and wholly owns Metropolitan Broadcasting Corp. of Dallas, licensee of KRLD(AM) Dallas and KHOW(AM) Denver, KPKE Acquisition Corp., licensee of KSYX(FM) Denver, and Regency Broadcasting Co., licensee of KDOI(FM) Los Angeles. Command also wholly owns Metropolitan Broadcasting Corp. of Texas, licensee of Earth Station E7900 and holder of permit to deliver programs to foreign broadcast stations. **Buyer** is headed by Carl Hirsch and Robert F.X. Sillerman and recently purchased WMJ(FM) Cleveland and WYHY(FM) Nashville from Jacor Communications for \$32 million. ("Changing Hands," April 16). KJQY(FM) is on 103.7 mhz with 36 kw and antenna 580 feet above average terrain. **Broker:** *Americom.*

KZKC(TV) Kansas City, Mo. □ Sold by Kansas City Television Ltd., debtor in possession, to ABRY Communications Ltd. for \$10 million. **Seller** is owned by bankrupt group owner Media Central, which is headed by Morton Kent

and has interest in WOAC(TV) Canton, Ohio, and WKCH-TV Knoxville, Tenn. Steven B. Engles, general manager of KZKC(TV) Kansas City, Mo., has interest in Engles Communications, which recently bought KBSI(TV) Cape Girardeau, Mo. from subsidiary of Media Central ("Changing Hands," Jan. 1). First American National Bank of Tennessee holds notes and is headed by Tom Crocker. **Buyer** is headed by Andrew Banks and Royce Yudkoff and has interest in WNUV(TV) Baltimore and WIII(TV) Cincinnati. KZKC(TV) is on ch. 62 with 1,660 kw vis., 166 kw aur., and antenna 1,120 feet above average terrain.

KHFI(FM) Austin, Tex. □ Sold by Encore Communications to Spur Austin for \$4.8 million. **Seller** is headed by George Duncan and has interest in KZOU-AM-FM Little Rock, Ark.; KVKI-AM-FM Shreveport, La., and KBFM(FM) Edinburg, Tex. **Buyer** is headed by Don Kuykendall, and recently purchased WSLI-AM-FM Jackson, Miss. from WYN-WSLI Inc. for \$3.5 million ("Changing Hands," March 5). KHFI(FM) is on 98.1 mhz with 100 kw and antenna 702 feet above average terrain. **Broker:** *Americom.*

KVOZ(AM)-KOYE(FM) Laredo, Tex. □ Sold by Border Broadcasting Inc. to Broadbased Communications Inc. for \$2 million plus separate non-compete and consultant agreements. **Seller** is headed by W.J. Harpole and has interest in KEPS(AM)-KINL(FM) Eagle Pass,

KVOU(AM)-KYUF(FM) Uvalde and KSPL(AM) San Marcos, all Texas. **Buyer** is headed by Vincent Henry and Art Camiolo, and is proposed assignee of WWSD(AM)-WIQI(FM) Quincy, Fla.; and KDAE(AM) Sinton, KLTG(FM) Corpus Christi and KEBE(AM)-KOII-FM Jacksonville, all Texas. Broad Based has interest in Best Broadcasting Co., applicant for new FM on ch. 290A Rochester, N.Y. Vincent Henry is son of group owner Ragan Henry and beneficiary of Ahab Family Trust, which is sole limited partner of several new FM applications. **Broker:** *Sailors and Associates.*

KKCB(AM)-KSLY(FM) San Luis Obispo, Calif. □ Sold by San Luis Obispo Broadcasting Ltd. to MHHF Media Ventures Inc. for \$1.6 million. **Seller** is headed by Guy P. Hackman and has no other broadcast interests. **Buyer** is headed by Darryl Levy Mobley and has interest in KWZD(FM) Hamlin, Tex. KKCB(FM) is fulltimer on 1400 khz with 1 kw. **Broker:** *Chapman Associates.*

KCSJ(AM)-KGRO(FM) Pueblo, Colo. □ Sold by Rainbow Communications of Pueblo Inc. to Sunbrook Pueblo Ltd. for \$1.1 million. **Seller** is headed by David Krall and has interest in KOBE(AM) Las Cruces and KMVR(FM) Mesilla Park, both New Mexico. **Buyer** is headed by Larry Roberts and has interest in KBLG(AM)-KRKX(FM) Billings, KGRZ(AM)-KDXT(FM) Missoula, KXTL(AM)-KQUY(FM) Butte and KXGF(AM)-KAAK(FM) Great Falls, all Montana. KCSJ(AM) is on 590 khz with 1 kw. KGRQ(FM) is on 107.1 mhz with 3 kw and antenna 338 feet above average terrain.

WANT(AM) Richmond, Va. □ Sold by Freeman Communications Inc. to Opticom Inc. for \$1 million. **Seller** is headed by Clyde and Nancy Freeman, husband and wife, and has no other broadcast interests. **Buyer** is headed by John Galloway and has no other broadcast interests. WANT is on 990 khz with 1 kw day and 500 watts night.

KXKQ-FM Safford, Ariz. □ Sold by Harry S. McMurray to Rex K. and Jack A. Jenson, brothers, and Glen Nelson for \$790,000. **Seller** sold KATO(AM) Safford to same group (see "Changing Hands," Apr. 30). **Seller** has no other broadcast interests. **Buyers** have interest in Mountain Valley Broadcasting, licensee of KJCY-FM Mountain Home, Idaho. Rex Jenson owns 100% of KHL(AM)-KWGX-FM Willcox, Ariz., and holds CP for KTHQ-FM Eagar, Ariz. Jack Jenson owns 100% of KCKK-FM Kanab, Utah. KXKQ-FM is on 94.1 mhz with 100 kw and antenna 320 feet below average terrain.

WEBQ(AM) Harrisburg and WEBQ(FM) Eldorado, both Illinois □ Sold by Visher-Choate II to Turner Communications Inc. for \$330,000. **Seller** is headed by Sargent Visher, Belle Choate and Lynn Turner, and has no other broadcast interests. **Buyer** is headed by O.L. Turner and has application for new FM at Pinkeyville, Ill. WEBQ(AM) is on 1240 khz with 1 kw. WEBQ(FM) is on 102.3 mhz with 3 kw and antenna 296 feet above average terrain.

For other proposed and approved sales see "For the Record," page 60.

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Luken lights up hearing room over tobacco ads

Networks questioned on legality, propriety of covering sports events sponsored by cigarette manufacturers and on their anti-smoking efforts

Representative Thomas Luken (D-Ohio) put executives in charge of the three TV broadcast networks' standards and practices in the hot seat last Monday (April 30), repeatedly suggesting that, as a result of financial ties to tobacco companies, ABC, CBS and NBC are breaking the 19-year-old ban against cigarette advertising on TV. The network ads, Luken said, have been coming in the guises of Philip Morris Co.'s 1989 Bill of Rights campaign and network coverage of sports events sponsored by tobacco companies.

That grilling came at an April 30 hearing on tobacco advertising that included a probe into the financial links between television networks and tobacco companies. Luken, chairman of the House Subcommittee on Transportation and Hazardous Materials, suggested that "conflict of interest" appears to be preventing networks from engaging in sufficient anti-smoking campaign activity. The ability of diversified tobacco conglomerates to pull nontobacco advertisements, such as for RJR Nabisco's food products, he said, may have been suggested in the refusal by ABC O&O KABC-TV Los Angeles to air one of the California Health Department's six anti-smoking public service announcements first aired statewide last month.

Referring to testimony from Iowa City attorney and law professor Paul Neuhauser that RJR had pulled its food ads from the ad agency that developed ads promoting Northwest Airlines' smoke-free flights, Luken said, "There's a little blackmail there, isn't there?"

Called first were half a dozen non-industry witnesses—four of them representing groups that have purchased stock in, and sought to change, tobacco companies from within—all of whom testified about their efforts to curb or balance a reported \$3.2 billion in tobacco products advertising (a 1988 figure referred to at the hearing).

Luken then questioned the network executives, focusing on network efforts to inform the public about the health hazards of smoking and on whether inclusion of tobacco company arena signs—they were visible 49% of the time during NBC's coverage of the 1989 Marlboro Grand Prix auto race, according to Doctors Ought to Care, said Luken—constitutes TV advertising.

"I submit that that is advertising of Camel cigarettes," the chairman said of ESPN's telecast of a *Camel Super Cross* motorcycle race, a segment of which he showed to start off the hearing. "The camera angles," he

said, "obviously pick up 'Camel' [signs around the indoor moto-cross arena], just accidentally, I'm sure. That bothers me a great deal," he said. "The law [against cigarette ads on TV] is being circumvented."

The network witnesses noted that they gain no remuneration for billboard or sign ads in sports arenas, that logo and product display are minimized by contract. All claimed that their production teams are instructed to avoid them when possible. Said CBS Vice President Beth Bressan: "We're in the business of selling ads, so we do everything we can to avoid showing any other products, tobacco or otherwise."

Nevertheless, said Luken of the ESPN tape, "that's the best Camel ad I've ever seen."

Not represented at the hearing, ESPN later concurred with the networks that such telecasts do "not violate the law related to tobacco product advertising," said Senior Vice President and General Counsel Ed Durso. "Event sponsorship and signage is established practice in sports, and the appearance of brand names and like identifi-

cation is incidental to ESPN's or any other telecaster's carriage of sports events."

The chairman was equally doubtful of the executives' assertions that the networks have contributed anti-smoking messages through entertainment programming, as well as PSA's. Indeed, one of the most heated exchanges between chairman and witness took place when Alfred Schneider, vice president of policy and standards for Capital Cities/ABC, noted that the plot of ABC sitcom *Just the Ten of Us* had the previous week revolved around one of the children being caught smoking cigarettes. "You're not taking credit for that, are you?" said Luken, who later called such inclusion of anti-smoking messages in entertainment and news programming "fortuitous." According to Schneider's logic, said Luken, the movie "Casablanca" could be taken as a pro-smoking message."

In response to NBC Vice President Richard Gitter's assertion that his network balances coverage of pro- and anti-smoking advocates in its news and public affairs programming, Luken shot back: "We're not asking you to balance; we're asking you to

CLEAR CHANNEL TELEVISION, INC.

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put on an anti-smoking campaign."

The chairman also noted that, not only do the networks maintain advertising ties to subsidiaries of RJR Nabisco, Philip Morris, American Brands and others, but that Capital Cities/ABC and RJR co-own national cable sports channel ESPN—"another type of financial link" between the two industries that might also suggest a conflict of interest.

In response to an expression by Congressman Bill Richardson (D-N.M.) that the KABC-TV action was "unfortunate," ABC's Schneider said he believed that the station's manager had accepted three of the PSA's as fairly based on health hazard education. A fourth PSA—depicting a tobacco industry executive strategy meeting—was seen as being based on "false disparagement," and so was rejected, Schneider

said.

Response to the California State-funded PSA's, which were also shown at the hearing, is running eight-to-one in favor of the spots, said hearing witness Kenneth Kizer, director of the California Department of Health Services, who said he is "not particularly bothered by the fact that one affiliate declined to show one of the ads." —PDL

Cable and Hollywood play poker for \$40 million pot

Both sides will argue their positions on syndicated exclusivity surcharge before Copyright Royalty Tribunal

Cable and Hollywood are set to square off tomorrow (May 8) at the Copyright Royalty Tribunal in Washington over the more than \$40 million in annual copyright royalties that constitute cable's so-called syndicated exclusivity surcharge.

In two rounds of hearings beginning tomorrow before the three-person CRT, cable's representatives will argue that the surcharge, which the CRT imposed when the FCC dropped its syndex rules in 1980, should now be eliminated as a result of the FCC's reimposing a new set of syndex rules, which took effect Jan. 1, 1990.

Proponents of program producers and other copyright holders will concede that the reimposition of syndex rules merits a reduction in the surcharge, but not its elimination, since the new syndex rules give cable rights it did not have under the original rules.

Under the Cable Copyright Act of 1976, cable operators must pay royalties for each distant broadcast signal they carry. The CRT was created to determine what the royalties should be; the Copyright Office of the Library of Congress was tapped to collect and disburse the fees.

In 1980, the FCC dropped its syndicated exclusivity rules, which forced cable operators to black out programs on distant signals for which local broadcast stations have exclusive local rights. It is up to the broadcasters to secure explicit language in their programming contract granting them exclusivity against cable systems and to demand exclusivity.

In the wake of that deregulatory move,

the copyright holders asked the FCC to increase the copyright fees to compensate for the anticipated loss of revenue they said would result from their inability to guarantee local stations local exclusivity. The CRT accepted that argument and in 1982

imposed the syndex surcharge.

Over the years, the copyright fees have grown along with the cable operators' basic subscription revenues upon which the fees are based. In 1988, the last year for which a full accounting is available, the fees totaled \$209 million. Of that, \$41.6 million, or about 20%, derived from the surcharge. Both figures are expected to be 10%-15% higher for 1989.

This week's proceeding was triggered by the Community Antenna Television Association and the National Cable Television Association, which petitioned the CRT last year to revisit the surcharge in light of the new rules.

Resisting complete elimination of the surcharge are the Motion Picture Association of America and the three copyright societies, Broadcast Music Inc., the American Society of Composers, Authors and Publishers and SESAC.

Seth Davidson, an NCTA attorney set to testify this week, said cable's case is premised on the assertion that the new rules are

The three who make up the CRT

As the Copyright Royalty Tribunal's newest commissioner, Cindy S. Daub is looking forward to the syndicated exclusivity surcharge proceeding that gets under way this week.

"I'm excited about the upcoming hearing," says the 46-year-old former Health and Human Services and Bush presidential campaign official and wife of former Representative Hal Daub (R-Neb.). "It's an important one for both parties.... We'll see how it all unfolds."

Daub is new to the CRT, but not to Washington. She went to the nation's capital with her husband in 1980 after he was elected to the House from Nebraska's second district (Omaha).

During her first few years in Washington, she wrote a satirical column on Washington affairs for a string of suburban Omaha newspapers. She went to work at HHS in 1984—first as a special assistant to the secretary (Margaret Heckler), later as a policy coordinator in the office of the secretary and director of the Office of Private Sector Initiatives.

She left HHS in 1987 to help her husband run for the Senate in 1988 and to work for the Bush presidential campaign as national director of Asian-Americans for Bush. Daub is a Korean-American, who graduated from Ewha Women's University in Seoul in 1965.

Her husband was unable to ride Bush's 1988 coattails, losing to former Democratic Governor Bob Kerrey. However, Daub says, her husband is now making another run for the Senate, challenging two-term Democratic Senator James Exon.

The White House tapped Daub to replace outgoing commissioner Edward Ray last September. She won Senate confirmation in November and went to work in January.

The other two sitting CRT commissioners are veterans: Chairman J.C. Artisinger, who was named to the tribunal in 1985, and Mario Aguero, who has been a commissioner since 1984.

By law, the CRT is to have five commissioners. But it has operated with just three since 1984, and the White House and Congress are disinclined to bring the body to full strength.

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broader in every significant respect than the old rules. In those areas where they are narrower, he said, they are either "irrelevant or de minimus."

Not so, said Dennis Lane, a Washington attorney representing the copyright holders. "The new rules are somewhat more limited in important respects," he said. For one thing, Lane said, under the new rules, cable superstations—the most popular and pervasive distant signals carried by cable operators—have the right to secure national exclusivity for programming. "That's a right not available under the old rules."

Recognizing that the rules restore to a limited extent local program exclusivity, Lane said, the copyright holders are proposing that the surcharge be cut back 25% in 1990 and 50% thereafter.

The two-step approach is justified because of a natural "transition period," Lane said. It will take some time before

local exclusivity against cable systems is a common feature of all the broadcasters' programming contracts, he said.

This week's hearings are something of a milestone for the CRT. According to General Counsel Robert Cassler, they represent the first full-blown cable proceeding since 1982 when the CRT imposed the surcharge and imposed the controversial 3.75% fee for distant signals picked up by cable systems after the FCC dropped rules limiting the number of distant signals they could import.

The CRT has scheduled five days of hearings—three days this week (May 8-10) and two days next week (May 17-18)—for presentation of the "direct case," according to Cassler. And it plans to schedule several days in mid-June for rebuttal, he said. After the second round of oral testimony, the parties will submit a final round of written comments before the CRT begins its deliberations. —HAJ

made by several witnesses. Bove, who is deaf and signed her testimony, said she had a friend whose two hearing children grew up watching closed captioned television and that they had learned to read that way. Her friend's son, said Bove, tested at a 10th grade reading level when he was 7 years old.

According to the subcommittee, about 290 hours of programming per week are captioned on network and independent television. That number increases to 390 hours per week if cable programming is included.

"Perhaps Congress or the FCC should do something to insure that all programming is closed captioned," Markey said to the witnesses. Choosing to respond was Dr. I. King Jordan, president of Gallaudet University, a college for hearing-impaired students in Washington, who said he would support such a move. Markey also asked how much it might cost to have local news broadcasts closed captioned. Bove said she was not certain but thought it might cost between \$1,500 and \$2,000.

Responding to the criticism that only a small percentage of the population would benefit from the decoder chip, Dysart, who is hearing impaired, said he thought it was an example of using technology for the "betterment of mankind." He also felt that competition would help keep the costs of sets with the decoder chip down. Owens felt captioning should be a standard feature. He said *The Cosby Show* has been captioned since 1985 and that every show produced by Carsey-Werner (Cosby's producer) is captioned. Among others joining the Hollywood contingent's call for the captioning bill were Lang Goldberg of the Caption Center, Boston, and John Ball, National Captioning Institute, Falls Church, Va.

As an alternative to H.R. 4267, EIA's Friel suggested that Congress expand the amount of captioned programming available. As the demand for decoders increases it would help reduce their cost, he said. Additionally, Friel said, cable boxes, which are now available in more than half of all television homes, could become available with built-in decoder circuitry, "enabling millions of Americans to have access to captioned television without first having to buy a new television set." —KM

Captioning bill on move in House

Markey among supporters of H.R. 4267 that would require TV sets to have built-in adapters to aid hearing impaired; manufacturers say it will force up price of receivers

Legislation that would require most new television sets to have built-in closed captioning decoders for the hearing impaired appears to be on a fast track in the House.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) is promising to move the bill (H.R. 4267) "expeditiously," and based on comments from subcommittee members during a hearing last week, Markey told proponents of the measure that there is "enormous sympathy for your cause."

Among those championing the requirement that sets have the built-in decoder chips were actor Richard Dysart (of *L.A. Law*), actress Linda Bove (*Sesame Street*) and actor Geoffrey Owens (*The Cosby Show*). They called for quick action and stressed the benefits of the legislation.

The Electronic Industries Association's Consumer Electronics Group, however, warned that such a move would increase the

cost of television sets. "My association and its members wholeheartedly endorse the goal of making television more accessible to the hearing impaired and others who might benefit from improved captioning technology," Thomas P. Friel, group vice president of CEG told the congressmen. "We do not, however, believe it is fair to impose what amounts to a regressive excise tax on all purchasers of television sets in order to benefit a small, albeit deserving minority," said Friel.

H.R. 4267, introduced in the House by Representative Major Owens (D-N.Y.), Markey and others, mandates that all new sets with screens 13 inches or larger, manufactured in the U.S. or imported, be equipped by Oct. 15, 1990 with the decoder circuitry that would display closed captioned transmissions. The FCC would be required to establish rules providing for performance and display standards.

Markey estimated that the additional cost per television set at the retail level would be no more than \$15. The chairman also pointed out that the measure may have other benefits. Closed captioning could help illiteracy, he said. That argument was also



Owens, Jordan, Bove and Dysart



Markey flanked by aide and signer

On again-off again FM sale

Commission approves sale of challenged California station, but buyer may now back out

The FCC, by a unanimous vote, has cleared the way for the sale of the beleaguered KOZN(FM) Imperial, Calif., even though the station's license is the subject of a revocation proceeding begun by the agency five years ago.

But the FCC may have to reconsider its approval because the proposed buyer of the station is backing out of the deal.

Last week's good news/bad news was the latest twist in the station's troubled 10-year history. Not only is the station's license in jeopardy at the FCC, but it has been in Chapter 11 bankruptcy since May 1988 and, according to David Osias, a San Diego attorney representing the station's bankruptcy trustee, Richard Kipperman, it has been dark for the past few months.

In a unanimous April 20 decision, the FCC gave its conditional approval to the sale of KOZN, which is licensed to serve a rural area some 120 miles east of San Diego, to Gerald Clifton of La Jolla, Calif., for \$255,000. The

commissioners conditioned their approval on Clifton passing muster as the proposed buyer at the Mass Media Bureau.

But no sooner had the FCC released the decision last Monday than the Clifton deal began coming apart. John Crigler, a Washington communications attorney, said Clifton told him two days after the release that his deal was "not totally dead, but dying." Clifton could not be reached for comment.

Osias said another buyer willing to pay "substantially the same price" as Clifton has been lined up, but he would not identify the new buyer until a contract had been signed.

The FCC sale approval may not extend to buyers other than Clifton. "It may need further commission action" if a new buyer is substituted, said FCC Mass Media Bureau attorney Larry Miller.

Crigler was certain a deal with a new buyer would have to be run past the full commission again. "This is a case-by-case waiver," he said. "And this FCC is very picky about the kinds of deals it will approve."

The transfer had to undergo scrutiny by

the full commission because the Mass Media Bureau's enforcement division launched a revocation proceeding against the station owner and founder Richard Green had misrepresented his citizenship on various FCC documents (BROADCASTING, Jan. 6, 1986). According to the FCC, Green said he was a U.S. citizen when he was a Canadian citizen. FCC rules prohibit station ownership by foreigners as well as misrepresentation.

Normally, broadcasters involved in revocation proceedings cannot sell their way out of trouble. But the FCC approved the sale of KOZN under its *Second Thursday* precedent, which allows broadcasters whose licenses are in jeopardy to sell their stations if the sale removes them from the operation of the station and if they "derive no benefit" from the sale "or only a minor benefit...outweighed by equitable considerations in favor of innocent creditors."

According to the FCC, Green would not be involved in the running of the station after the sale and the only "benefit" he could receive is a reduction in his personal liability to the station's creditors.

"We were satisfied that Green would not obtain any benefits from the bankruptcy sale and that all proceeds would go to innocent creditors," said the FCC's Miller. —HAJ

"Where Things Stand" continues from page 23.

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 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

■ Japanese firm Marubeni Corp. has agreed to back joint programming effort with Hollywood-based Ventura Entertainment Group. Marubeni, \$110 billion trading company, will

put up several million dollars in production capital for venture.

Disney, in first major move into European pay TV since collapse of UK joint venture with Rupert Murdoch's Sky TV, has signed exclusive film output deal with Filmnet satellite pay TV service in Scandinavia and Benelux countries. Deal includes weekend Disney programming block on channel.

NBC has formed joint venture with Britain's Yorkshire Television to produce long-form and series programming in Europe. London-based Tango Productions plans to develop as many as 10 TV movies per year and will be run by NBC executive Tom Gabbay. Rival network Capital Cities/ABC has taken minority interest in French TV company Hamster Productions. Company had already taken similar minority stakes in Spanish TV-film producer Tesauo and Munich TV company Tele-Munchen and also owns 25%—through ESPN—of London-based satellite sports service, Screensport.

Japanese film and video distribution firm GaGa Communications has purchased 58% stake in Los Angeles-based TV/video distributor, Fox/Lorber Associates, from Prism Entertainment Corp.

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.

British Parliament is finalizing details of media deregulation 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 possi-

bly 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 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

In an amended Securities and Exchange Commission filing dated April 27, 1990, Pathé Communications, through Chairman Giancarlo Parretti's subsidiary company Comfinance SA (a Luxembourg loan corporation), is promising to finance \$450 million toward Pathé's pending \$1.25 billion acquisition of MGM/UA Communications. Although Pathé has been guaranteed \$650 million in separate financing (through outside institutions or on bridge loan basis) as part of worldwide distribution deal with Warner Bros. (BROADCASTING, April 23), \$100 million in previously delivered monthly escrow payments to MGM/UA Communications and \$75 million in guaranteed revenue from several upcoming film releases, Pathé officials have been mum on how Parretti's Comfinance is going to come up with additional \$450 million.

Pathé spokesman indicated only that Comfinance's guarantee would fulfill remaining financing Pathé needs to complete deal with MGM/UA majority shareholder Kirk Kerkorian's Tracinda Corp. It had also been rumored that Kerkorian would possibly lower acquisition cost for Pathé by retaining minority interest in MGM/UA, but filing mentioned that Kerkorian is still considering such move.

Pathé has been granted extension from MGM/UA on its next \$50 million escrow payment from original May 9 date to May 17, and overall expiration date of Pathé's \$20 per share offer has been extended from April 30 to May 10 (at 4 p.m. PT). However, technically, actual drop-dead date for tender offer is June 23.

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. Representative Billy Tauzin (D-La.) has offered to act as mediator to bring interests together. Congressman says he is optimistic broadcasters and cable operators will be able to settle their differences (BROADCASTING, April 23).

Network Rules

■ FCC has said it will move to revamp controversial financial interest and syndication rules unless Hollywood producers and broadcast networks can reach compromise through private negotiations by June 14.

It has also made clear that it prefers industries settling on new rules, warning that neither side can count on getting better deal from agency than it can from private negotiations.

Prospects for fruitful negotiations are not

good.

FCC interest in fin-syn rules was triggered by Fox Broadcasting Co. Fourth network in late January asked FCC not only to relax rules, but also to exempt it from rules until it approaches parity with three major networks. It has also asked for waiver of rules while FCC conducts rulemaking. FCC is expected to rule on waiver by end of this month.

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.

Although at war over fin-syn rules, major networks and Hollywood production community are one in opposing exemption for Fox.

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

■ CPB request for appropriation of \$285 million operating funds and \$66.94 million satellite replacement funds authorized for 1993 is pending in Senate and House; administration has recommended \$260 million operating appropriation and cut of \$20 million in satellite replacement funds. National Association of Public Television Stations said there is trend toward diversifying federal funding; because public broadcasting provides educational and public services (such as closed captioning and descriptive video for hearing- and sight-impaired citizens), money over and above CPB appropriations could reach public broadcasters through Rural Development Act (including Rural Star Schools project), Environmental Education Act and Disabled Americans Act, as well as literacy bill.

PBS member stations have ratified new PBS assessment and program pricing formula that introduces market population factor. 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. Station Program Cooperative (SPC)—multiple round bidding market through which stations renew series—will account for nearly two-thirds of entire 1991 budget, which is scheduled for final approval in June.

Public TV restructure will consolidate largest single fund ever for national program (\$100 million) under PBS chief programming executive beginning Oct. 1, 1990. Said to better differentiate functions, restructure will give PBS authority to act quickly and give

CPB new "needs assessment" information-gathering role. CPB will devote its remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions.

Westar satellite carrying both PBS and NPR could become inoperable by early 1991. PBS announced Oct. 30, 1990, that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993, and has obtained interim capacity aboard GTE Spacenet birds. Telstar plans include heavy use of Ku-band capacity to accommodate expanded services reaching small antennas on school rooftops. NPR signed agreement in March to purchase two C-band transponders on Hughes Communications Galaxy IV satellite to be launched in 1993. Deal provides interim capacity aboard Galaxy VI, scheduled for June 1990 launch.

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

TV Marti—designed as affiliate of Radio Marti—which broadcasts news, information and entertainment to Cuba—began test on channel 13 early in morning of March 27. Cuban viewers awake in hours after midnight saw little of programming—sitcoms, music, baseball highlights—because Cuba turned on its channel 13 station, which resulted in interference blocking programming. Since then, Cubans have resorted to jamming, but "preliminary" results of surveys by Radio Marti research arm indicates signal was getting through to areas of Cuba. Last month, Cuba stepped up response to TV Marti by increasing interference to Radio Marti, which broadcasts on 1180 khz. U.S. answered by increasing its shortwave broadcast of Radio Marti from 17 to 24 hours, and transmitting over number of different frequencies.

Congress last year appropriated \$7.5 million in start-up funds for test of 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. TV Marti's transmitter and antenna are housed in balloon tethered 10,000 feet above Florida Keys.

For the Record

As compiled by BROADCASTING from April 26 through May 2 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—presurise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities change items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

■ WCOX(AM) Camden, AL (BAL900326EA; 1450 khz; 1 kw-U)—Seeks assignment of license from Wilcox Network Inc. to Wilcox Radio Corp. for no financial considerations. Seller is headed by Mac Carter and Willie Powell and has no other broadcast interests. Carter's wife, Yvonne, has interest in WYVC-FM Camden, AL (see below). Buyer is headed by William Pompey, Willie Powell, Henry L. Penick, Leroy Griffin and Thomas Pompey. Powell is 33%

Closed.

**Bill & Kent
Kirkman
Kirkman Group, Inc.**

has acquired

**KHLB AM & FM
Burnet/Marble Falls**

from

**Janette Hawkins
Hawkins
Broadcasting, Inc.**

John Barger
Broadcast
Brokerage

2819 Woodcliffe, Suite 204
San Antonio, Texas 78230
Phone 512 / 340-7080
Fax 512 / 340-7085

shareholder of Wilcox Network Inc. Filed March 26.

■ WYVC-FM Camden, AL (BAPH900326HE; 102.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Yvonne R. Carter to Down Home Broadcasting Corp. for no financial considerations. Seller has no other broadcast interests. Carter's husband, Mac, has interest in WCOX(AM) Camden, AL (see above). Buyer is headed by William Pompey, Willie Powell, Henry S. Granger Sr. and Henry L. Penick. Powell is 33% shareholder of Wilcox Network Inc., licensee of WCOX(AM) Camden, AL. Filed March 26.

■ WAYF(FM) Mobile, AL (BAPED900328HJ; 88.5 mhz; 50 kw; ant. 453 ft.)—Seeks assignment of license from Evangel Christian School Inc. to Goforth Media Inc. for \$150,000. Seller is headed by Carl Straider. Buyer is headed by Wilbur H. Goforth, Jane M. Goforth, Stephen S. Riggs, Ilaine M. Riggs and Bob Shering, and is licensee of WBHY(FM) Mobile, AL. Filed March 28.

■ KXKQ-FM Safford, AZ (BTCH900330HD; 94.1 mhz; 100 kw; ant. -320 ft.)—Seeks assignment of license from Harry S. McMurray to Rex K. and Jack A. Jensen, brothers, and Glen Nelson for \$790,000. McMurray sold KAT(AM) Safford to same group (see "Changing Hands," Apr. 30). Seller has no other broadcast interests. Jensons have interest in Mountain Valley Broadcasting, licensee of KJCY-FM Mountain Home, ID. Rex Jensen owns 100% of KHL(AM)-KWCX-FM Wilcox, AZ, and holds CP for KTHQ-FM Eagar, AZ. Jack Jensen owns 100% of CKCK-FM Kanab, UT. Filed March 30.

■ KCMT(FM) Chester, CA (BALH900329HF; 98.9 mhz; 25 kw; ant. 2,417 ft.)—Seeks assignment of license from Teresa R. and Michael E. Worrall to Ralph E. Wittick for \$175,000. Sellers have no other broadcast interests. Buyer owns KPCO Radio, licensee of KPCO(AM) Quincy, CA. Filed March 29.

■ KATW(FM) Lewiston, ID (BTCH900320HG; 101.5 mhz; 100 kw; ant. 848 ft.)—Seeks assignment of license from Woodcom Inc. to AIA Services Corp. for \$163,589. Seller is headed by Alton D. and Timothy L. Woodworth, father and son, and has no other broadcast interests. Buyer is headed by Reed J. Taylor, R. John Taylor, brothers, Mark L. Bolland and Timothy L. Woodworth, and has no other broadcast interests. Filed March 20.

■ New FM Manhattan, KS (BAPH900416HM; 104.7 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Little Apple Broadcasting to KWR Kansas Inc. for no financial considerations. Seller is headed by Mike Law and has no other broadcast interests. Buyer is headed by Kenneth W. Russell, Mike Law and Larry G. Schlappi. Russell owns 100% of stock of Media Properties Inc., owner of W52AL Flint, MI; W42BH Charleston, SC; W65AU Mobile, AL; WUXA(TV) Portsmouth, OH, and W46AN Panama City, FL. Filed March 16.

■ WCIB(FM) Falmouth, MA (BAPLH900329GR; 101.9 mhz; 50 kw; ant. 280 ft.)—Seeks assignment of license from Justice Broadcasting Ltd. to Ardman Broadcasting Corp. of Cape Cod for \$2.5 million ("Changing Hands," April 2). Seller is headed by Larry Justice and also owns WQEZ(FM) Fort Meyers Beach, FL. Buyer is headed by Adrienne A. Feldman, Steven Lapa and Myer Feldman. Adrienne A. Feldman is 50% shareholder of Ardman Broadcasting Corp., licensee of KCKN(AM)-KBCQ(FM) Roswell, NM; 95% shareholder of Ardman Broadcasting Corp. of West Virginia, licensee of WTIP(AM)-WVSR(AM) Charleston, WV; 100% shareholder of Ardman Broadcasting Corp. of Ohio, licensee of WPHR(FM) Cleveland, OH; 100% shareholder of Ardman Broadcasting Corp. of Tennessee, licensee of WNWZ(AM)-WEZI(FM) Germantown, TN; 22% stockholder of Ardman Broadcasting Corp. of Massachusetts, licensee of WWWW Boston, MA. Myer Feldman is 50% shareholder of Ardman Broadcasting Corp., licensee of KCKN(AM)-KBCQ(FM) Roswell, NM. Filed March 29.

■ WJMY-TV Marquette, MI (BTCC900208KE; ch. 19; 1,000 kw-V, 100 kw-A; ant. 1,041 ft.)—Seeks assignment of license from Charlyn D. Goodwin to James L. Tomlin for \$500. Sale is transfer of shares between principals of Upper Peninsula Telecasting Corp. Goodwin has no other broadcast interests. Tomlin has no other broadcast interests. Filed March 26.

■ KPAH(FM) Tonapah, NV (BTCH891128HF; 92.7 mhz; 280 w; ant. 970 ft.)—Seeks assignment of license from Roughrider Broadcasting Inc. to Sigmund Rogich Trust for

no financial considerations. Transfer is result of Sigmund Rogich being appointed assistant to President Bush for special activities and initiatives, which requires him to relinquish earned income from for profit organizations and other business activities in which he might have financial interest. Seller has no other broadcast interests. Buyer is Nevada Title Company which is headed by Terry Wright, Robbie Magby, Cathy Gage, and Nikki Wilcox, and has no other broadcast interests. Filed Nov. 28, 1989.

■ WKYC(TV) Cleveland, OH (BTCT900402KE; ch. 3; 100 kw-V; ant. 1,000 ft.)—Seeks assignment of license from National Broadcasting Co. to Multimedia Inc. for \$65 million (BROADCASTING, March 19.) Seller is wholly owned subsidiary of General Electric, and is headed by Robert C. Wright. It owns and operates WNBC-TV New York, KNBC-TV Los Angeles; WMAQ-TV Chicago, WRC-TV Washington, DC; WTVJ(TV) Miami; KCNC-TV Denver, and KNBR(AM) San Francisco. Multimedia is headed by Walter Bartlett and owns and operates WLWT(TV) Cincinnati, WBIR Knoxville, KSDK(TV) St. Louis and WMAZ(TV) Macon, Ga. It owns 100 cable franchises and publishes 14 daily and 50 non-daily newspapers. Buyer is headed by Wilson C. Weam, Walter E. Bartlett, Robert E. Hamby Jr. and Peter A. Lund. Multimedia Inc. is ultimate licensee of WFBC-AM-FM Greenville, SC; WMAZ(AM)-WAYS(FM) Macon, GA; KEEL(AM)-KITT(FM) Shreveport, LA; WEZW(FM) Wauwatosa, WI; KSDK(TV) St. Louis, MO; WBIR-TV Knoxville, TN; WMAZ-TV Macon, GA; WLWT(TV) Cincinnati, OH. Filed March 2.

■ WDEH-AM-FM Sweetwater, TN (BAL900330GS; 800 khz; 1 kw-D, 389 w-N; FM: BALH900330GT; 98.3 mhz; 2.8 kw; ant. 135 ft.)—Seeks assignment of license from M&H Broadcasting Corp. to Sweetwater Broadcasting Co. for \$375,000 ("Changing Hands," Apr. 30). Seller is headed by J. Bazzell Mull and Charlotte Hutchinson. Hutchinson is applicant for new FM at Seymour, TN. Buyer is headed by Edward Horde who is programing director at WSJK(TV) Sneedville, TN, and is applicant for new FM at Knoxville. Filed March 30.

■ KMKT(FM) Denison, TX (BTCH900326GO; 104.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Sunbelt Wireless Co. to Mark Manafio for \$575,000 ("Changing Hands," Apr. 30). Seller is headed by James Knox, C. William Booher and David Johnson, and has no other broadcast interests. Manafio owns 49% of Ronald Seggi Broadcasting of Florida, licensee of WIPC(AM) Lake Wales, FL. Filed March 26.

Actions

■ KSMK-FM Cottonwood, AZ (BALH900202GJ; 95.9 mhz; 3 kw)—Granted app. of assignment of license from Central Broadcasting Co. to Regency Communications Ltd. for \$400,000. Seller is subsidiary of Carlson Communications and is headed by Ralph J. and Arthur W. Carlson, brothers. Carlson Communications is parent company of Holiday Broadcasting Co., licensee of KRSP-AM-FM Salt Lake City, and Holiday Broadcasting of Elko, licensee of KTJC-FM Elko, NV. Buyer is headed by Mike Cefaratti, Richard D. Singer and David H. Isenberg, and is licensee of KAAA(AM)-KZZZ(FM) Kingman, AZ, and KOWL(AM)-KRLT(FM) South Lake Tahoe, CA. Action April 4.

■ KTAN(AM)-KFFN(FM) Sierra Vista, AZ (AM: BAL900216ED; 1420 khz; 1.5 kw-D, 500 w-N; FM: BALH900216EE; 100.9 mhz; 3 kw; ant. -46 ft.)—Granted app. of assignment of license from GCS Broadcasting Co. Inc. to Turquoise Broadcasting Inc. for \$875,000. Seller is headed by Sam Young and John J. Young, brothers. Buyer is headed by Thomas P. Gammon and Althea Bauers. Gammon owns 100% of licensees of KTTR(FM) Loveland, CO; KZXY-AM-FM Apple Valley, CA; KRWR(FM) Carson City, NV; WHMA-AM-FM Anniston, AL. He owns 50% of WBEX(AM)-WKJ(FM) Chillicothe, OH, and 61% of KATD(FM) Los Gatos, CA. Althea Bauers is officer of above-listed stations. Action April 18.

■ KOQO(AM) Clovis and KOQO(FM) Fresno, both California (AM: BTC900221EA; 790 khz; 500 w-D; FM: BTCH900221EB; 101.9 mhz; 1.8 kw; ant. 1,870 ft.)—Granted app. of assignment of license from GKC Broadcasting Inc. to GKC Inc. for financial considerations to be filed. Sale is transfer of ownership control within principals of licensee. Sellers are George R. Fritzingler and Herbert S. Winokur Jr. (see KKAM(AM) Fresno and KBOS(FM) Tulare, both California, below). Buyer is headed Kenneth

Wolt who is GM of KTNQ(AM)-KLVE-FM Los Angeles, CA, and president of Hefel Broadcasting of California, Inc., licensee of KTNQ(AM)-KLVE-FM. Action April 19.

■ **KKAM(AM)** Fresno and **KBOS-FM** Tulare, both California (AM: BAL900220EA; 1340 kHz; 1 kw-D, 250 w-N; FM: BALH900220EB; 94.9 mhz; 16.4 kw; 847 ft.)—Granted app. of assignment of license from Radio Fresno Inc. to Jayveco Inc. for \$5 million. Seller is headed by James Olerich, Burke Kaplan and Alex Sheffell and has interest in KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California (see below). Buyer is owned by National Media Ventures and is headed by George R. Fritzing, Herbert S. Winokur, Jr., Dwight Case and Regina Sears. National Media Ventures Inc. has interests in GKC Broadcasting Inc., licensee of KOQO(AM) Clovis and KOQO-FM Fresno, both California (see above); US Entertainment Corp. proposed assignee of KKO-AM-FM Albuquerque, NM; Magic Broadcasting Corp. proposed assignee of KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California. Fritzing owns Communicators of America Inc., which owns 95% of Communicators of Corpus Christi, permittee of ch. 59 Corpus Christi, TX. Action April 19.

■ **KIST(AM)** Santa Barbara and **KMGQ(FM)** Goleta, both California (AM: BAL900220EC; 1340 kHz; 1 kw-D, 250 w-N; FM: BALH900220ED; 106.3 mhz; 365 watts; ant. 879 ft.)—Granted app. of assignment of license from Radio Santa Barbara Inc. to Magic Broadcasting Corp. for \$6.75 million. Seller is headed by James Olerich, Burke Kaplan and Alex Sheffell (see KKAM(AM) Fresno and KBOS(FM) Tulare, both California, above). Buyer is subsidiary of National Media Ventures (see KKAM(AM) Fresno and KBOS(FM) Tulare, both California, above). Action April 19.

■ **KZTR(AM)** Santa Paula and **KZTR(FM)** Camarillo, both California (AM: BAL900213ED; 1400 kHz; 1 kw; FM: BALH900213EE; 95.9 mhz; 3 kw; ant. 402 ft.)—Granted app. of assignment of license from Golden Bear Broadcasting Inc. to Golden Bear Broadcasting of Ventura Inc. for \$5,274,000. Seller is headed by Wallace A. Heusser and Stephen Marriott and has interest in KKDJ(FM) Fresno, KDJK(FM) Oakdale and KDJQ(FM) Red Bluff, all California, and KZHT(FM) Provo, UT. Buyer is subsidiary of AdComm IV Inc., which is headed by Stephen M. Adams. Adams owns 73.91%, of AdComm IV Inc. The remaining 26.09%, is headed by Andris Baltins. AdComm IV Inc. is proposed assignee of KORQ-AM-FM Abilene, KLSF-FM Amarillo, KMND(AM)-KNFM(FM) Midland, all Texas; KEIN(AM)-KLFM(FM) Great Falls, MT; KZTR-FM Camarillo, CA; and KZHT-FM Provo, UT. Stephen M. Adams, the son of Stephen Adams owns KMBY-FM Seaside, KLAU-AM Capitola, both California, and owns 25% of WGTO-TV Sault Ste. Marie, MI. Action April 11.

■ **WMLQ-FM** Havana, FL (BALH891219GT; 104.9 mhz; 2.1 kw; ant. 400 ft.)—Granted app. of assignment of license from Ed Winton to Nitrameil Inc. for \$2,200,000. Seller is headed by Ed Winton who has interest in WOOP(FM) Madison, FL, and 25% interest in Ardman Broadcasting Corp. of Tennessee, licensee of WEZI-AM-FM Germantown, TN. Buyer is headed by John Robert E. Lee and Willie J. Martin. Lee is 51% owner of Silver Star Communications, licensee of WMJM(AM)-WFAV-FM Cordele, GA, and WJIZ-FM Albany, GA. Martin is 50.5% owner of WORL Radio Inc., licensee of WBZS(FM) Eatonville, FL; 51% owner of Tallahassee Radio Inc., permittee of WTWF(AM) Woodville, FL; and licensee (sole proprietor) of WBZR(AM) Destin, FL. Action April 17.

■ **WJSP(AM)-WBLN(FM)** Murray, KY (AM: BAL900212GY; 1130 kHz; 1kw-D; 250 w-N; FM: BALH900212GZ; 103.7 mhz; 100 kw; ant. 661 ft.)—Granted app. of assignment of license from Jackson Purchase Broadcasting Co Inc. to STARLITE Communications Inc., for \$2,771,484. Seller is headed by Sam Parker and has no other broadcast interests. Buyer is headed by Michael Kareem and has no other broadcast interests. Action April 12.

■ **WWTC(AM)** Minneapolis, MN (BAL900208EA; 1280 kHz; 500 kw)—Granted app. of 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 KJQJ(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. Action April 16.

■ **KZRZ(XM)** Chaffee, MO (BAPH900214GX; 104.7 mhz; 3 kw; ant. 212 ft.)—Granted app. of assignment of license from Marco Inc. to Charres Media Inc. for

\$33,587. Seller is headed by James Marvin and has no other broadcast interests. Buyer is headed by J. Mark Huffman, Lucille B. Huffman, Gary P. Guthrie and Kristey N. Guthrie, and has no other broadcast interests. Action April 12.

■ **KDRQ(AM)** Sedalia, MO (BAL900207EC; 1490 kHz; 1 kw)—Granted app. of assignment of license from Sedalia Broadcasting Corp. to Mathewson Broadcasting Co. for \$300,000. Seller is headed by James F. Glenn and Herbert W. Brands and has no other broadcast interests. Buyer is headed by James L. Mathewson and Adam B. Fischer, and has no other broadcast interests. Action April 16.

■ **WABY(AM)-WWKLI(FM)** Albany, NY (AM: BAL900213HY; 1400 kHz; 1 kw; FM: BAPLH900213HZ; 100.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Premier Broadcast Group Inc. to Paul N. Bendat for \$10.7 million (sale includes WUTQ(AM)-WOUR(FM) Utica, NY, see below). Seller is headed by William J. Selwood Jr. and has interest in WHRS(AM)-WFLX(FM) Winchester, KY. Buyer is licensee of WHRS(AM)-WFLX(FM) Winchester, KY. Action April 17.

■ **WVIN-AM-FM** Bath, NY (AM: BAL900209GP; 1380 kHz; 500 w-D; FM: BALH900209GQ; 98.3 mhz; 3 kw; ant. 347 ft.)—Granted app. of assignment of license from Magic Media Inc. to Pembrook Pines Mass Media Corp for \$225,000. Seller is headed by James F. Clark Jr., Thomas K. Sherman and George K. Rechtenwald and has no other broadcast interests. Buyer is headed by Robert J. Pfuntner and Eugene A. Pfuntner. Robert Pfuntner holds 100% interest in WACK(AM) Newark and WELM(AM)-WLWY(FM) Elmira, both New York. Action April 13.

■ **WVHB(FM)** Hampton Bays, NY (BALH891222HZ; 107.1 mhz; 3 kw; ant. 280 ft.)—Granted app. of assignment of license from South Fork Broadcasting Corp to South Fork Acquisition Corp. for \$1.8 million. Sale is reorganization within parent corporation. Seller is headed by Edward Simon and his brother, singer Paul Simon, and Saturday Night Live executive Producer Lorne Michaels. Buyer is headed by Edward Simon, who is head of BAB Broadcasting Corp. Action April 17.

■ **WUTQ(AM)-WOUR(FM)** Utica, NY (AM: BAL900213GE; 1550 kHz; 1 kw-D; FM: BAPLH900213GF; 96.9 mhz; 50 kw; ant. 800 ft.)—Granted app. of assignment of license from Premier Broadcast Group Inc. to Paul N. Bendat for \$10.7 million (sale includes WABY(AM)-WKLJ(FM) Albany, NY, see above). Seller is headed by William J. Selwood Jr. and has interest in WHRS(AM)-WFLX(FM) Winchester, KY. Buyer is licensee of WHRS(AM)-WFLX(FM) Winchester, KY. Action April 17.

■ **WNCR(AM)** St. Pauls, NC (BAPL900215EA; 1080 kHz; 5 kw-D)—Granted app. of assignment of license from Hope Mills Broadcasting Inc. to Jesse Albert Cowan for \$157,500. Seller is headed by Jerome Lamprecht and has interest in Atlantic Coast Communications Inc. licensee of WGHB(AM) Farmville, NC. Buyer has no other broadcast interests. Action April 11.

■ **WDJB(FM)** Windsor, NC (BALH900125GE; 97.7 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Willis Broadcasting Corporation to 99 Broadcasting Corp. for \$300,000. Seller is headed by L.E. Willis and Hortense Willis and is licensee of WIMG(AM) Ewing, N.Y.; WBOK(AM) New Orleans, La.; KPTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WGSP(AM) Charlotte, WBXB(FM) Edenton, WKWQ(FM) Batesburg, WSRC(AM) Durham, WVRS(FM) Warrenton, WKJA(FM) Belhaven, and WGTMT(AM) Wilson, all North Carolina; WSFU-FM Union Springs and WAYE(AM) Birmingham, both Alabama; WWPFD(FM) Marion, S.C.; WPZZ(FM) Franklin and WWC(AM) Gary, both Indiana; WURD(AM) Philadelphia, PA; WGNJ(FM) Alberta, WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WIMV(FM) Madison, Fla; WESL(AM) East St. Louis, Ill and WTJH(AM) East Point, Ga. Buyer is headed by Eric C. Reynolds and Charles M. Reynolds Jr., each of whom own 33 1/3% of WTJZ(AM) Newport News, VA and 50% of WRR(AM) Warrenton, 99 Broadcasting and is licensee of WBTE(AM) Windsor, NC. Action April 4.

■ **KZZY-FM** Devils Lake, ND (BALH891017HA; 103.5 mhz; 100 kw; ant. 433 ft.)—Granted app. of assignment of license from Pearson Broadcasting Co. to Double Z Broadcasting Inc. for \$381,201. Seller is headed by Gary Pearson, who also has interest in KXPO-AM-FM Grafton, ND. Buyer is headed by Lawrence H. Larson and has no other broadcast interests. Action April 11.

■ **WHOT(AM)** Campbell, OH (BAL900216EF; 1330 kHz; 500 w-D, 1 kw-N)—Granted app. of assignment of license from WHOT Inc. to WVBR Inc. for \$290,000. Seller is headed by Myron Jones and John Kanzius, who have interest in The Jet Broadcasting Co., licensee of WJET-FM-TV Erie, PA. Buyer is headed by Frederick D. and Patricia Perry, husband and wife, and their children Mi-

chael F. and Nicole A. Perry, and has no other broadcast interests. Action April 18.

■ **WFMJ(AM)** Youngstown, OH (BAL900103ED; 1390 kHz; 5 kw)—Granted app. of assignment of license from Betty J.H. Brown to WHOT Inc. for \$230,000. Seller is headed by Betty H. Brown Jagnor, Elizabeth M. Brown and Mark Brown, and has no other broadcast interests. Buyer is headed by Myron Jones, Kathryn Jones, John Kanzius, Mary Ann Kanzius and William Glover. Glover owns WHOT-FM Youngstown, OH. Myron Jones owns 74.8% of WJET-TV Erie, PA, and John Kanzius owns other 25.2%. Action April 18.

■ **KLAD-AM-FM** Klamath Falls, OR (AM: BAL900216EA; 960 kHz; 5 kw; FM: BALH900216EB; 92.5 mhz; 30 kw; ant. 2,118 ft.)—Granted app. of assignment of license from Todd Communications Inc. to B&B Broadcasting Inc. for \$325,000. Seller is headed by Gary and Linda Todd and has no other broadcast interests. Buyer is headed by George J. Broadbin Jr. and Robert L. Barron and has no other broadcast interests. Action April 18.

■ **WZGO(AM)-WXXU(FM)** Portage, PA (AM: BAL900207HA; 1470 mhz; 500 w-D; FM: BAPH900207HB; 105.7 mhz; 3 kw; ant. 741 ft.)—Granted app. of assignment of license from Mainline Media Inc. to H & B Broadcasting Inc. for \$60,000. Seller is headed by Bill Henderson and has no other broadcast interests. Buyer is headed by William J. Henderson Jr. and George H. Buck Jr. Buck owns WHVN(AM) Charlotte, NC; WEAM Columbus, GA; WYZZE Atlanta, GA; WMGY Montgomery, AL; WNAP Norristown, PA; WTOO Asheville, NC; and has interests in WDRV Statesville, NC and WCOS-AM-FM Columbia, SC. Action April 11.

■ **WLII-TV** Caguas, PR (BTCCT890216KG; ch. 11; 200 kw-V; 39.8 kw-A; ant. 1,180 ft.)—Dismissed app. of assignment of license from Anne P. Jones, trustee, to Timothy S. Brumlik for no financial considerations (Deal includes WSUR-TV Ponce, PR, below). Seller has no other broadcast interests. Buyer has interests in LPTV 800624QX Kissimmee, FL; LPTV 880624QV Boston, LPTV 880624QW Macon, LPTV 880624QO Americus and WTSG-FM Albany, all Georgia. Action April 20.

■ **WSUR-TV** Ponce, PR (BTCCT890216KF; ch. 9; 58.9 kw-V; 5.89 kw-A; ant. 2,270 ft.)—Dismissed app. of assignment of license from Anne P. Jones, trustee, to Timothy S. Brumlik for no financial considerations (Deal includes WSUR-TV Ponce, PR, below). Seller has no other broadcast interests. Buyer has interests in LPTV 800624QX Kissimmee, FL; LPTV 880624QV Boston, LPTV 880624QW Macon, LPTV 880624QO Americus and WTSG-FM Albany, all Georgia. Action April 20.

■ **WOPI(AM)** Bristol, TN (BAL900206EA; 1490 kHz; 1 kw)—Granted app. of assignment of license from United Broadcasting Co. to Joe Morrell Inc. for \$140,000. Seller is headed by Herman and Joyce Long, husband and wife, and their son James Michael Long, and has no other broadcast interests. Buyer is headed by Joe Morrell, Robyn Sproles and Mary White, and has no other broadcast interests. Action April 16. March 26

■ **WMRE(AM)** Knoxville, TN (BAL900209EA; 1580 kHz; 5 kw-D, 1 kw-CH)—Granted app. of assignment of license from Hunter Broadcasting Co. to Church Point Ministries Inc. for \$150,000. Seller is headed by Edwin B. Hunter and has no other broadcast interests. Buyer is headed by Dwight and Delores Pate, husband and wife, and Calvin Emery, and has interest in WNDG(AM) Baton Rouge, LA. Action April 17.

■ **WMYU-FM** Sevierville, TN (BALH900202GK; 102.1 mhz; 100 kw; ant. 1,979 ft.)—Granted app. of assignment of license from Jacor Broadcasting of Knoxville Inc. to The Dalton Group Inc. for \$11.6 million. Seller is headed by Terry S. Jacobs, Frank E. Wood and Jeanette M. Williams and has interests in WMJJ(FM) Cleveland and WLW(AM)-WEBN(FM) Cincinnati, both Ohio; WGST(AM)-WPCN(FM) Atlanta; WYHY(FM) Nashville, TN; KOA(AM)-KRFX(FM) Denver; and WFLA(AM)-WFLZ(FM) Tampa, FL. Buyer is headed by William L. Dalton and Susan Dalton, and is licensee of WGRR(FM) Hamilton, OH. Action April 4.

■ **KFXJ(FM)** Abilene, TX (BAPH900122HD; 92.5 mhz; 16.72 kw; ant. 262 ft.)—Granted app. of assignment of license from CVC Broadcasting Corp. to American Indian Broadcasting Group for \$50,000. Seller is headed by David J. and Mary Helen Cunningham, husband and wife, and has no other broadcast interests. Buyer is headed by Jack W. Bursack and Lynwood H. Eaton, and is licensee of KPOS(AM) Post, TX and is permittee of CP for new FM at San Angelo, TX on ch. 270C1. American Indian Broadcasting Group is partner in Boles-American Indian, which is permittee of KKNK(FM) Post, TX. Action April 16.

■ **KRTX(FM)** Galveston, TX (BAPH891214GQ; 104.9 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Irvin Davis to Sonoma Media Corp. for \$1,600,000. Seller has no other broadcast interests. Buyer is headed by Roy E. Henderson, and is licensee of KGLF(FM) Freeport, TX. Action April 4.

■ **KZHT-FM** Provo, UT (BALH900213HK; 94.9 mhz; 47 kw; ant. 4,580 ft.)—Granted app. of assignment of license from Golden Bear I Broadcasting to Golden Bear Broadcasting of Provo Inc. for \$5,274,000 (sale includes KZTR(AM) Santa Paula and KZTR(FM) Camarillo, both California; see above). Seller is headed by Wallace A. Heusser and Stephen Marriott and has interest in KKDJ(FM) Fresno, KDIK(FM) Oakdale and KDJQ(FM) Red Bluff, all California, and KZHT(FM) Provo, UT. Buyer is subsidiary of AdComm IV Inc., which is headed by Stephen M. Adams (see KZTR[AM] Santa Paula, CA, above). Action April 17.

■ **WSVS-FM** Crewe, VA (BAPLH891129HX; 104.7 mhz; 100 kw; ant. 404 ft.)—Granted app. of assignment of license from KAT Broadcasting Corp. to Willis Broadcasting Corporation \$5,500,000. Seller is headed by Elleck Seymour, licensee of properties formerly held by Resort Broadcasters including WHCC(AM)-WQNS(FM) Waynesville and WFBL(AM) Fayetteville, both North Carolina, and WDSC(AM)-WZNS(FM) Dillon and WKEL(AM) Myrtle Beach, both South Carolina. Buyer is headed by L.E. Willis, who has interest in Crusade Broadcasting Corp., licensee of WIMG(AM) Ewing, NJ; Christian Broadcasting Corp., licensee of WBOK(AM) New Orleans; Big Ben Communications Inc., licensee of KFTH(FM) Marion, AK; Charlotte Christian Radio Inc., licensee of WGPS(AM) Charlotte, NC; Edenton Christian Radio Inc., licensee of WBXB(FM) Edenton, NC; Columbia Christian Radio Inc., licensee of WKWQ(FM) Batesburg, NC; Durham Christian Radio Inc., licensee of WSR(AM) Durham, NC; Birmingham Christian Radio Inc., licensee of WAYE(AM) Birmingham, AL; Gospel Broadcasting Corp., licensee of WSFU-FM Union Springs, AL; FM 96 Corp., licensee of WFZZ(FM) Franklin, IN; Marshall Broadcasting Corp., licensee. KSNE(FM) Marshall, AK; Philadelphia Christian Radio Inc., licensee of WURD(AM) Philadelphia; Warrnton Broadcasting Corp., permittee of unbuild WVR5(FM) Warrenton, NC, and Belhaven Christian Radio, licensee of WKJA(FM) Belhaven, NC. Willis also has interest in WTNC(AM) Thomasville, NC. Willis Broadcasting Corp. holds 100% of voting stock in Tidewater Radio Show Inc., licensee of WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia; Willis & Sons Inc., licensee of WSVF(AM) Jacksonville and WPDQ(FM) Green Cove Springs, both Florida; Metro Communications Inc., licensee of WVCA(AM) Gary, IN; Gateway Communications Corp., licensee of WESL(AM) East St. Louis, IL; Inspirational Broadcasting Corp., licensee of WTJH(AM) East Point, GA; and has application pending for WVAB(AM) Virginia Beach and WKSX-FM Cape Charles, both Virginia. Levi Willis, son of L.E. Willis, has interest in WTNC(AM) Thomasville, NC. Action March.

■ **WAFX-FM** Suffolk, VA (BALH900206GM; 106.9 mhz; 100 kw; HAAT: 964 ft.)—Granted app. of assignment of license from Downs Radio of Virginia to Radio Ventures I for \$10 million. Seller is headed by Paul H. Downs, Henry Posner Jr. and Thomas D. Wright, and has no other broadcast interests. Buyer is headed by Jerry Lyman, Ralph W. Hardy Jr., William E. Conway Jr., Stephen L. Norris, David M. Rubenstein and Daniel A. D'Aniello, and has interest in WMBX(FM) Richmond, VA, and WXTR(FM) Washington. Action April 9.

■ **WBWA(FM)** Washburn, WI (BALH900110HV; 105.9 mhz; 100 kw; ant. 735 ft.)—Granted app. of assignment of license from KHH Broadcasting Co. to DDS Communications Ltd. for \$98,000. Seller is headed by Kermit H. Hanson and has no other broadcast interests. Buyer is headed by Howard Moe, Carol Moe and Mark Vanlack and has no other broadcast interests. Action April 11.

New Stations

Actions

■ **Chowchilla, CA** (BPED881003MG)—Returned app. of Chowchilla Educational Foundation Inc. for 93.3 mhz; 3 kw; ant. 328 ft. Address: 12550-A Brookhurst St., Garden Grove, CA 92640. Principal is headed by Linda Ross and has no other broadcast interests. Action April 17.

■ **Chowchilla, CA** (BPH880928ML)—Granted app. of Venture Communications for 93.3 mhz; 3 kw; ant. 328 ft. Address: Box 3000, Santa Rosa, CA 95402. Principal is headed by Joseph Perez, Gordon Zlot, Harold Zlot, Laurence Myers and Thomas Skinner, and has no other broadcast interests. Action April 17.

■ **Salinas, CA** (BP900302AF)—Returned app. of Henry George McWhinney for 930 khz; Address: 98 Hacienda Dr., Tiburon, CA 94920. McWhinney has no other broadcast interests. Action April 13.

■ **Agat, GU** (BPED880826MA)—Granted app. of Adventist Broadcasting Service Inc. for 91.9 mhz; 7.59 kw; ant. 980 ft. Address: 6840 Eastern Ave., NW, Washington, DC 20012. Principal is headed by Wallace O. Coe, Tulio R. Haylock, Don E. Robinson, Charles E. Bradford and Donald F. Gilbert, and has no other broadcast interests. Action April 17.

■ **Westport, IN** (BPED880804MB)—Returned app. of Good Shepherd Radio Inc. for 91.5 mhz; 14.55 kw. Address: 725 E. North St., Greensburg, IN 47240. Principal is headed by Ruth A. Bausback, Joseph W. Bausback, Annette Haines, Ralph H. Haines and Joyce M. Arnold, and has no other broadcast interests. Action April 6.

■ **La Crescent, MN** (BPED880816MI)—Granted app. of Minnesota Public Radio Inc. for 91.1 mhz; 1 kw; ant. 862 ft. Address: 45 East 7th St., St. Paul, MN 55101. Principal is headed by Thomas McBurney, Conley Brooks Jr., William Kling, Alfred Cook, Walter Miller and William Cosgriff, and has no other broadcast interests. Action April 9.

■ **Wildwood Crest, NJ** (BPH880421MQ)—Dismissed app. of Jack M. Murray for 93.1 mhz; 3 kw. Address: 1725 Asbury Ave., Ocean City, NJ 08226. Murray has no other broadcast interests. Filed April 12.

■ **Blue Mountain Lake, NY** (BPED900117NB)—Returned app. of The St. Lawrence University for 91.3 mhz; 1.11 kw; ant. 1,728 ft. Address: Romoda Dr., Canton, NY 13617. Principal is headed by Carole L. Ashkinaze, Frank A. Augsburg Jr., Bruce W. Benedict, James N. Benedict, Mary Bijur, Karen D. Bruett, and William H. Donaldson, and is licensee of non-commercial educational WSLU(FM) Canton and WSLQ(FM) Malone, both New York. Action April 20.

■ **Lake Placid, NY** (BPED900301MC)—Returned app. of The St. Lawrence University for 88.9 mhz; 1.10 kw; ant. 3,079 ft. Address: Romoda Dr., Canton, NY 13617. Principal is headed by Carole L. Ashkinaze, Frank A. Augsburg Jr., Bruce W. Benedict, James N. Benedict, Mary Bijur, Karen D. Bruett, and William H. Donaldson, and is licensee of non-commercial educational WSLU(FM) Canton and WSLQ(FM) Malone, both New York. Action April 23.

■ **McClellanville, SC** (BPH880606NO)—Dismissed app. of McClellanville Broadcasting Ltd. for 98.9 mhz; 50 kw; ant. 492 ft. Address: 2537 Longbranch Dr., Charleston, SC 29407. Principal is headed by Theron M. Snype and has no other broadcast interests. Action April 12.

■ **Walterboro, SC** (BPH880602OA)—Dismissed app. of First State Radio Ltd. for 105.3 mhz; 3 kw; ant. 328 ft. Address: 308 S. Main St., Summerville, SC 29483. Principal is headed by Mark P. Buford Jr. and has no other broadcast interests. Action April 11.

■ **Harrogate, TN** (BPH851114MG)—Granted app. of JBD Inc. for 96.5 mhz; 3 kw; ant. 1,066 ft. Address: P.O. Box 214, Long Street, Harrogate, TN 37752. Principal is headed by William J. Stephens, Linda F. Stephens, David B. Cook and Robert J. Parkey Jr., and has no other broadcast interests. Action April 9.

■ **Marion, VA** (BPED900108NR)—Returned app. of Virginia Tech Foundation Inc. for 91.9 mhz; 3.2 kw; ant. 1,489 ft. Address: 220 Burruss Hall, Blacksburg, VA 24061. Principal is headed Gordon D. Bowman II, T.A. Carter, G. Frank Clement, C.A. Cutchins III, Henry H. Dekker, Edward R. English, Horace G. Fralin, George R. Goodson, Charles O. Gordon, Lucian Y. Grove and Lee C. Tait, and is licensee of noncommercial educational WVTM(FM) Roanoke, VA; holds CP for noncommercial WVTU(FM) Charlottesville, VA, and is licensee of FM translator W209AA Charlottesville and W209AG Roanoke County, both Virginia. Action April 20.

■ **Emporia, VA** (BPH880113MC)—Granted app. of Broadcasting Corp. for 99.5 mhz; 2 kw; ant. 403 ft. Address: P.O. Box 1056, Emporia, VA 23847. Principal is headed by Willis L. Stone, Robert H. Stone, Elizabeth L. Stone and Richard W. Stone, and owns WEVA(AM) Emporia, VA. Action April 9.

Facilities Changes

Applications

AM's

■ **Tucson, AZ** KJMM(AM) 580 khz—March 22 application for CP to change city of license to Marana, AZ; increase night power to 1 kw; change TL: to 4 miles NW of Marana, AZ, and make changes in ant. system; 32 27 18N

111 16 54W.

■ **Simi Valley, CA** KWNK(AM) 670 khz—April 5 application for CP to increase day power to 5 kw.

■ **Yountville, CA** KRKL(AM) 840 khz—April 5 application for mod of CP (BP811015AK) to increase power to 5 kw; make changes in ant. system; change to DA-N; change TL: Southwestern Shore of Lake Hennessey, N. of Yountville, CA (daytime site); 38 29 50N 122 23 05W.

■ **Hamden, CT** WXCT(AM) 1220 khz—March 29 application for CP to increase power to 5 kw; make changes in ant. system and correct coordinates to 41 22 39N 72 55 44W.

■ **Washington, DC** WTOP(AM) 1500 khz—March 28 application for CP to specify a standard radiation pattern (increase night radiation).

■ **Dunedin, FL** WGUL(AM) 860 khz—March 27 application for mod of CP (BP860307AC) to make changes in ant. system.

■ **Port Charlotte, FL** WKII(AM) 1090 khz—March 30 application for CP to change city of license to Solana, FL; change freq: 1070 khz; reduce day power to 3.1 kw and add night service with .4 kw.

■ **Valparaiso, IN** WAKE(AM) 1500 khz—April 5 application for CP to change freq: 970 khz; reduce day power to 40 watts, add night service with 700 watts and make changes in ant. system.

■ **Marion, KY** WMJL(AM) 1500 khz—March 28 application for CP to reduce power to .175 kw; make changes in ant. system by addition of FM ant. and correct coordinates to: 37 20 16N 88 04 03W.

■ **Caribou, ME** WFST(AM) 600 khz—March 30 application for CP to change TL: E. side of U.S. Hwy. 1 approx. 9.5 km N. of Presque Isle, ME, and make changes in ant. system; 46 45 52N 67 59 23W.

■ **Westfield, MA** WNNZ(AM) 640 khz—March 29 application for CP to increase night power to 15 kw; make changes in ant. system and modify daytime ant. pattern.

■ **Fergus Falls, MN** KBRF(AM) 1250 khz—April 5 application for CP to increase night power to 2.2 kw; change TL: to Town Rd., 1.52 km N. of Hwy. 210, 6 km E. of Fergus Falls, MN; make changes in ant. system and change from DA to non-DA daytime; 46 17 53N 95 58 42W.

■ **St. Paul, MN** KSTP(AM) 1500 khz—March 29 application for CP to modify nighttime standard radiation pattern.

■ **Bath, NY** WVIN(AM) 1380 khz—April 5 application for CP to increase power to 5 kw daytime and add night service with 350 watts.

■ **Middletown, NY** WALL(AM) 1340 khz—March 23 application for CP to reduce power to 660 watts and make changes in ant. system.

■ **Wadesboro, NC** WADE(AM) 1340 khz—March 20 application for CP to increase power to 1 kw and make changes in ant. system.

■ **Claremore, OK** KWPR(AM) 1270 khz—April 5 application for CP to add night service with 1 kw; change night TL: to E. of Hwy 66, 4.5 km SW of city, Claremore, OK, and make changes in ant. system; 36 15 58N 95 38 23W.

■ **St. Helens, OR** KOHI(AM) 1600 khz—March 30 application for CP to change TL: to 504 Milton Way, St. Helens, OR; 45 51 15N 122 49 11W.

■ **Quakertown, PA** WBCQ(AM) 1180 khz—April 5 application for mod of CP (BP860530AD) to increase power to 900 watts; change TL: 3 km E. of California Rd., 2.5 km N. of Quakertown, PA; and make changes in ant. system 40 28 07N 75 21 09W.

■ **Tyrone, PA** WTRN(AM) 1340 khz—April 5 application for CP for experimental AM station at Altoona, PA, to operate simultaneously with primary WTRN facility at Tyrone, PA, on same freq: 1340 khz, but with .250 watts non-DA, day and night.

■ **Lares, PR** WGD(AM) 1200 khz—March 26 application for CP to add night service with 1 kw and increase day power to 1 kw.

■ **Farwell, TX** KIUN(AM) 1060 khz—March 23 application for CP to increase power to 5,000 watts; make changes in ant. system and change from non-DA to DA.

■ **Lockhart, TX** KFIT(AM) 1060 khz—April 5 application for mod of CP (BP890522AF) to change city of license to Sunset Valley, TX.

■ **Edmonds, WA** KCS(AM) 630 khz—March 22 application for CP to change TL: to 19303 Fremont Ave. N. Seattle, WA; and make changes in ant. system; 47 46 06N 122 21 07W.

FM's

■ **Fairhope, AL** WZEW(FM) 92.1 mhz—Jan. 18, application for license to cover (BPH890630IE) to change and to increase ERP: 6 kw (pursant to docket # 88-375).

- Tuscaloosa, AL WFFX(FM) 95.7 mhz—March 27 application for mod of CP (BPH890505LD) to change ant.: 980 ft.; change TL: 2.9 km E. of Rte. 69; 9.8 km NE of Moundville, AL.
- Winfield, AL 105.9 mhz—March 22 application for mod of CP (BPH870903MC) to change ERP: 3.4 kw H&V; ant. 433 ft.; TL: .5 miles N. of Mount Pleasant Church, 2 1/4 miles W. of Brilliant, AL.
- Newport, AR KOKR-FM 105.5 mhz—March 22 application for mod of license to increase ERP: 4.1 kw H&V (pursuant to docket # 88-375).
- Conway, AR KTOD-FM 92.7 mhz—Jan. 11 application for mod of license to increase ERP: 3.4 kw H&V (pursuant to docket # 88-375).
- Bakersfield, CA KIWF(FM) 92.1 mhz—April 2 application for mod of license to increase ERP: 6 kw H&V (pursuant to docket # 88-375).
- Central Valley, CA KNNN(FM) 99.3 mhz—Dec. 11, 1989, application for mod of license to increase ERP: 5.28 kw H&V (pursuant to docket # 88-375).
- Gonzales, CA KPUP(FM) 104.3 mhz—March 13 application for mod of CP (BPH880217MY) to change ERP: 6 kw H&V.
- Hartford, CT WLWH-FM 93.7 mhz—March 28 application for mod of CP (BPH8907311B) to change ERP: 16 kw H&V; ant. 869 ft.; TL: on W. Peak, .8 km N. of Rte. 66, Meriden, CT.
- New London, CT WCNI(FM) 91.1 mhz—March 27 application for CP to change ERP: 8.8 kw H&V; ant. 186 ft.; freq: 90.9 mhz; and to change class: B1.
- Key West, FL WAIL(FM) 95.5 mhz—March 22 application for CP to change freq: 99.5 mhz; ant. 239 ft. (per docket #21239).
- Mary Esther, FL WYZB(FM) 105.5 mhz—Feb. 28 application for mod of license for changes.
- Orange Park, FL WAYR(AM) 550 khz—March 26 application for CP to increase power to 5 kw.
- Vero Beach, FL WAVW(FM) 105.5 mhz—891207 application for mod of license to increase ERP: 3.1 kw H&V (pursuant to docket # 88-375).
- Americus, GA WDEC-FM 94.3 mhz—Dec. 19, 1989, application for mod of license to increase ERP: 4.4 kw H&V (pursuant to docket # 88-375).
- Galesburg, IL WVCK(FM) 90.5 mhz—March 28 application for CP to change freq: 90.7 mhz.
- Morton, IL WTAZ(FM) 102.3 mhz—April 9 application for mod of license to increase ERP: 6 kw H&V (pursuant to docket # 88-375).
- Rock Island, IL WVIK(FM) 90.1 mhz—March 28 application for mod of CP (BPED8809281A) to change freq: 90.1 mhz; change ERP: 31 kw H&V.
- Angola, IN WLK1(FM) 100.1 mhz—March 26 application for CP to change ERP: 2.07 kw H&V; ant. 393 ft.; change TL: 1.7 km from Glen Eden, IN, at bearing of 311 degrees.
- Garnavillo, IA KCTN(FM) 100.1 mhz—Dec. 28, 1989, application for mod of license to increase ERP: 3.3 kw H&V (pursuant to docket # 88-375).
- Ida Grove, IA KIDA-FM 92.7 mhz—March 16 application for mod of CP (BPH8808191G) to change ERP: 15.9 kw H&V; and to change class: C3.
- Knoxville, IA KRLS(FM) 92.1 mhz—Feb. 6 application for mod of license (BLH5882) for changes.
- Erath, LA KRAR(FM) 107.7 mhz—April 13 petition for recon filed (BMPH8908311C).
- Hyannis, MA WPXC-FM 103.1 mhz—April 6 application for mod of license to increase ERP: 6 kw H&V (pursuant to docket # 88-375).
- South Bridge, MA WQVR(FM) 100.1 mhz—April 11 petition for recon filed (BPH8909291X).
- Norway, MI WZNL(FM) 94.3 mhz—March 30 application for mod of CP (BPH851015ML) to change ERP: 1.3 kw H&V; change ant. 501 ft.
- Saginaw, MI WTLZ(FM) 107.1 mhz—April 16 application for mod of license to increase ERP: 4.9 kw H&V (pursuant to docket # 88-375).
- Alexandria, MN KXRA-FM 92.7 mhz—March 23 application for mod of CP (BPH8909291M) to change TL: .9 miles W. of Lake Louise, 1.3 mi N. of Laker Brophy, 2.3 miles ESE of Garfield, MN.
- North Mankato, MN KDOG(FM) 96.7 mhz—March 28 application for CP to change ERP: 1.35 kw H&V.
- Waite Park, MN KXSS-FM 103.7 mhz—891228 application for mod of license to increase ERP: 6 kw H&V (pursuant to docket # 88-375).
- Windom, MN KDOM-FM 94.3 mhz—March 29 application for mod of license to increase ERP: 5.7 kw H&V (pursuant to docket # 88-375).
- Booneville, MS WBIP-FM 99.3 mhz—March 23 application for CP to change ERP: 6 kw H&V.
- Louisiana, MO KJFM(FM) 101.7 mhz—April 9 application (BPH900202IE) is rescinded and is hereby reinstated to pending status nunc pro tunc.
- Willard, MO 100.5 mhz—Feb. 13 application for mod of CP (BPH880126OI) to change freq: 105.1 mhz; change ERP: 46 kw H&V; ant. 511 ft.; TL: 3 km SE of village of Ash Grove on county Hwy. FR43, Greene County, MO; change to class C2 (per docket #87-474).
- Cape May, NJ WSJL-FM 102.3 mhz—Jan. 23 application for license to cover (BPH8705191C) and increase ERP: 3.2 kw H&V (pursuant to docket # 88-375).
- Margate City, NJ WFOU(FM) 96.1 mhz—April 18 informal objection filed (BMPH890925IH).
- Middletown, NY WKQJ(FM) 92.7 mhz—March 23 application for CP to change ERP: 6 kw H&V; ant. 328 ft.
- Pittsburgh, PA WDV(FM) 102.5 mhz—March 23 application for mod of license (BMLH850301ID) for changes.
- Surfside Beach-Garde, SC WYAK-FM 103.1 mhz—891212 application for mod of license to increase ERP: to 6 kw H&V (pursuant to docket # 88-375).
- Hot Springs, SD KZMX-FM 96.7 mhz—March 22 application for CP to change ERP: 51 kw H&V; ant. 551 ft.; change to class C1.
- Elizabethton, TN WUSJ-FM 99.3 mhz—Jan. 23 application for mod of license to increase ERP: 6 kw H&V (pursuant to docket # 88-375).
- Germantown, TN WEZI-FM 94.3 mhz—April 19 application for mod of license to increase ERP: 6 kw H&V (pursuant to docket # 88-375).
- Graysville, TN WAYB(FM) 95.7 mhz—March 22 application for CP to change ERP: .55 kw H&V; ant. 724 ft.; change TL: atop Walden Ridge, 2.2 km NNW of Graysville, TN.
- Humboldt, TN WZDQ(FM) 102.3 mhz—March 16 application for mod of license to increase ERP: 6 kw H&V (pursuant to docket # 88-375).
- Rogersville, TN 106.5 mhz—March 27 application for mod of CP (BPH880713M) to change ERP: .3 kw H&V; ant. 1,377 ft.; TL: atop Short Mountain, 36 22 51N 83 10 47W.
- Alice, TX KBIC(FM) 102.3 mhz—March 28 application for CP to change freq: 102.9 mhz; ERP: 50 kw H&V; ant. 492 ft.; TL: 4.85 km on a bearing of 317.5 degrees true from Driscoll, TX; change to class C2 (per docket #87-42).
- Raymondville, TX KSOX-FM 101.7 mhz—March 23 application for CP to change freq: 102.1 mhz; ERP: 17.9 kw H&V; ant. 757 ft.; TL: 6.9 km W. of Hwy. 77 and 17.1 km N. of Raymondville, TX; change to class C2 (per docket # 87-88).
- Ashland, VA WYFJ(FM) 100.1 mhz—Jan. 5 application for mod of license to increase ERP: 3.3 kw H&V (pursuant to docket # 88-375).
- Luray, VA WYFT(FM) 103.9 mhz—Jan. 5 application for mod of license to increase ERP: 3.3 kw H&V (pursuant to docket # 88-375).
- Luray, VA WYFT(FM) 103.9 mhz—April 13 petition for recon filed (BPH890112IA).
- Norton, VA WNVA-FM 106.3 mhz—April 6 application for CP to change ERP: 1.663 kw H&V; ant. 613 ft.
- Petersburg, VA WVST-FM 91.3 mhz—March 29 application for CP to change ant. polarization.
- Woodstock, VA WAZR(FM) 95.9 mhz—March 19 application for CP to change freq: 93.7 mhz; ERP: 10 kw H&V; change to class B1 (per docket #88-520).
- Edmonds, WA KCMS(FM) 105.3 mhz—March 22 application for mod of CP (BPH870227MK) to change ERP: 115 kw H&V; ant. 721 ft.; TL: 19303 Fremont Ave., Seattle, WA 98133.
- Ravenswood, WV WRZZ(FM) 102.3 mhz—March 23 application for CP to change ERP: 1.84 kw H&V.
- New Richmond, WI WIXK-FM 107.1 mhz—Feb. 12 application for CP to change ERP: 12.2 kw H&V; ant. 328 ft.; change class: C3 (per docket # 87-555).
- Prairie Du Chien, WI WPRE-FM 94.3 mhz—Dec. 6, 1989 application for mod of license to increase ERP: 1.67 kw H&V (pursuant to docket # 88-375).
- Keyser, WV WKZG(FM) 107.1 mhz—April 13 petition to dismiss (BPH8912291F).
- Pocatalico, WV WTUN(FM) 98.7 mhz—March 29 application for mod of CP (BPH880429MD) to change TL: S. side of Upper Rd., Pocatalico, WV, .6 miles E. of Sissonville Rd.

TV's

■ Cocoa, FL WRES(TV) ch. 18—April 13 application for CP to change ant.: 941 ft.; Ant.: Bogner BUH32, (DA)(BT).

■ Richland, WA KTNW(TV) ch. 31—April 13 application for CP to change ERP: 70.5 kw (vis); ant. 1,213 ft.; change TL: Jump Off Joe Butte, 8 miles S. of Kennewick, WA; 46 06 23N 119 07 50W.

Actions

AM's

■ Valdez, AK KCHU(AM) 770 khz—April 18 application (BP890508AC) granted for CP to increase radiated power to 9.75 - U.

■ Fresno, CA KEYQ(AM) 980 khz—April 17 application (BP900302AH) returned for CP to increase night power to 250 watts and make changes in ant. system.

■ Hesperia, CA KVVQ(AM) 910 khz—April 12 application (BMP900212AE) granted for mod of CP (BP810427AS) to augment daytime dir., ant.

■ La Plata, MD WCMD(AM) 1560 khz—April 12 application (BP900316AE) returned for CP to change freq: 800 khz; reduce day power to 250 watts and add night service with 250 watts.

■ Morovis, PR WMTI(AM) 1580 khz—April 13 application (BP900215AE) returned for CP to increase day power to 10 kw and change TL: to approximately 2.3 km SE of Manati, PR: 18 25 28N 66 28 16W.

■ Providence, RI WALE(AM) 990 khz—April 18 application (BP900205AE) returned for CP to increase night power to 10 kw and make changes in ant. system.

■ Seattle, WA KRPM(AM) 770 khz—April 18 application (BMP890508AD) granted for mod of CP (BP841030AE) to change TL: 1.8 km SE of Portage, WA, and .2 km E. of Stuckley Rd., near Pleasant Hill, WA (site of radio station KING) and make changes in ant. system: 47 23 38N 122 25 25W.

FM's

■ Malvern, AR KBOK-FM 93.3 mhz—April 20 application (BMLH900109KE) returned for mod of license to increase ERP: 5.8 kw H&V (pursuant to docket #88-375).

■ Pacific Grove, CA KOCN(FM) 104.9 mhz—April 10 application (BPH890607IB) granted for CP to change ERP: .93 kw H&V; ant. 593 ft.; TL: 8 miles ESE of Pacific Grove, CA, Hogan Community Facility.

■ Johannesburg, CA KRAJ(FM) 103.9 mhz—April 11 application (BMPH890802IE) granted for mod of CP (BPH850712MY) to change ERP: .185 kw H&V; ant. 1,305 ft.; TL: El Paso Electronics Site, 13 km NW of Johannesburg, CA.

■ Los Osos-Baywood Par, CA KLZZ(FM) 101.3 mhz—April 9 application (BMPH900104IH) granted for mod of CP (BPH880407ID) to change ERP: 3.4 kw H&V, ant. 1,685 ft.

■ Marysville, CA KRFD-FM 99.9 mhz—April 17 application (BPH900105IE) granted for CP to change ERP: 1.74 kw H&V; ant. 2,174 ft.; TL: at top of Sutter Buttes, located 4 1/2 mi NW of town of Sutter, CA.

■ Seaside, CA KMBY(FM) 107.1 mhz—April 10 application (BPH891116IE) returned for CP to change ERP: .95 kw H&V; ant. 583 ft.; correct coordinates 36 33 09N 121 47 17W.

■ Lakeland, FL WWOL(FM) 91.9 mhz—April 5 application (BPED880715MB) granted for CP to change ERP: 10 kw H&V; ant. 298 ft.

■ Sanibel, FL WRWX(FM) 104.9 mhz—April 19 application (BMPH891002IA) granted for CP to change ERP: 2.6 kw H&V; ant. 490 ft.; TL: off Stringfellow Rd. (SR 767), 3.5 km N. of St. James City, FL.

■ Springfield, FL WRBA(FM) 95.9 mhz—April 20 application (BMLH891226KK) returned for mod of license to increase ERP: 4.15 kw H&V (pursuant to docket #88-375).

■ Augusta, GA WGUS-FM 102.3 mhz—April 9 application (BPH900206IC) granted for CP to change ERP: 1.5 kw H&V; ant. 665 ft.; TL: 2400 Barton Chapel Rd., Augusta, GA.

■ Fort Valley, GA WQBZ(FM) 106.3 mhz—April 16 application (BP900213IA) granted for CP to change ERP: 48.3 kw H&V; ant. 492 ft.; TL: proposed site is .6 km NW of Mount Pleasant Church on Mount Pleasant Church Rd., GA; class: C2 (per docket #88-221).

■ Martinez, GA WMTZ(FM) 94.3 mhz—April 20 applica-

tion (BMLH891207KE) returned for mod of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Elgin, IL WJKL(FM) 94.3 mhz—April 12 application (BPH891013F) granted for CP to change ERP: 6 kw H&V.

■ Pana, IL WXKO(FM) 100.9 mhz—April 20 application (BMLH891211LA) returned for mod of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Angola, IN WEAX(FM) 88.3 mhz—April 12 application (BMPED891226IB) granted for mod of CP (BPED860512MM) to change ant.: 150 ft.; other: correct for change in ant. manufacturer, no. of elements; change ERP: .92 kw.

■ Monticello, IN WMRS(FM) 107.7 mhz—April 20 application (BMLH891220KJ) returned for mod of license to increase ERP: 5 kw H&V (pursuant to docket #88-375).

■ Campbellsville, KY WCKQ(FM) 103.9 mhz—April 20 application (BLH900130KC) returned for license to cover (BPH860320IE) to increase ERP: 3.3 kw H&V (pursuant to docket # 88-375).

■ Lexington, KY WUKY(FM) 91.3 mhz—April 13 application (BMPED900212IH) granted for mod of CP (BPED870519MC as mod) to change dir. ant. pattern to conform with measured pattern.

■ Alexandria, LA KRRV-FM 100.3 mhz—April 17 application (BMPH900214IA) granted for CP to change ant.: 1,052 ft.

■ Grayling, MI WQON(FM) 100.1 mhz—April 11 application (BPH890750IA) granted for CP to change freq: 100.3 mhz; change ERP: 44 kw H&V; ant.: 531 ft.; class: C2.

■ Coleman, MI WSMZ(FM) 101.5 mhz—April 16 application (BMPH891214IB) granted for mod of CP (BPH861002TJ as mod) to change ant.: 328 ft.; TL: .3 km

N. of intersection of Baker and Alamando Rds., Coleman, MI.

■ Hutchinson, MN KKJR(FM) 107.1 mhz—April 20 application (BMLH891211LB) returned for mod of license (BLH4572) to increase ERP: 4.4 kw H&V (pursuant to docket #88-375).

■ Springfield, MO KXUS(FM) 97.3 mhz—April 12 application (BPH870224IL) granted for CP to change TL: 5 miles WNW on Hwy. PP at intersection with Hwy. KK, Fordland, MO: ant. 987 ft.; and make changes in ant. system 37 11 10N 93 01 23w.

■ Bainbridge, OH WKHR(FM) 88.3 mhz—April 20 application (BMLH891211LC) returned for mod of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Clyde, OH WHVT(FM) 90.5 mhz—April 17 application (BPED880609MA) granted for CP to change ERP: 2.676 kw H&V; ant. 154 ft.

■ Lawton, OK KMGZ(FM) 95.3 mhz—April 20 application (BPH890717IG) granted for CP to change freq: 99.5 mhz; change ERP: 50 kw H&V; ant. 492 ft.; TL: NW corner of the intersection of State Hwy. 7 and State Hwy. 65, Lawton, OK: class: C2 (per docket #88-188).

■ Perry, OK KJFK(FM) 105.1 mhz—April 20 application (BMLH900222KA) returned for mod of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Edinboro, PA WXTA(FM) 97.9 mhz—April 16 application (BPH891222IG) granted for CP to change ERP: 2.50 kw H&V.

■ Alcoa, TN WYLV(FM) 89.1 mhz—April 20 application (BMPED881130IC) granted for mod of CP (BPE-D840911IA) to change ant.: 101 ft.; TL: 2.2 miles E. of center of Alcoa, .44 miles E. of Hwy. 129.

■ Crockett, TX KIVY-FM 92.7 mhz—April 18 application

(BMPH900202ID) returned for mod of CP (BPH890320IJ) to change ant.: 492 ft.

■ Broadway, VA WLTK(FM) 95.5 mhz—April 19 application (BPH891221IH) granted for CP to change ERP: 2.6 kw H&V; ant. 1,010 ft; freq: 96.1 mhz; class: B1 (per docket #88-520).

■ Brattleboro, VT WKVT-FM 92.7 mhz—April 6 application (BPH891222ID) dismissed for CP to change ERP: 1.7 kw H&V.

■ Morgantown, WV WCLG-FM 100.1 mhz—April 9 application (BPH891002IJ) dismissed for CP to change ERP: 6 kw H&V.

■ Columbus, WI WWAM(FM) 100.5 mhz—April 2 application (BMPH890630IB) to correct grant date public notice #20832 dated April 10, 1990.

■ Oshkosh, WI WMGV(FM) 103.9 mhz—April 20 application (BMLH891212KN) returned for mod of license (BLH840914CL) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

TV's

■ Salisbury, MD WMDT(TV) ch. 47—April 13 application (BPC900314KE) granted for CP to change ERP: 3,390 kw (vis); ant. 997 ft.; Ant.: BASC AssociatesSC-28P(DA)(BT).

■ Las Cruces, NM KZIA(TV) ch. 48—April 13 application (BMPCT900215KJ) granted for CP to change ant.: Andrew Corp. ATW30H2-HSPX-48S "Peanut" (DA)(BT).

■ Austin, TX KXAN-TV ch. 36—April 20 application (BPC900329KJ) dismissed for CP to change ERP: 2,000 (vis); change ant.: Dielectric TFU-25G special (BA).

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General manager opening for Southeastern AM/FM Combo by top fifteen group radio broadcasters. Must have stable employment history, good sales experience and solid budget and expense control. Need to be able to set example to proven sales staff by personal selling. Submit a letter giving complete career, salary history and references to: Box F-71. EOE.

Beautiful, scenic Cadillac, MI, needs general manager for 3 KW FM station. Personable, aggressive, strong in sales with radio experience. Can earn equity in the station. Call evenings 517-321-1763. EOE.

General manager wanted for small market Fm stations in Illinois. Strong background in sales required. Growth potential opportunities. Competitive base salary with incentives available for reaching sales goals. Send resume to Barden Broadcasting, 1249 Washington Blvd., #2100, Detroit, MI 48226. EOE.

Turn-around general manager: Midwest AM/FM. Well established stations in market. Need aggressive GM to lead stations to full potential. Equity ownership possibilities. Send resumes to Box C-5. EOE.

Aggressive sales manager wanted for Upper Midwest Combo. We want somebody who can increase sales and work within our good systems. Join a solid company with a good track record. You deliver and we'll pay and you will get the credit. Here's a chance to springboard your career by turning low sales into high sales. EOE. Send resumes, salary requirements, etc., to Box C-6.

Terrific opportunity: Looking for a qualified sales manager to build a sales staff for a new CHR in Lincoln, NE. Send resume to KKNB, 5601 South 27th, Lincoln, NE 68512. EOE.

GSM: WLIF FM/AM, Baltimore, has opening for GSM. Resumes: Winnie Brugman, General Manager, WLIF, 1570 Hart Rd., Baltimore, MD 21204. No calls, please. EOE.

HELP WANTED SALES

Live in beautiful Savannah: Top rated AOR I-95 and Talk Radio WBMQ want aggressive sales person. EOE. Contact Jerry Stevens, General Manager, PO Box 876, Savannah, GA 31498 or (912) 897-1529.

AE's: FM in northern Ohio needs three experienced radio sales professionals. Must be self-starters, well organized, and have desire to succeed. Sales management in future possible. Resume and salary history to PO Box 523, Holland, OH 43528. EOE.

Sales exec: Excellent opportunity. Top station in growing market, Sacramento, area. Near skiing, wine country. Need proven seller. Resume to Mr. Norman, K-100, Box 631, Marysville, CA 95901. EOE.

Aggressive go-getter wanted for national advertising sales positions. Applicant should have a proven successful track record in selling advertising time in a niche market. Business to business experience a plus. Salary plus commission commensurate with experience and ability. Send resume, earnings history and references in complete confidence to: Dave Dexter, Director of National Sales, Business Radio Network, 888 Garden of the Gods Rd., Colorado Springs, CO 80907. EOE.

HELP WANTED ANNOUNCERS

One of America's top rated Christian radio stations has an opening for a morning drive air personality. WMUZ FM Detroit is looking for an upbeat one-on-one communicator. Time and temp is not what we're looking for. Contemporary Christian music format with strong, relevant ministry base. Send tape and resume to Frank Franciosi, 12300 Radio Place, Detroit, MI 48228. EOE.

Wanting to move up? Operations manager position open. Hire/fire full- and part-time air personnel, production, some news, sports and remotes. Salary plus medical. Great city, robust economy. Tape and resume to Randal J. Miller, WRV1, 1039 Wabash, Springfield, IL 62704. EOE.

Top 50 market leader in Northeast coastal community seeks new A/C, Morning Show to increase dominance. Heavy community involvement/personal appearances are A MUST. Possible PD slot for right person. NO ZOO KEEPERS. Send resume, recent photo and A/C programing philosophy to Box F-67. EOE. Tapes upon request.

Full Service/Country music legend seeks team player for immediate evening opening. Warm & friendly a must. Females & minorities encouraged. Salary requirements, picture plus T&R: Kevin Mason, WBHP, PO Box 1230, Huntsville, AL 35807. EOE.

Established AM/FM. You'll gain experience in on-air, production, all phases of radio! Good starting salary. Room for advancement. Send tape and resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

Announcers: FM in northern Ohio seeking experienced professional announcers for morning, mid-day and PM drive. AC background helpful. Tape, resume and salary history to PO Box 523, Holland, OH 43528. EOE.

Unistar Country affiliate seeks copywriter-production person for overnights. Will consider a talented beginner. Write Chuck Larsen, KAMI, 835 Meridian, Cozad, NE 69130. EOE.

HELP WANTED TECHNICAL

Radio Ventures, based in Washington, DC, is seeking chief engineer for WXXB-FM (Class B) in Richmond, Virginia. Must be hands-on, self-motivated with excellent technical, administrative, communication skills. Requires good RF and studio maintenance skills. Good salary and benefits. Send resume and salary requirements to Radio Ventures, 5210 Auth Rd., Suite 402, Marlow Heights, MD 20746. EOE.

Chief engineer for Shamrock Communications, Tulsa AM/FM. Applicants should have strong management skills and SBE certification. Send resume to Mark Timpany, WQFM, 606 West Wisconsin Ave., Milwaukee, WI 53203. EOE.

Broadcast engineer: Needs RF and studio engineering experience. \$1500/M plus health. Send resumes to K-100 Radio, Box 631, Marysville, CA 95901. EOE.

HELP WANTED NEWS

Southwest 50Kw giant: News leader. Aggressive, energetic news director/anchor for legendary, full-service major market station, who - knows the audience, - exhibits and teaches structure and presentation, - compatibly leads, - knows what winning feels like, - can depend on the confidentiality of this ad. Team up with one of the best radio groups in America! Resume, tape, and salary requirements to: Scott Juskey, OM, KKYX/KCYY, 8401 Datapoint Dr., Suite 900, San Antonio, TX 78229. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PD: FM in northern Ohio needs experienced professional. We desire a candidate who can take us to the top. AC background helpful. Excellent compensation package. Tape, resume and salary history to PO Box 523, Holland, OH 43528. EOE.

SITUATIONS WANTED MANAGEMENT

Problems? Sales, programming, financial acquisitions, management, whatever. SOLUTION! A total management consultant. Up your bottom line NOW! Call RPM, 804-232-5197.

Assistant to general manager or chief financial officer for multi-station company with stations located in top 50 markets. Seven years finance experience with strong marketing and communications skills. MBA from top-ten school. Looking to obtain immediate, hands-on management experience leading to eventual station ownership. Geographic preferences: Midwest, MidAtlantic, Northeast, and South. Reply to Box F-49.

Bottom line, people oriented GM seeks position. 20 yrs GM/GSM. 10 with current station. Not quick fix artist rather problem solver-turn around person. Not cheap - just successful. Reason for change, sold station. Will relocate for prime opportunity. Box F-61.

General manager available. Considerable experience winning in medium and major markets. Group management and acquisitions experience. Highest industry references and credentials. Dean Johnson, 503-472-1221.

Boost billing, community image, market position! Seasoned pro offers positive style and results. Proven sales leader, manager, on-air talent. Prefer West, Southwest. Box F-78.

Coming in from the cold! Successful radio GM, working as broadcast consultant for past 3 years, wants GM or GSM position with progressive owner who rewards results. Proven track record in medium and major markets. Leader, motivator, trainer, risk taker-Know good radio! Jack - 817-483-4630.

Sales driven leader available because I made a mistake. I overpaid for a property. Prior to that I became a self-made millionaire selling advertising and owning 50% of a radio station, sold out and bought two, sold one for \$750K profit, but lost on the other. I've got clear pictures of winning and losing, and winning is the only way to go. Available to discuss a combination of group or single station management with potential equity. Interested in market ranks 50-200. Only 51 with 25 years experience. Ready to make positive things happen. Please reply to Box C-8.

SITUATIONS WANTED SALES

Sales/announcer: General telephone. 25 years sales experience in radio, retail, direct. Prefer MOR, Country, Oldies. Mark Leer, Box 67193, Rochester, NY 14617.

SITUATIONS WANTED ANNOUNCERS

Easy Listening, Big Band. 28 years experience. Base-ment voice. Warm climate, coastal stations only! 717-675-6982.

PD/announcer of Mid-South Jazz outlet seeks full-time announcing, programming, music, or news position at Jazz, NAC, or AC outlet in SW or SE. Call "Larry" at 901-278-0808.

Morning madman: Ripe for the majors. Great pipes. Exceptional writing and production skills. Clever, topical & experienced. Simply, 'The Best' for your next book. Overnite T & R. 305-296-3574.

College football and basketball teams: Your top blue-chipper could be in the broadcast booth. Enthusiastic, knowledgeable, hard-working Afro American PBP announcer available for this upcoming season. Can also do studio work or on-field reporting. Make your last recruiting move of the year your best one: Call Tommy at 219-882-1934.

Seasoned pro with great morning radio news sound, proven audience appeal, management/people skills, real understanding of the radio medium and years of major-market All-News and News-Talk experience seeks management and/or performance position with solid company. Only firms with long-range planning for consistent year after year profitability need respond. Box C-1.

Man/woman team: Talk show hosts. Experienced, talented, articulate, informed, argumentative. Great voices - very male, very female. Daytime/nighttime. Southeast Coastal area preferred. Personal interview only. PO Box 2053, Gaithersburg, MD 20886.

SITUATIONS WANTED TECHNICAL

Engineer/air talent. Airshift required on Album Rock FM. Will engineer AM/FM Combo. Prefer milder winters; Metro 125K plus. Experienced. Eric, 219-924-8256.

SITUATIONS WANTED NEWS

Good writer. Master's degree (AP, Fulbright awards) looking for reporter/anchor position. Pref. VA-MD-DC. Will consider other. 813-922-8892.

News/public affairs: On-air newscaster, anchor and host of talk shows. Experienced, authoritative, knowledgeable. No reporting. Mid-Atlantic, Southeast preferred. 48K minimum. For personal interview write: PO Box 2053, Gaithersburg, MD 20886.

News pro. Veteran New England broadcaster hungry for journalistic challenge. Good news hound + sports PBP. Rob, 802-295-1738, evenings.

Popular, experienced PBP announcer. Professional baseball. College basketball, football experience. News, sales also. If you're looking for a long term commitment, I'm your man. Randy, 407-879-4200.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

No fee to stations! Announcers/PD's available for all size markets, all formats. Confidential. The Talent Network. 407-788-2143.

News anchors/program directors: Newscasts need that extra touch? Learn the tricks from top anchor in top market. Call 516-862-7636 for free consultation.

TELEVISION

HELP WANTED MANAGEMENT

TV/radio regional sales manager. Career entrance position with broadcasting's oldest (35 years) media-merchandising promotion. TV/radio sales experience required. Full-time (Mon./Fri.) Travel required. Substantial draw against commission. Resume and recent picture to John Gilmore, President, CCA, Inc., PO Box 151, Westport, CT 06881. 203—226-3377. EOE.

Marketing/program director: Superstar marketing or program directors, this is your opportunity. WKRN-TV, ABC affiliate in Nashville, is looking for a dynamic, creative, experienced marketing or program director to manage promotion/marketing, production, programming and community affairs. Send resume to General Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Northeast affiliate is seeking a broadcaster to oversee programming, promotion and production departments. If you have excellent people skills and a minimum of three years management experience, send resume to Box F-72. EOE.

General sales manager: WEYI-TV seeks a proven leader with combination of local and national sales management experience. Demonstrated leadership combined with a winning track record and high level of commitment. College degree and national rep experience suggested. Send cover letter, resume and salary history to Eric S. Land, VP/GM, WEYI-TV, 2225 West Willard Rd., Clio, MI 48420. EOE, M/F.

Local/regional sales manager. Growth opportunity with NBC affiliate for Lower Rio Grande Valley, Texas. KVEO-TV seeks a sales leader to direct and motivate our well established sales staff. Strong local direct development experience a must. Our goal is for this individual to be GSM in one year. Send resume to Sandy Nevarez, Human Resources Director, 394 N. Expressway, Brownsville, TX 78521. KVEO is an EOE, M/F.

Sales manager: Successful Midwest Fox affiliate seeks manager to direct staff of eleven. A great opportunity for a top experienced leader. Call David Witkamp, 1-800—733-2065. EOE.

Sales manager: WSAV-TV is seeking a dedicated sales professional to take on the responsibility of our local/regional sales team. If you are a hands-on, promotion minded motivator and eager for an opportunity to lead your own team, this NBC affiliate in beautiful, Savannah, Georgia, would like to hear about you. Send resume to: General Manager, Harvey Libow, WSAV-TV, Box 2429, Savannah, GA 31402. EOE, M/F.

There is a recent opening for general manager at WXVT TV15 in Greenville, MS. We seek a well-qualified individual in whom television management experience is essential and a sales background is desirable. We are a CBS affiliate offering excellent fringe benefits. EOE. Send inquiries to: Marshall Noecker, President, Lamco Communications, 101 Commonwealth Ave., Concord, MA 01742.

Program director for Independent in top 40 market. Knowledge of feature film scheduling is a must and Independent promotion, programming and operations experience is a plus. Immediate opening. Send resume and salary requirements to Ted Baze, President and General Manager, KGMC-TV, PO Box 14587, Oklahoma City, OK 73113. EOE, M/F.

General sales manager: WEEK-TV, the dominant NBC affiliate in Peoria, Illinois, seeks experienced strategist to direct market's top LSM, NSM, and 9-member sales force. Good people/teaching skills, experience with a variety of avail/rate systems, and multi-station sales management experience required. Preference given to applicants with demonstrated revenue success in development, research, and marketing. Stable, progressive, and growing group ownership with equity participation, excellent fringe benefits, and great advancement potential. Send resume, references, and salary history to Dennis Upah, WEEK-TV, 2907 Springfield Rd., E. Peoria, IL 61611. EOE. A Granite Broadcasting Corporation station.

HELP WANTED SALES

NBC affiliate in Charlotte, NC seeks an enthusiastic, aggressive account executive to join our sales team. The successful candidate will be motivated to succeed, and have an excellent understanding of television. New business development ability will be considered a plus. Two years TV sales experience along with excellent communication and presentation skills required. Degree preferred. EOE. Send resume to Hope Brown, WCNC-TV, PO Box 18665, Charlotte, NC 28218.

Growth opportunity with winning VHF Fox/Independent. Aggressive player with strong local direct and agency skills needed for established list in top 50 market. EOE. Box F-80.

Local sales manager: KSCH-TV in Sacramento is seeking person with a minimum of three years in local television sales management with an emphasis on Independent sales. We are looking for an aggressive leader to join an enthusiastic, professional staff and management team. Applicants should be strong in retail, competitive media, research and motivational skills, and able to steer an expanding local staff at the fastest growing Indy in this great market. Send resume with complete work history and references to John Mansker, General Sales Manager, KSCH-TV, PO Box 2258, Rancho Cordova, CA 95741. Please, no phone calls before receipt of resume. EOE.

AE position available in top 10 market with major affiliate. 3-5 years broadcast sales required. Applicant must be experienced in development and agency business. Presentation skills a must. Qualitative marketing research knowledge needed. Vendor experience helpful. Box C-4. EOE.

Sales tigers wanted: High-energy, strong presentation skills and creativity a must! Unique opportunity for dynamic account executives who seek ground floor opportunity with big financial rewards. Minimum two years advertising sales experience required. Send resume to: Robert Coletti, GSM, Orange County Newswchannel, PO Box 11945, Santa Ana, CA 92711. EOE, M/F.

Income potential, along with station, has no limit for experienced account executive. WDSI-TV, the Fox/Indy in scenic Chattanooga, TN, is powering up to a full 5,000,000 watts with new state-of-the-art facilities and full promotion dollars against Fox, MASH, Cheers, Head of the Class, Perfect Strangers, Star Trek: Next Generation, Arsenio Hall, great movie titles and more. Good starting salary up to 20% commission. Send resumes to LSM, 2401 E. Main St., Chattanooga, TN 37404, or FAX 615-697-0661. EOE.

Local account executive: Exciting opportunity in local sales with fast growing major market Fox affiliate. Requires excellent communication skills, statistical aptitude and organizational ability. Must also be aggressive and highly motivated with strong sports sales background. Responsibilities include agency and direct client sales. Knowledge of media with 2-3 years experience preferred. Qualified women and minorities are encouraged to apply. We are an equal opportunity employer. Box C-10.

WPTF-TV, the NBC affiliate in Raleigh, NC, is seeking a senior account executive with at least seven years of television advertising experience. This position promises a unique growth opportunity with strong, established territorial account list. Send resume and cover letter to PO Box 29521, Raleigh, NC 27626 to the attention of Ms. Kay Crowder. No calls, please! EOE.

Broadcast sales representative with 2 years experience in commercial time sales. Must have knowledge of broadcast industry sales. Forward resume to: Personnel, 35 Skyline Dr., Lake Mary, FL 32746. EOE.

HELP WANTED TECHNICAL

Transmitter maintenance engineer: WTEN/WCDC-TV is searching for an experienced RF maintenance technician to work at our UHF and VHF transmitter sites. This station is a rare opportunity for an ambitious engineer to advance her/himself through experience gained in both UHF and VHF transmitter maintenance. Previous experience in RF maintenance of television transmitters is necessary. Send resumes to Skeeter Lansing, WTEN, 341 Northern Blvd., Albany, NY 12204. EOE.

Operations manager: SERC, Columbia, SC. Manager sought to supervise and coordinate all technical operations for the Satellite Educational Resources Consortium. SERC is a multi-state satellite network providing interactive instruction for high schools. Requirements include four-year technical degree or equivalent, related experience may be substituted for formal education. Applicants must demonstrate knowledge of current satellite systems, operations, equipment and techniques; skills and experience in management and supervision. Responsibilities will include monitoring and assuring technical quality and operations efficiency. Must possess good interpersonal and communication skills. Salary competitive. Send letter of application and resume by May 28 to SERC, Box 50,008, Columbia, SC 29250. EOE/AA, M/F.

Broadcast engineer: KCOP-TV, Channel 13, Los Angeles' "Very Independent" station has an immediate opening for an experienced broadcast engineer (maintenance). Applicants must have experience maintaining and/or repairing studio equipment, including: Live/film cameras, switchers, sync generators, videotape machines, video terminal equipment, microwave STL's, and mobile TV units. Additional experience with construction, modification, and re-design of technical systems preferred. This is a union position. KCOP offers excellent benefits and a good working environment. We are an EEO employer. For immediate consideration, please send your resume with salary history to: Human Resources (B), KCOP-TV, 915 N. LaBrea Ave., Los Angeles, CA 90038.

British Broadcasting Corporation, senior engineer, New York. In the USA, the BBC is well-known for its high quality television programs ranging from classic drama to Monty Python. In the corporation's New York bureau, BBC staff assist in the production of a wide range of television and radio programs for the UK, including news, public affairs, sport and features. We're looking for a hands-on engineer who can lead a small team responsible for the operation and maintenance of broadcast equipment in the New York bureau. He or she must also be able to give advice to production staff about the most effective way of transmitting live segments from any part of the USA to the UK. Potential for leadership, operating and maintenance experience with broadcast video and audio equipment are essential, as is a good knowledge of facilities offered by common carriers within the USA. Send resume by May 25th to: Jonathan Crane, Head of BBC New York, 630 Fifth Ave., Suite 2153, New York, NY, 10111. EOE.

Video maintenance technician: Odetics Inc., a manufacturer of broadcast cart machines has an immediate opening for video maintenance tech. A sound video fundamentals background required. Technical experience with Betacam, SP & MII, or D-2, VTR's preferred. Computer or microprocessor background with troubleshooting to component level a plus. 2 year AAS degree or equivalent work experience required. We offer plenty of room to grow, excellent benefits and an unbeatable location. Send resume to Linda Krumme, Odetics Inc., 1515 S Manchester, Anaheim, CA 92802. EOE.

Maintenance engineer: Must have experience in broadcast studio equipment maintenance and be familiar with Ikegami cameras, Sony Beta cameras and recorders and Vital switchers. Must be able to repair and maintain studio and transmitter equipment, including microwave and satellite transmitting and receiving equipment. FCC General Radiotelephone Operator license and/or SBE certification required. Send resume to Jack Beckwell, WCSC-TV, PO Box 186, Charleston, SC 29402. EOE, M/F.

Maintenance engineer: WNEM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

Chief engineer needed for growing Southeast Fox affiliate. Must possess in-depth technical knowledge, along with excellent organizational, planning, management and interpersonal skills. Send resume to Box C-12. EOE.

RF maintenance technician: WGAL-TV, Lancaster, PA is seeking a maintenance technician for transmitter and studio maintenance. RF experience with transmitters and microwave experience desired. A General Class FCC license or appropriate SBE certification is necessary. We seek a self-motivated person who will work independently and produce the highest quality work. Proof of performance and translator experience will be helpful. The ability to work flexible hours is a prerequisite. Send resumes by May 18th to: Personnel Director, WGAL-TV, PO Box 7127, Lancaster, PA 17604-7127. WGAL-TV is an equal opportunity employer.

HELP WANTED NEWS

News director for aggressive Midwest affiliate. Proven track record in news a must. Send resume and salary requirements to Box F-28. EOE, M/F. No tapes.

Editor/producer: Experienced videotape editor wanted for Washington news service. This is a six-month temporary position. We're looking for someone with strong editorial sense, not just a button-pusher. Responsibilities include package editing, assisting in feed coordination, and maintenance of growing videotape library. Minimum of three years experience in producing and editing news. If deadlines don't scare you and you're looking for professional growth, we'd like to hear from you. Letter and resume to Box F-10. EOE. No tapes yet!

Executive news producer: Good organizational, supervisory, and computer skills. News philosophy and salary requirements to: WJTV-TV, PO Box 8887, Jackson, MS 39204. EOE.

Fun and challenging TV career awaits qualified applicants in the cruise industry. Good pay and great benefits for those with necessary television skills. Need two candidates quickly to shoot, edit and produce. Send resume only to: Box F-76. EOE. Tapes upon request.

Special projects producer: Perform a variety of tasks in an aggressive and expanding news operation. A primary function of the job will be to continue producing high quality pieces for "California's Most Wanted," a syndicated news insert. Additional prime time special news programs. Strong writing and organizational skills are essential. Submit resume and non-returnable 3/4" tape to: Bill Bauman, News Director, KCRA-TV, 3 Television Ct., 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.

ABC affiliate is looking for a sports anchor/reporter. Background should include 2 years experience in sports reporting/anchoring and a college degree with a journalism major. Send resume and non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216. Attn: Job #04139002. Company is especially interested in seeking qualified minority and women applicants. EOE. M/F.

Producer: Take charge of early evening news show in a great Midwest market. Computerized newsroom, live trucks, new bureau coming on line and other extras make this an exciting station. ABC affiliate. Non-smoking environment. Send resume to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611, by May 18. EOE.

Reporter: KSBW, NBC affiliate in Salinas/Monterey market looking for reporter with minimum 2 years experience. Bilingual/bicultural applicants encouraged. Send tapes and resumes (no calls) to Adrienne Laurent, News Director, KSBW-TV, 238 John St., Salinas, CA 93901. EOE.

KTXL FOX-40, Sacramento has an immediate opening for a top notch sports reporter/anchor. If you have had at least three years of solid sports anchoring experience, if you're not content with just the scores and highlights, if you're as much a journalist as you are a sports enthusiast, rush your resume, salary requirements and non-returnable tape to Bob Cook, News Director, KTXL-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. No phone calls, please. EOE. Please indicate source from which you are applying.

General assignment reporter: NBC affiliate in Charlotte, NC seeks a talented reporter with a minimum of four years experience to join our news team. Must be creative individual with strong writing skills and the ability to produce reports. Live reporting abilities are mandatory. College degree required. EOE. Send resume and non-returnable tape with live reporting examples to Ken Middleton, WCNC-TV, PO Box 18665, Charlotte, NC 28218-0665.

Producer: KCRA is looking for an experienced producer with exceptional news judgement and top writing skills. We need a dynamic, creative leader to continue building a highly successful 11PM newscast. NewStar computer skills a plus. Send letter, resume and non-returnable 3/4" tape to: Bill Bauman, News Director, 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.

General assignment reporter: KCRA is looking for an aggressive, street smart, deadline conscious general assignment reporter. Exceptional live skills a must. We want a self-starter who doesn't need the assignment desk to find compelling stories. Send resume and non-returnable 3/4" tape to: Bill Bauman, News Director, 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.

Top 10 station seeks experienced director for fast paced, contemporary newscast. Must be capable of calling high energy show; have the ability to mix well with producer, talent and crew. Send tapes, references and resume to: Phil Crow, Newscast Director, PO Box 2495, Fort Worth, TX 76113. No phone calls, please. EOE.

Meteorologist with at least two years experience to prepare and present weekend weather segments for newscast. Some science reporting will also be required. Send tape and resume to Linda Levy, News Director, WKBW-TV, 7 Broadcast Plz., Buffalo, NY 14202. No phone calls. EOE.

Wanted: Red-hot director/TD for fast paced, hi-tech #1 rated newscast. Southwest top 25 market. Quick thinking, flexibility a must. 3+ years experience only. Reply Box C-11 with resume, references. EOE. Tapes upon request.

Anchor/newswriter: Nation's only Jewish news show. LA-based — Going national in 1990. Experience anchoring, writing. Knowledge of Jewish issues a must. Two day a week position. Send tape, resume: Jay Sanderson, JTN, 9021 Melrose Ave., Suite 309, Los Angeles, CA 90069. EOE.

Producer wanted for four weekend newscasts. Minimum one year producing experience. Four day work week. Strong group with good opportunities. Minorities and women encouraged to apply. Send resume with tape and references to: Karl Zedell, News Director, WLOS, PO Box 1300, Asheville, NC 28802. EOE.

News reporter: We are looking for a quality reporter eager to work for a dynamic news team. Live experience necessary and political reporting helpful. Tapes and resumes to Steve Hunsicker, WHP-TV, 3300 North 6th St., Harrisburg, PA 17110. EOE.

PM Magazine co-hosts. Applicants should be personable, experienced and good story producers. Top 50 market. Send resume and salary requirements to: Box C-15. Equal opportunity employer. Tapes upon request.

Sports anchor needed to host fast-paced, nightly update show fed to markets across the US. Must be great describing game highlights, quick-witted ad libs and solid knowledge of NHL hockey. Send tape & resume to PMM, Suite 2212, 111 Marquette Ave. South, Minneapolis, MN 55401. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion/advertising director: Creativity and knowledge in all aspects of on-air TV/radio, print, billboards, media placement, sales promotion required at this Gilmore-owned CBS affiliate. If you're aggressive, idea-oriented and can execute, the job's yours at a top 50 market salary. Send printed, writing and tapes samples to Doug Padgett, VP/General Manager, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE, M/F.

Program director: Top 30 progressive Independent is looking for a creative, energetic, motivating, marketing programmer. If you are all of the above, stop reading and send your resume and programing philosophy to: Box F-74. EOE.

Electronic graphics coordinator: Experience with BTS Vidifont V a must. Looking for a motivated, creative person to handle all phases of graphics operation: Font Compose, Graphic Store, 2-D Animation. Must be able to work well with commercial clients, news staff, station promotion and programing departments. Competitive salary and benefits provided. Please send resume and tape, if available, to Paul Rudolph, PO Box 1818, Milwaukee, WI 53201. Equal opportunity employer.

Graphics producer. We need someone who's news savvy and resourceful. Must have ability to recognize needs of daily news graphic production and to determine from a news story what graphics are needed. Will be mainly responsible for gathering and cataloguing images. Must be organized and not afraid of computers! Temporary position -- six months -- for market test of new project. EEO employer. Box C-7. Tapes upon request.

Wanted: Lean, mean topical promo machine, specializing in news topical promotion. Reels and resumes to Shay Merritt, WBTV, One Julian Price Place, Charlotte, NC 28208. WBTV is an equal opportunity employer.

Producer: For one-hour daily public affairs program taped just outside of New York City. Requires strong news sense, solid writing experience, deadline oriented. Minimum of five years experience in television production required. Resume to Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

Promotion manager: Top 40 market seeking a proven winner to take a number three newscast to number one. We've made changes and now we need the right creative manager to take us farther. If you're ready for the challenge, send your resume to Box C-17. EOE.

Assistant design director: Looking for dynamic broadcast designer & good team player for terrific major market opportunity. Must have experience in designing and producing TV news graphics, electronic paint, on-air graphics & animation, print advertising, & color printed sales collateral material. Send resume, salary requirements & non-returnable photocopies of work to: Personnel, WTTG Fox TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

Director: Midwest Independent seeks motivated self starter to direct and produce commercials, programing, and promos. Broadcast experience necessary, training provided. Send resume and references to: Box C-18. EOE.

SITUATIONS WANTED MANAGEMENT

Assistant to either chief financial officer or strategic planning for multi-station company owning and operating stations holding lead positions in their respective markets. Seven years finance experience including analysis and evaluation of strategic plans. Strong marketing and communications skills. MBA from top-ten school. Looking to obtain immediate, hands-on management experience leading to eventual senior or ownership position. Geographic preferences are Midwest and Mid-Atlantic. Reply to Box F-52.

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 all aspects! Expertise in areas of administration, sales, programing, 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 3 boards! Nationally prominent as administrator, and as FCC consultant, network/major market news/anchor/talk show host, after dinner speaker. I possess the experience, know-how, skills and contacts to get the job done well and fast. Box C-9.

SITUATIONS WANTED TECHNICAL

Chief engineer with sixteen years experience seeks challenging new position. Hands-on expert in RF and component level troubleshooting. Great people skills and excellent references. Call Joe at 215-426-4307.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

Talented, attractive black female: Experienced print, radio and TV journalist. Excellent writing and speaking skills. A go-getter. Looking for TV reporter position. Please call: 312-288-2518.

Meteorologist/communicator. Master of the mornings! Seeking 40+ market. Let my agent, Jim Bagley, Jr., send tape. 313-737-1810.

Anchor team. Husband/wife team bring professionalism, experience, excitement to your market. Highly promotable. Contact Beverly Grant, 813-960-2399.

Business reporter/anchor, 17 years including network, top markets and awards seeks operation with major commitment to financial segment/shows. Top effort for top pay. Hard news experience includes Ethiopia, major disasters, labor battles. If you believe your viewers own stocks, and want savvy money news, reply Box C-3.

Network correspondent looking for a creative challenging change. I'd like to improve your small to medium market newscast into a highly watched, viewer respected product. Let me use my 14 years experience in a wide array of situations. Interested in news director or anchor-news director. 817-460-2041.

Bright, Williams grad seeking news or sports anchor position. Good radio background—Now looking for TV position. Excellent writing skills. Former model. Salary is low priority—I am looking for a good opportunity. Call David at 713-589-1779 daytime or evenings at 713-669-0665.

Young blind sportscaster with tape looking for a position as a sports reporter, anchor, writer/researcher. In the sports department: Worked for CBS-TV sports, SportsChannel and WRHU Radio as on-air sports anchor. Graduated with BA in Communication Arts from Hofstra U. We I-versed in all sports, willing to relocate. Call Larry at 516-757-7269.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Writer/producer: Promos & spots. Ten years international agency and TV series experience. Awarde winner. Born clever. Page: 708-520-0303.

Are you willing to pay for ability and experience without regard to age? Over thirty years experience in broadcasting and cable in the areas of management, budget preparation and administration, producing, directing, and writing. Available, flexible and eager to use my abilities and skills. Reply to Box C-2.

Program/operations mgr. in small market, with 20+ yrs. exp. seeks new challenge in medium market, or corporate. Prefer SE but will consider all openings. Box C-15.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but none has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive director: Washington State Association of Broadcasters seeks executive director with extensive background in management, either ownership or sales. Duties include budgeting, membership development, publication of monthly newsletter, assisting lobbyist and legal representatives, and acting as spokesperson for the state broadcast industry. Must have excellent communication and organizational skills. Send resume and salary requirements to WSAB, c/o Jim MacDonald, Box 1450, Port Angeles, WA 98362. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Attention: Hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R8435.

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885. Ext. Bk 8435.

Attention: Postal jobs! Start \$11.41/hour! For application call 1-602-838-8885, Ext. M-8435, 6am - 10pm, 7 days.

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).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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.

92.1 antenna, exciter, Optimod - 8100A, 1-5/8" coax, Schafer 903E 5Kw-trans and other eqpt. For new KITE FM, Kerrville, TX. Call 512-792-4560.

Towers wanted. Standing or on ground. No junk, please. Tower Management Systems, 504-521-8661, Fax 504-522-2662.

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: RCA BTF20E (1976 and 1972), Harris/Gates FM-20H3, (1970), RCA 5D (1967), CSI T-3-F (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Exciters: Harris MX15, Harris MS15, Wilkinson 8090X. Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L tuned and tested (1977), Harris BC10H (1972), McMartin BASK (1980), McMartin BA 2.5K (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

1Kw AM transmitters: Harris BC1H1 (1974), Sparta SS1000 (1981), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 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 videotape: Betacam, 3/4", & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4" - 20 minutes \$5.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Newly constructed 26' GMC remote truck. Grass 1600 2 M/E switcher. Yamaha 24 channel audio. ClearCom intercom/IFB. Sony 1" tape with slo-mo. Dubner 5K character generator. Cameras of your choice. If you're looking for a mid size truck, you've gotta see this one. Truck completion date is May 1st. Total cost less cameras, \$185,000. Call to see, Media Concepts 919-977-3600.

Utah-Scientific MC-502 stereo master control switcher and SAS-1 automation. NEW. Save 40%. Maze Broadcast, 205-956-2227.

Equipment financing: New or used, 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Exchange National Funding, 800-342-2093.

For sale: Used guyed towers. Standing & dismantled. Microwave dishes & line. Swager Communications, 219-495-4065.

Towers "R" us. Phone: 504-521-8662. Fax: 504-522-2662.

Under construction. 28' remote truck. Interior finished with 14 racks, ADO, CMX3100A, ClearCom/IFB, video patching, B/W monitors. Needs additional equipment. Call for more info: 305-972-0660, ask for Rick.

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.

Ikegami HL79A PAL + NTSC Canon 13x9, Sony BVU-110, \$14,000. 2xSony5850, RM440, 2xSony, CVM1250 monitors, anvil cases, \$10,000. All excellent condition. Owner used only. 718-279-4646.

Computer graphics equipment: (2) Kavouras Radac units; (2) Kavouras-X animation and graphics units; (2) Colorgraphics Liveline III units. Bill Campbell, 404-434-6800.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-665-2655.

1" type C BVH 1000 \$8,000. BVH 1100 W/TBC \$17,500. Ampex VPR 80 \$19,500. Call John at Video-It, 213-280-0505. 818-Video-It. Call for complete equipment list.

Situations Wanted Management

GENERAL MANAGER AVAILABLE

Take charge General Manager with considerable experience in medium and major markets. Group management and acquisitions experience. Highest industry references and credentials.
Dean Johnson (503) 472-1221

RADIO

Help Wanted News

Business Editor National Desk

National Public Radio seeks experienced journalist to expand our national business coverage. Individual will be responsible for editing all business news from free-lance and staff reporters for all of NPR's newsmagazines. Work includes scouring the country for new business stories, as well as supervising staff of contributors. We're looking for a good writer who understands the challenge of translating business news into the language of broadcasting. Minimum 3 years experience in journalism. Excellent benefits. Salary commensurate with experience. Send resume and cover letter to:

**National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036**

EOE

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER.

WEYI-TV seeks a proven leader with combination of local and national sales management experience. Demonstrated leadership combined with a winning track record and high level of commitment. College degree and national rep experience suggested.

Send cover letter, resume and salary history to:
**Eric S. Land, VP/GM, WEYI-TV
2225 West Willard Rd., Clio, MI 48420.**
EOE, M/F

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Help Wanted Programing, Production & Others

Training Specialist

National Public Radio seeks Training Specialist with excellent training and presentation skills. Responsibilities include design and delivery of training in radio production, and coordinating and producing material for satellite-fed training programs. Must have extensive radio production experience, excellent communication skills, and demonstrated writing ability. College degree and knowledge of public radio preferred. Excellent company paid benefits. Salary commensurate with experience.

Send resume and cover letter to:
**National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036**

EOE

Programing Services



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...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

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Jonesboro, Arkansas 72403 ■ 501/972-5884

General Manager

Los Angeles, California

Successful applicant will direct all activities/operations for our Los Angeles and San Francisco offices. This position requires a BA plus minimum 5 years work experience demonstrating progressive supervisory and management responsibility. MBA or equivalent degree substituted for work history.

Maintenance Engineers

Los Angeles & San Francisco

MAINTENANCE ENGINEER: Demonstrated work history repairing/maintaining a variety of broadcast equipment required. Remote television experience preferred.

MAINTENANCE ENGINEER (Entry Level): Basic knowledge of repair and maintenance of broadcast equipment. Ability to learn quickly and assist with general shop duties required.

Excellent compensation and benefits package. Send resume to: **NORTHWEST MOBILE TELEVISION, Attn: Human Resources Dept., 12698 Gateway Drive, Seattle, WA 98168, 1-800-242-0642, FAX (206) 241-6041. EOE.**

nmt

Northwest Mobile Television

GENERAL SALES MANAGER

Number One Station
seeks experienced sales leader.

- Administrative experience
- Strong people skills
- Marketing expertise
- Imagination
- Commitment to quality, public service & strong profits

Send resume and salary history to:

Mike Kettenring
WSMV-TV
P.O. Box 4
Nashville, TN 37202
No phone calls, please, EOE.



DEVELOPMENT/MARKETING DIRECTOR

KOCE-TV (PBS), Huntington Beach, CA, seeks director to assume responsibilities of planning and directing fund-raising activities, procuring major underwriting grants and developing special events and other fund-raising projects. Degree and 3 yrs. related exp. req. \$43,013 - \$65,024/annually. To obtain an application packet: (714) 432-5008, Personnel Services,

Coast Comm. College Dist.
1370 Adams Ave.
Costa Mesa, CA 92626
EOE/M/F/H

A District application must be submitted by 5:00 p.m. 5/31/90

Help Wanted Sales

#1 Sales Position

Local Chicago Independent TV Station.
Immediate opportunity.
Looking for established heavyweight.
Preferably 3 yrs. local sales experience.
Independent TV sales experience and knowledge of Chicago mkt.

Contact Jonas Jones, LSM,
WGBO-TV, (312) 751-6666.

A Combined Broadcasting Station.
EOE-M/F.

SATELLITE EARTH STATION MICROWAVE TECHNICIANS & OPERATORS

The Washington International Teleport has immediate openings available for communications technicians with video, microwave and earth station experience in the installation, operation and maintenance of microwave transmission systems. Competitive salary and benefits. Send resume with salary requirements in confidence to:



Washington International Teleport
Personnel Dept.
1133 21st Street, N.W., Suite 300
Washington, DC 20036
EOE/M/F

Chief Engineer:

WNAC-TV, Providence, RI is seeking a C.E. with a General Class license or SBE certification. Two years of formal education with five years of experience is required. RF experience is a must for this position. The C.E. is responsible for supervision of a 12 person engineering department. Send resume with salary requirements and references to: John Fignar, VP/General Manager, 33 Pine St., Rehoboth, MA 02769. No calls please. EOE M/F.

FULL CHARGE CHIEF ENGINEER

Fast growing market has immediate opening for hands on chief engineer at new full power UHF Independent. State of the Art 1/2" facilities. Good management/people skills & solid background in computer controlled equipment a must. Min. 5 yrs. exp. as chief or asst. chief. Good salary & benefits. Send resume and references to: Dorothy Owens, KDOB-TV, 1225 N. Chester Ave., Bakersfield, CA 93308. (805) 393-4500. No calls please. EOE M/F.

DIRECTOR OF SALES

WCAU-TV (CBS Inc.), Phila., PA seeks an experienced individual to lead our sales effort.

Responsible for all sales functions including attaining budgeted revenue and share growths.
Forecasting and budgeting of sales, costs and market conditions.
Oversee Research Dept.
Ability to communicate with all levels of management.

If you have a successful track record, send your resume in confidence to:

Mr. Eugene Lothery
Vice President/General Manager
WCAU-TV
City Line & Monument Avenue
Philadelphia, PA 19131.
EOE/M-F

Help Wanted News

ASSIGNMENT MANAGER KING BROADCASTING

KING 5 News is looking for an Assignment Manager with plenty of hands-on experience. Solid judgement, aggressive style, and an ability to inspire others to excel a must. Prior street experience a big plus.

Please send two copies of resume, cover letter and salary history to:

Human Resources Dept.
King Broadcasting Co.
P.O. Box 24525
Seattle, WA 98124

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Employer



DISCOVER THE NEW ARABIA

The King Faisal Specialist Hospital and Research Centre in Riyadh, Saudi Arabia has current openings for:

TV ENGINEER - BS degree and five years experience in maintenance and repair of TV and video systems and knowledge of cable design systems.

AUDIO VISUAL TECHNICIAN - AS degree and two years experience in multi-image programming.

The hospital is a 500-bed specialty facility which has its own AV Department. The department is responsible for close circuit television and productions for educational programming.

If you want more information about these positions which offer potentially tax-free salary, liberal vacation and holidays, free furnished housing and air transportation please contact **HOSPITAL CORPORATION INTERNATIONAL, 2515 Park Plaza, Nashville, TN 37203** or call toll free **1-800-251-2561** in the U.S., **1-800-342-2110** in Tennessee, or **COLLECT at 615-320-2440** from Canada. HCI is an Equal Opportunity Employer.

HOSPITAL CORPORATION INTERNATIONAL



Help Wanted Technical

Chief Engineer

Manage all engineering and technical aspects of the television station. Five to ten years experience as a medium to large market chief are required. Prefer degree in electrical engineering with FCC or SBE certification.

Must be highly motivated, self-starting team player that knows how to handle people and daily situations effectively. Requires knowledge of both capital and operational budget generation and administration.

Send resumes to:
John A. Howell,
VP/GM,
WPXI-TV,
11 Television Hill,
Pittsburgh, PA 15214.
EOE.



**Help Wanted Programing
Production & Others Continued**

VIDEOTAPE EDITOR

The Family Channel now has new, state-of-the-art, post-production facilities for on-air promotion. Positions are available for editors who thrive in a creative, fast-paced environment. Consideration will be given to those with 3 to 5 years experience as an editor at a major broadcast facility or production house. Candidates must be proficient with GVG 200 and 300, A53-D (with warp), Cypher and audio mixers such as MXP2000. Knowledge of DVR series (D2), BVH-3000, MII desired. Program editing positions also available for those with less experience. Send resume to:

Russel Murphy
Family Channel
1000 Centerville Turnpike
Virginia Beach, VA 23463



**SENIOR PROMOTION
WRITER/PRODUCER:**

Exciting opportunity in top 15 market for an innovative promotion producer. If you love news promotion and can turn out unforgettable image spots, as well as compelling news topicals on short notice, rush a resume and reel that proves it to:

Pame Gardner,
KARE-TV,
8811 Olson Memorial Hwy.,
Minneapolis, MN 55427.
Gannett Broadcasting, EOE.
News promotion experience required.

**SATELLITE
TRAFFIC COORDINATORS**

The Washington International Teleport is seeking experienced traffic coordinators to fill immediate positions. 2-4 years' experience preferred in arranging and scheduling satellite services for domestic and international clients. Opportunity for growth. (Competitive salary and benefits. Send resumes to:

Personnel Director
Washington International Teleport
1133 21st Street, N.W., Suite 300
Washington, DC 20036

EOE/M/F



PRODUCTION COORDINATOR

for Pay-Per-View Network
based in Northvale, N.J.

Assist in design and production
of movie and on-air promotion.

Aid in live broadcasts.

Technical background should include

1" and 3/4" videotape editing
and use of character generator.

Knowledge of Grass Valley computer editor, a plus.

Send resume and salary requirements to
Joyce Seligson, Reiss Media,
240 Pegasus Ave., Northvale, NJ 07647.

EOE.

Thirteen · wnet

Keeping What Matters in Sight.

**Director,
Public Affairs Programing**

Thirteen/WNET is seeking an experienced production executive to head its public affairs programing department. The director will have editorial & production responsibilities for all public affairs productions including creative & editorial supervision. Budget planning & management and supervision of producers: & production staff. The successful candidate must have excellent editorial judgement & skills, proven ability to conceive, evaluate and shape programs, strong administrative & supervisory skills, and extensive experience working collaboratively with all levels of an organization. Prior public TV experience a plus.

Send cover letter, resume
and salary requirements to:

Human Resources Dept.
Thirteen/WNET
356 W. 58th Street
New York, New York 10019
Attn: Recruitment Manager
EOE/M/F/H

**SHOW PRODUCER
KING BROADCASTING**

KING 5 News needs an experienced Show Producer. If you're creative, a strong writer and have solid news judgement send two copies of your resume, cover letter and recent air-check to:

Human Resources Dept.
King Broadcasting Co.
P.O. Box 24525
Seattle, WA 98124

No Phone Calls Please

Equal Opportunity
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**SAN DIEGO
PRODUCER DIRECTOR**

to Direct 10pm hour Newscast in
America's Finest City on leading
Independent Station.

Applicant must be currently
directing a daily news program
with a minimum of three years
directing experience.

College degree or equivalent
additional experience required.

PLEASE SEND RESUME TO:

Personnel Director
KUSI-TV
P.O. Box 719085
San Diego, CA 92171

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**DIRECTOR OF
CREATIVE SERVICES**

WMAR-TV, the NBC affiliate in Baltimore is looking for an individual with strong managerial skills to run our creative services department. Qualified candidates should have a strong track record that demonstrates their creativity, leadership, and enthusiasm. If you're looking for an opportunity to work with a talented and motivated staff in a fantastic city just moments away from the beautiful Chesapeake Bay, send your resume and reel to:

Emily Barr
Director,
Broadcast Operations
WMAR-TV
6400 York Road
Baltimore, MD 21212



WMAR-TV is an equal opportunity employer.

PLEASE

**Do not send tapes, transcripts or
oversized materials to Blind Boxes.**

Please do not use folders.

Situations Wanted News

AMERICA'S TEAM
 Husband and Wife
 Prime Time Anchor Team.

- Highly Promotable
- Major Market Experience
- Award Winning

Boost YOUR ratings.
 Contact Beverly Grant,
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The most complete list of job openings
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The Inside Story
 of a Life in Broadcasting


SALLY: Unconventional Success
 by Sally Jessy Raphaël
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Public Notice

THE PUBLIC BROADCASTING SERVICE
 (PBS) released RFP for approximately 200
 Ku-band earth station systems for audio, video
 and VSAT data system.
 Copies are available from:

Ms. Gwendolyn C. Wood, Director
 Satellite Replacement Office
 PBS
 1320 Braddock Place
 Alexandria, VA 22314
 703-739-5024



Deadline for response is May 25, 1990.

Business Opportunity

UNFULFILLED?

Funds now available
 for that meaningful/meaningless project!

OMPOWER PRODUCTIONS
 One Canal Place, Ste. 2300,
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 Phone: 504-521-8662 Fax: 504-522-2662.

For Sale Equipment

LEASE PURCHASE

Now available for complete and partial turn-
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 Radio. Can include all equipment, materi-
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 or part. Your engineer or ours included.


No down required, just start making monthlys.
 Some balloons possible.

OMPOWER PRODUCTIONS,
 One Canal Place, Ste. 2300,
 New Orleans, LA 70130.
 Phone: 504-521-8662.
 Fax: 504-522-2662.

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MEDIA BROKERS • APPRAISERS

AM/FM COMBO - Penn.
 Mkt (small) \$525,000 or best offer.

BURT SHERWOOD INC 

Contact Ellen Sherwood Lyle
 Wash. Off. 703-242-4276
 9300 Arabian, Vienna, VA 22182

Hogan - Feldmann, Inc
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 Encino, California 91426
 Area Code (818) 980-3201

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AM-FM COMBINATION
 TEXAS (FT. WORTH AREA)
 50,000 POPULATION.
 Profitable operation for
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Call John B. Young
 713-940-2862

EXCITING OPPORTUNITY...

Full-time AM! The only station in a town of over 43,000
 in the 5th Largest Growth Market in U.S. Located
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 FAST! Call GM 303-667-1570.

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Financing available up to 75%.

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 Call the industry's lawyer.
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For Sale Stations Continued

4 UHF Stations
 in NC, TN, FL, and AL
 Can be purchased
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 Priced from \$1.5mil to \$2.5mil
 Contact **Wayne Wetzel (813) 799-4906**

NAVASOTA, TX AM/FM
 Newspaper owned 30 years
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 Near Bryan/College Station
 Gene Ashcraft (817) 921-2151

CASH FLOW IN COLORADO SPRINGS!!
 Popular AM station with good ratings
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 all new equipment, excellent signal,
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 BEAUTIFUL CITY, 5 X CASH FLOW
 SEND INQUIRIES TO BOX C-14.

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GREAT LAKES TOP 100 MARKET
CLASS A COMBO
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GREAT RADIO MARKET
 AM/FM COMBO - S.W. MISSOURI
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 SOLID REPUTATION IN AREA
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JIM JOHNSON (904) 343-5840

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EARLY DEADLINE NOTICE
 Due to the holiday Monday,
May 28, deadline for Classified
Advertising for the June 4
issue is Friday, May 25.

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.

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.

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.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

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WRITING BROADCAST NEWS (230 pp, hardcover) will help you write more effective copy. To order, send just **\$22.95** to:

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 Or call 1-800-638-7827 to use VISA or MasterCard.

Fates & Fortunes

Media

Appointments at Comsat Video Enterprises, Clarksburg, Md.: **David Buksbaum**, head of news division's special events, CBS News, New York, named VP, broadcast operations, and executive producer. **Steven J. Schupak**, director of events, National Cable Television Association, Washington, named marketing manager, special programming.

B. Douglas Smith, general manager, Lotus Information Network Corp., San Mateo, Calif., named president, Data Broadcasting Corp., San Mateo, Calif., both are subsidiaries of Financial News Network. **J. Scott Dinsdale**, president, Data Broadcasting Corp., Fairfax, Va., named president of new subsidiary, Data Broadcasting Technologies Inc. there.

Richard S. Kantor, controller, Television Station Partners, Greenwich, Conn.-based owner of six affiliated TV's, named chief financial officer. **Michael T.H. LeBlanc**, assistant controller, succeeds Kantor.

Philippa Bernstein, supervisor, talent acquisitions, Pollack Media Group, Los Angeles, named talent acquisition coordinator.

David L. Higley, VP, corporate actuary and treasurer, BMA Corp., Kansas City, Mo., named senior VP, financial services.

Sheldon T. Lee, budget and financial results manager, KHNL(TV) Honolulu, named business manager. **Michael Ainsworth**, operations manager, KITV(TV) there, joins KHNL as production manager. **Michael Langley**, sales and marketing executive, KHNL, named special projects coordinator.

Jerry Shepard, general manager, WSSV(FM) Stillwater, N.Y., joins WSCG(FM) Corinth, N.Y., as VP and general manager.

Margaret Murphy, sales manager, WJIB(FM) Boston, named station manager.

Debra K. McIntyre, managerial accountant, American Institute of Banking, Detroit, joins WSPA-TV Spartanburg, S.C., as manager, corporate finance.

Craig Bean, programing assistant, KVUE-TV Austin, Tex., named operations manager.

Annette Nelson, assistant to office manager, KNIX-FM Phoenix, joins KOOL(FM) there as director of client services.

Sturges Dorrance, VP and general manager, KING-TV Seattle, joins WOWT(TV) Omaha as interim general manager, succeeding **James H. Smith**, president and general manager, who resigned.

Pat Dixon, tax manager, Summit Communications Group Inc., Atlanta, named director of taxes and **Sarah Pattison**, financial reporting manager, Summit Communications Group, named assistant controller.

Kathy Smith, business manager, KOLD-TV

Tucson, Ariz., joins KTTU(TV) there in same capacity.

Dorrie Lynn Faubus, VP and general manager, KCKN(AM)-KBCQ(FM) Roswell, N.M., joins KOBR(TV) there as station manager.

Thomas R. Hunt, VP and general manager, WWMG(FM) Shelby, N.C. (Charlotte), joins WGCL-AM-WTTS-FM Bloomington, Ind., as general manager, succeeding **Geoff Vargo**, who joins Sarkes Tarzian Inc. there as executive VP.

Brian Autio, chief accountant, KBJR-TV Superior, Wis. (Duluth, Minn.), adds duties as business manager.

Gary L. Auch, accountant, Hunt Concrete Co. Inc., Warrenton, Mo., joins Cencom Cable Associates Inc., St. Louis, as manager of accounting.

Gary Smith, assistant controller, Group W-owned WJZ-TV Baltimore, joins Group W News Services, New York, as controller.

Clyde Johnson, VP and general manager, Leighton Enterprises owned KCLD-AM-FM St. Cloud, Minn., named director of corporate development, Leighton Enterprises.

Mel Suhr, sales VP, KCLD, named interim general manager.

Marshall R. Magee, chief operating officer,

SunGroup, Birmingham, Ala., joins WMJW(FM) Magee, Miss. (Jackson), as partner, president and general manager.

Rick Roberts, internal auditor, Cable Audit Associates Inc., Denver, named financial analyst.

Richard Dietman, managing editor, Calnet, Long Beach, Calif., joins KLSE-FM-KZSE(FM) Rochester, Minn., as general manager.

Bill Hurley, station manager, KXXY-AM-FM Oklahoma City, named general manager.

Dennis J. Upham, station manager, WEEK-TV Peoria, Ill., named VP and general manager.

Julie Gade, general sales manager, KFMQ(FM) Lincoln, Neb., joins KZKX(FM) Seward, Neb. (Lincoln), as VP and general manager.

Kerry Fink, director of research and development, Capital Radio Companies, Landover, Md., adds duties as general manager, WLET(AM)-WZLI(FM) Toccoa, Ga.

Jimmy Jimenez, VP and general manager, WKDM(AM) New York, joins KCOR(AM) San Antonio, Tex., as general manager, succeeding **Sam Murray**, who is retiring.

Karen Daniels, controller, Editel, Chicago,

Broadcasting

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named VP.

Colleen Brown, VP, business affairs and programming, KUSA-TV Denver, named VP, station manager.

Claus F. Kroeger, director of operations, finance and administration, Cox Cable Communications, Atlanta, named VP and general manager, Cox Cable Middle Georgia Inc.

Raymond K. Yu, director of accounting, Viacom Broadcasting Inc., New York, named VP, controller.

Michael R. Ewing, VP and general manager, KRDL(AM) Dallas, flagship station of Texas State Networks, adds duties as VP and general manager there.

Ty Conner, from Wanamaker's department store, Philadelphia, joins Comcast Cable Communications Inc. there as VP and general manager, Philadelphia system.

Sales and Marketing

Julia W. Sprunt, VP, marketing, Turner Broadcasting System SuperStation, Atlanta, named VP, corporate marketing and advertising.



Sprunt



Turco

Vincent J. Turco, VP, sales, International Broadcast Systems, Milan, Italy, joins LBS Communications Inc., New York, as VP, international sales.

Patricia Ciccone, senior group production manager, and **Paul Shields**, senior art director, Lintas:MCM, New York, named VP's.

Dean W. Proctor Jr., executive VP, account service director, BBDO Chicago, resigns.

Tom Dobry and **Clark Massad**, assistant account executives, BBDO Chicago, named account executives.



Porter

Appointments at Seltel Inc., New York: **Kelly Porter**, marketing manager, Seltel Inc., New York, named director of strategic planning. **Marion Chiofalo**, account executive, HRP, New York, named account executive, Raiders team; **Keith Perlmutter**, account executive, Telerep, New York, to account executive, Rangers team, Los Angeles; **Donna McIntosh**, research manager, independent division, MMT Sales, New York, named research manager, Rangers team; **Gene Calabrese**, president, Consumer

Fundraiser for public service scholarship

The Patrice Johnson Memorial Scholarship for Public Service has been established in remembrance of Patrice Johnson, chief of staff for the late Congressman Mickey Leland (D-Tex). Johnson and Leland were killed along with 14 others last August when their plane slammed into a mountain during heavy weather in Ethiopia (BROADCASTING, Aug. 21, 1989). A goal of \$100,000 has been set for the scholarship fundraiser and will be for undergraduate students attending Fisk University, Nashville, Johnson's alma mater.

A fundraising reception at Congressman Jim Cooper's home will be held next Monday (May 14). To RSVP and for more information call Felicia Fett at (202)371-6943.

Communications Corp., Albany, N.Y., named account executive, Rebels team, and **Michael Knapp**, account executive, Pety Television, New York, named account executive, Rockets team.

John Fitzgerald, chairman, Ketchum Advertising USA, Pittsburgh, joins McCann-Erickson, New York, as vice chairman, chief operating officer.

Dennis Geraghty, president, Richman sales promotion and corporate design, McAdams Richman & Ong public relations, Bala Cynwyd, Pa., named president and CEO. **Frank Mercurio**, senior VP, director of client services, McAdams Richman & Ong, named executive VP, chief operating officer.

Steven W. Lichtenfels, general sales manager, WHFS(FM) Annapolis, Md. (Washington), joins WLS(AM) Chicago in same capacity.

Gary Cecchini, sales manager, Telerep, New York, joins WHDH-TV there as VP, sales, succeeding **Michael Wach**, senior VP, sales, WPIX(TV) New York.

Appointments at WYFZ(FM) Chicago: **Patricia Hoffman**, account manager/national sales, Dallas and Chicago, for KIX(FM) St. Louis, Mo., named account manager; **Steven R. Orr Jr.**, account executive, Interstate Radio Network, Chicago, to same capacity, and **Frostine Walker**, sales assistant, Capital Cities/ABC Inc. Radio Network, Chicago, named account executive.

Appointments at Dudreck DePaul Ficco & Morgan Inc.: **Frank Longo**, art director, Ketchum Advertising, Pittsburgh, there in same capacity. **Lori A. Dunlap**, account services manager, Blattner/Brunner Inc., Pittsburgh, named project manager.

Jefferson Berry, account executive, WYSP(FM) Philadelphia, joins WUSL(FM) there in same capacity.

Dale Rabas, producer and director, promotion department, WTV(TV) Milwaukee, named account executive.

Dianne Giovanni Burke, VP, local sales

manager, WNYW(TV) New York, joins WWOR-TV Secaucus, N.J., as account executive.

Mark Parsell and **Sandy Scott**, account executives, WSMH(TV) Flint, Mich., named team managers, assistant sales managers.

Ron Kruman, retail sales manager, WKQI(FM) Oak Park, Mich., named local sales manager.

Susan Alexandratos, production manager, On-Line Productions Inc., Baltimore, joins Gray Kirk & Evans advertising and public relations there as broadcast business manager.

Bill Parshall, account executive, KZZP-AM-FM Mesa, Ariz. (Phoenix), joins KRQQ(FM) Tucson, Ariz., as local sales manager.

Barbara G. Price, national sales manager, WPTF(AM)-WQDR(FM) Raleigh, N.C., named general sales manager, WPTF(AM). **Mack A. Moore**, local sales manager, WPTF(AM), named national sales manager.

James A. Calender, account executive, KICU-TV San Jose, Calif., named senior account executive.

Ed Thomas, owner, Ed Thomas & Associates, Campbell, Calif., joins KXDC-FM Carmel, Calif. (Monterey), as sales representative.

Lisa Meter, account executive, WDIV(TV) Detroit, joins WFSB(TV) Hartford, Conn., as local sales manager.

Steve Malone, account executive, Katz Independent Television, Chicago, joins WTTO(TV) Birmingham, Ala., as national sales manager.

Bernie Armstrong, account executive, KHON-TV Honolulu, named sales manager.

Raymond V. Tucker, account executive, KMST(TV) Monterey, Calif., joins co-owned KIDK(TV) Idaho Falls, Idaho, as local sales manager.

Scott W. Stuart, account executive, KPWR(FM) Los Angeles, joins KXBS(FM) Ventura, Calif., as general sales manager.

Sally K. Leifer, broadcast supervisor, Ford Dealers Association, Radnor, Pa., joins Prism, Bala Cynwyd, Pa., as affiliate marketing representative. **Leonide Sommer**, financial assistant, Pew Charitable Trusts, Philadelphia, joins Prism as administrative assistant.

Appointments at Frankenberry Laughlin & Constable Inc. advertising and public relations agency, Milwaukee: **Bobbie Cummins**, account executive, named account supervisor; **Karen Stoneman**, senior media planner and buyer, named media supervisor; **Jan Berlin**, production accountant, named accounting supervisor, and **Patricia Zager**, traffic manager, named associate production manager.

Ross Martin, creative director, Kuykendall & Co., Lexington, Ky., joins WLEX-TV there as sales creative director.

Chris Waddell, regional sales manager, MZB/GRAY Inc., Irving, Tex., named national sales manager.

Appointments at WIND(AM) Chicago: **Lucy Diaz**, account executive, named national sales manager; **Manuel Flores**, sales representative, Group W Cable, Chicago, named account executive, and **Miguel Guerra**, account executive, KXYZ(AM) Houston, to same capacity.

Joe Stanley, freelance producer, Dailey & Associates Advertising, Los Angeles, named VP, director of broadcast production.

Jimmy Cromwell, national sales manager, WCJB(TV) Gainesville, Fla., named general sales manager. **Liz Mattox**, account executive, WCJB(TV), named local sales manager.

Jim Faires, general manager, WELQ(AM)-WZLQ(FM) Tupelo, Miss., joins WWNC(AM) Asheville, N.C., as sales manager.

Leesa Nour, anchor, WMRQ(FM) Merideth, N.H., named sales manager.

Susan Gryglas, VP, midwest operations, West Glen Communications Inc., Chicago, named senior VP, sales and marketing.

Appointments at W.B. Doner & Co.: **Michael Oxman**, account supervisor, Ross Roy Advertising, Detroit, to VP, account supervisor there. **Janet Mockard**, broadcast producer, Baltimore, adds duties as VP.

Appointments at Saatchi & Saatchi Inc.: **Perry Davis**, VP, director of information resources, Princeton, N.J., named senior VP. In San Francisco: **Marilee White** and **Linda Sommers**, VP's, associate media directors, named senior VP's, senior associate media directors; **Patti McKinney**, media supervisor, named associate media director; **Paula Weinstock**, VP, director of research and planning, named senior VP, director of research and strategic planning; **Josie Deckers**, administrative assistant, named assistant manager, finance operations. **Linda C. Seale**, owner, Seale Associates, Princeton, N.J., joins New York as executive VP, human resources director, North America, and operating committee member. **Kathy Cunningham**, sales coordinator, Premier Advertiser Sales, New York, joins Program Syndication Services Inc., subsidiary of Saatchi & Saatchi Advertising, as account executive.

Appointments at America's Leading Indies Network, New York: **Jack Giebel**, executive VP, named president and chief operating officer; **Alan Cohen**, VP, named executive VP; **Henry Dutzek**, sales executive, named VP, director of sales development and client services; **Gerald Mulderrig**, senior VP, sales, WPIX(TV) New York, named director of special projects, and **Laura Lichter**, network supervisor, Bozell Advertising, New York, named central division manager, new Midwest office, Chicago.

Programming

Janis Finkle, manager of development, MGM/UA Television, Culver City, Calif., named director of development.

Craig Haffner, producer, *Group One Medical* and *Remembering World War II*, MGM/UA, Culver City, Calif., joins Paramount Domestic Television, Hollywood,

Calif., as supervising producer, *Hard Copy*.

Jack O'Hara, director of programming, ABC Sports, New York, named VP, programming.



O'Hara



Gould

Bert Gould, director of promotion, WCBS(AM) New York, joins Fox Children's Network, Los Angeles, as VP, Fox Kids Club.

Lance W. Ozier, VP, program administration, Public Broadcasting Service, Arlington, Va., joins WGBH-TV Boston as director of underwriting and program marketing.

Jerry Kane, music director, acting program director, WASH-FM Washington, named program director.



Putterman

Zev Putterman, president, Zev Putterman Productions, Los Angeles, named producer, Lukemia Society of America's telement and reporting to **Mark Walgren**, supervising producer and director of telement.

Stephen Girard, executive VP, Ventura Entertainment Group Ltd., Los Angeles, joins motion picture subsidiary Ventura Motion Picture Group, in same capacity.

Victoria P. Vail, director of career development, Annenberg School for Communication, University of Southern California, Los Angeles, joins Korn/Ferry International Worldwide Entertainment Division there as senior associate.

Lynn Geick, controller, Home Sports Entertainment. Prime Network, Houston, named VP, finance, Prime Network, Dallas. **Kevin Lehman**, controller, Adplex Inc., Houston, joins Prime Network, Dallas, in same capacity.

Brooke Belson, air personality and anchor, KKRZ(FM) Portland, Ore., joins WKQX(FM) Chicago as traffic reporter and air personality.

Tyler Cox, news and program manager, KFBK(AM) Sacramento, Calif., joins WWRC(AM) Washington, as program director.

Nancy LaPerla, regional manager of affiliate sales, Movietime, Hartford, Conn., joins American Movie Classics, Woodbury, N.Y., as director of marketing.

Steve O'Neill, air personality, KMZQ-FM Henderson, Nev., joins KZOK(FM) Seattle in same capacity.

Jerry Hart, air personality, KHOT(AM) Madera, Calif. (San Jose), joins KUBE(FM) Seattle in same capacity.

Don Cannon, air personality, WSNI(FM) Philadelphia, joins WOGL(FM) there in same capacity.

Jerry Glover, new ventures executive, Landmark Communications Inc., Norfolk, Va., joins parent company Weather Channel, Atlanta, as regional manager, Eastern division.

Pete Callaway, sales representative, Bell and Howell Inc., Denver, joins National Supervisory Network, Avon, Colo., as national sales manager.

Bill Mims, operations manager, KKPL-FM Opportunity, Wash., joins KPOI-FM Honolulu as program director.

David A. Phoenix, creative services director, WUTR(TV) Utica, N.Y., named program director, operations manager. **Andrew O'Bryan**, air personality, WOUR(FM) Utica, N.Y., joins WUTR as creative services director. **Robert Kallassy**, director, WUTR named production coordinator.

Bill Hergonson, air personality, WVAE(FM) Detroit, joins WQCD(FM) New York in same capacity.

Jeffrey S. Rifkin, western division regional manager, Weather Channel, Los Angeles, joins Sci-Fi Channel, there as director of affiliate sales, West Coast region.

Mel Pennington, program director, KXAN-TV Austin, Tex., retires.

Kevin Tobin, assistant program director and air personality, WSTC(AM) Stamford, Conn., named program director.

Dick Bailey, freelance announcer, Spokane, Wash., joins KAPA(AM) there as air personality, music and news director.

Ed Goodman, air personality and operations manager, KRJY(FM) St. Louis, Mo., joins WIQY(FM) Ft. Lauderdale, Fla., as air personality.

Arthur Smith, head of network sports, Canadian Broadcasting Corp., Toronto, joins Dick Clark Productions Inc., Los Angeles, as VP, entertainment programming.

Bob Akamian, sportscaster, KATU(TV) Portland, Ore., joins KEX(AM) there as sports anchor.

Tracy Jenkins, manager of programming, Jones Intercable Inc., Englewood, Colo., named director of programming.

Eric Burns, correspondent, NBC News, New York and Chicago, joins Arts & Entertainment Network and King World Inc., New York, as host, *Arts & Entertainment Revenue*.

Tom Bumbera, programming and operations director, KRRT(TV) Kerrville, Tex., joins Seltel Inc., New York as associate program director. **Jeff Boehme**, director of sales presentations and promotions, Capital Cities/ABC National Spot Television, New York, joins Seltel Inc. there as director of research.

Cynthia Johnson, research director, KLOS(FM) Los Angeles, joins Pollack Media Group radio consultancy firm there as national music and research director.

Audrey Chan, research manager, Warner Brothers Domestic Television Distribution, Los Angeles, joins Samuel Goldwyn Television there as director of research.

Matthew Weiss, production manager, *Sports Nightly*, SportsChannel America, Woodbury, N.Y., joins American Movie Classics there as affiliate marketing manager.

Dale Spear, director of development, WOSU-TV-FM-AM Columbus, Ohio, joins WMFE-FM Orlando, Fla., as director of radio programming.

Robert Burns, air personality, KKMJ(FM) Austin, Tex., adds duties as music director.

Lee Rogers, air personality, WCRI-FM Jacksonville, Fla., joins KEEY-FM Minneapolis (St. Paul) as program director.

Susan Shaw, air personality and news director, WCRI-FM Jacksonville, Fla., joins WIVY-FM there as air personality.

Nancy Kendall McCabe, director, dramatic development, Viacom Productions, Los Angeles, joins Cramer Co. there as VP, development.

Lani Daniels, director of development, Jones Entertainment Group Ltd., Los Angeles, named VP, creative affairs.

Lisa Campbell Friedman, director, WHDH-TV Boston, named operations manager, programming department.

Appointments at E! Entertainment Television, Los Angeles: **Danila Koverman**, associate producer and director, *Good Morning America*, Los Angeles, named news director; **Karin Silverstein**, consultant, Celebrity-Media, New York, named director of talent; **Lauri Berger**, segment director and producer, *Lifestyles of the Rich and Famous*, Los Angeles, named director of field production and development.

Peter Hansen, chief liaison, BBC acquisitions, Arts & Entertainment Cable Network, New York, adds duties as VP, family and educational programming.

Cathy Tankosic, manager, program marketing, Financial News Network, New York, named director, program marketing and sales development.

News and Public Affairs



Williams

James R. Williams III, assistant secretary, director of AP broadcast services, Associated Press Broadcast Services, Washington, named VP.

Jeff Wald, director, KTLA(TV) Los Angeles, joins KCOP(TV) there as executive director, news programming.

Terry Ewert, coordinating producer, Seoul Olympics, NBC Sports, New York, and **David Neal**, coordinating producer, *NFL Live*, NBC Sports, New York, named coordinating producers, NBC's coverage of 1992 Olympics in Barcelona.

Tom Stringfellow, reporter, KENS-TV San Antonio, Tex., joins WSVN(TV) Miami as Broward bureau chief.

Linda Edwards, general assignment reporter and co-anchor, KCAL(TV) Norwalk, Calif. (Los Angeles), joins KDFW-TV Dallas as 6 a.m. and noon co-anchor.

Cassius A. Shuman, producer and reporter, WJAR(TV) Providence, R.I., joins WTWS(TV) New London, Conn., as sports anchor and producer.

Jeff Leshay, reporter and anchor, KRDO-TV Colorado Springs, joins Consumer News and Business Channel, Fort Lee, N.J., as general business correspondent.

Astrea Wolf, anchor and reporter, WDEL(AM)-WSTW(FM) Wilmington, Del., joins WKXW(FM) Trenton, N.J., in same capacity.

Jessica Huff Byrne, newscaster and anchor, Century Radio, Dublin, Ireland, joins WRKL(AM) New City, N.Y., as director.

Richard Tuininga, director, WPXI(TV) Pittsburgh, joins KTTV(TV) Los Angeles in same capacity.

Maria Elvira Salazar, anchor, Telemundo/CNN, Atlanta, joins Univision, Washington, as national correspondent.

Tim Hays, assistant sports director, WAAY-TV Huntsville, Ala., joins ESPN, Bristol, Conn., as associate producer. **Judy Smith**, associate producer, ESPN, named manager, sportscenter archives.

Mark Burnette, producer and director, WTVJ(TV) Miami, joins KPIX(TV) San Francisco as director.

Appointments at KSTP-TV St. Paul, Minn.: **Dave Taylor**, director, KSAX(TV) Alexandria, Minn., named anchor; **Cliff Michaelsen**, meteorologist, WMTW-TV Poland Spring, Me. (Auburn), to same capacity; **Darrel Adams**, morning producer, named overnight manager, and **Jill Branson**, reporter and anchor, KOMU-TV Columbia, Mo., named overnight associate producer.

Brian Loring, writer, KPIX(FM) San Francisco, joins KOVR(TV) Stockton, Calif. (Sacramento), as producer.

Nancy Shafran, assistant director, WJXT(TV) Jacksonville, Fla., named director.

Wendy Wright, reporter, WGGB-TV Springfield, Mass., joins WHEC-TV Rochester, N.Y., in same capacity.

Hendrik Sybrandy, general assignment reporter, WJZ-TV Baltimore, joins WRTV(TV) Indianapolis in same capacity.

Alicia L. Hansen, unit manager, Telenovicias Marti, Silver Spring, Md., joins Global Village Communications, Alexandria, as associate producer.

Appointments at KWTX-TV Waco, Tex.: **Vicki Buffolino**, anchor and reporter, KENS-TV San Antonio, Tex., named 6 & 10 p.m. co-anchor; **Annette Gonzales**, anchor and reporter, KLMG-TV Longview, Tex., named weekend reporter and anchor, and **Mark Roberts**, reporter, KAMR-TV Amarillo, Tex., to same capacity.

Correspondents named at Unistar Radio Networks, Arlington, Va.: **Nancy Lyons**, correspondent and anchor, AP Radio, Washington, and **Rich Johnson**, anchor and

producer, AP Radio, Washington.

Chris Anderson, sports director, KIEM-TV Eureka, Calif., joins WTTE(TV) Columbus, Ohio, in same capacity.

Jim Loy, assistant director, KOTV(TV) Tulsa, Okla., joins KGGM-TV Albuquerque, N.M., as director.

Tony P. Theissen, assignment editor, WLWT(TV) Cincinnati, named 11 p.m. producer.

John Gilbert, anchor and reporter, KETK-TV Jacksonville, Tex. (Tyler), joins WPTV(TV) West Palm Beach, Fla., as reporter.

Glenn Schwartz, meteorologist, WNYW(TV) New York, joins WRAL-TV Raleigh-Durham, N.C., in same capacity.

Skip Kordas, weekend meteorologist, KETK-TV Jacksonville, Tex. (Tyler), joins KXXV(TV) Waco, Tex., in same capacity.

Technology

Martin Gardner, general manager, Nagra USA Inc., New York, named VP and board member.

Paul Marin, manager of strategic planning, Centel, Chicago, joins Anixter Cable TV, Skokie, Ill., as VP, operations and technical services, fiber optics.

Donald M. Phillips, engineering supervisor, ABC broadcast operations and engineering, Hollywood, Calif., joins National TeleConsultants design firm for television and radio facilities, Glendale, Calif., as project engineer.

David Little, news director, KVUE-TV Austin, Tex., named production manager.

Named officers, Society of Broadcast Engineers, chapter 15, New York: **Chris Tobin**, chief engineer, WSTC(AM)-WJAZ(FM) Stamford, Conn., as chapter chairman; **David Bialik**, engineer associate, WNSR(FM) New York, as program coordinator; **Herb Squire**, chief engineer, WQXR-AM-FM New York, as vice chairman; **Bill Defelice**, engineer, Norwalk Public Schools, Norwalk, Conn., as secretary; **Arthur Behal**, engineer, New York Telephone, New York, as treasurer, and **Ed Schwartz**, engineer, WCBS-AM-FM New York, as certification secretary.

Named directors at Zenith Electronic Corp., Glenview, Ill.: **David H. Cohen**, VP of research and dean of graduate school, Northwestern University, Evanston, Ill.; **Charles Marshall**, retired vice chairman of board, American Telephone and Telegraph Co., Chicago; **Andrew McNally IV**, president and CEO, Rand McNally & Co., Skokie, Ill., and **Peter S. Willmott**, president and CEO, Carson Pirie Scott & Co., Chicago.

Promotion and PR

Cheryl Young, account executive, LMS/Barrett Public Relations, Providence, R.I., joins Fitzgerald & Co. Inc., Cranston, R.I., as senior account executive. **Gina Sabetta**, freelance reporter, Providence, R.I.,

joins Fitzgerald & Co. as account coordinator.



Oglesby

R. Michael Oglesby, VP, public relations, Turner Broadcasting Systems Inc., Atlanta, named VP, corporate communications.

Todd Ballantyne, director, on-air promotion, WLYH-TV Lancaster, Pa., joins WGBS-TV Philadelphia as on-air promotion producer.

Judith S. Cohan, senior media buyer, Coca-Cola Enterprises, North group, Columbia, Md., joins Gray Kirk & Evans advertising and public relations, Baltimore, as broadcast supervisor.

Charlene Riese Hattori, recent graduate, University of Wisconsin, Milwaukee, joins WVTU-TV there as promotion publicist.

Anne V. Sawyer, account executive, Wolfe Lombard Inc., New York, named account supervisor.

LeslieAnne Wade, publicist, USA Network, New York, named senior publicist.

Angela High, account executive, WCDX(FM) Richmond, Va., joins WUSL(FM) Philadelphia as promotion director.

John Kubiak, assistant promotion director, WEGX(FM) Philadelphia, joins WMMR(FM) there as promotion director.

Harold Ceaser, associate creative director and senior broadcast producer, Cranford Johnson Robinson Woods advertising, marketing and public relations firm, Little Rock, Ark., named VP and creative director.

Janet Treuhaft, manager of information services, WBBM(AM) Chicago, named director of press relations, co-owned WBBM-TV there.

Barbara Morrison, director of advertising and promotion, WRKO(AM) Boston, named senior director of marketing and promotion.

Appointments at Gary Group, Venice, Calif.: **Mary Fisher**, promotion coordinator, named promotion manager; **Andra Maler**, promotion assistant, named promotion coordinator; **Kelly Halligan**, public relations assistant, named promotion assistant, and

Harry Morato, promotion assistant, Southwestern Cable Television, San Diego, named administrative assistant.

Kristina Hoyt, staff writer, BROADCASTING magazine, Washington, joins Medialink, there as broadcast research manager. **Brenda Campbell**, supervisor of scheduling and invitation, Close Up Foundation, Arlington, Va., joins Medialink as Washington marketing manager.

Craig Burdick, advertising and promotion manager, WEHT(TV) Evansville, Ill., joins WLKY-TV Louisville, Ky., as director of promotion.

Nan Blom Roach, assistant creative services director, WISC-TV Madison, Wis., named creative services director, succeeding **Jennifer Winiger**, resigned.

Cheryl Conine, studio camera operator and promotion assistant, KHBS-TV Fort Smith, Ark., joins WCTI(TV) Greenville, N.C. (New Bern), as promotion assistant. **Roberta Graham**, promotion assistant, WCTI(TV), named promotion manager.

Allied Fields



Diamond

Aviva Diamond, former correspondent, ABC News, and VP, Ready For Media, Los Angeles, forms Blue Streak/A Communications Co. media training firm there.

Michael Jay Solomon, president, Warner Bros. International Television Distribution, Burbank, Calif., appointed to second consecutive term as chairman, NATPE's international committee.

Steven B. Klinenberg, associate director, National Association of College Broadcasters, Providence, R.I., named executive director and CEO.

Julian Shepard, communications policy specialist, Office of Policy Analysis and Development, National Telecommunications and Information Administration, Department of Commerce, Washington, named senior policy adviser for mass me-

dia, Office of Policy Analysis and Development.

Edward Reilly, president, McGraw-Hill Broadcasting Co., New York, elected to National Association of Broadcasters television board of directors.

Tom Bettag, executive producer, *CBS Evening News*, CBS News, New York, receives annual Alumni Award, Columbia University Graduate School of Journalism.

Christine Fillip, VP, Edelman Worldwide, Washington, joins Kamber Group there in same capacity.

Richard H. Floum, lawyer in private practice, Los Angeles, joins Resch Polster Alpert & Berger, law firm specializing in entertainment litigation, as counsel.

Patricia Foley, VP/MIS, NewCity Communications, Chicago, elected president. Broadcast*Cable Financial Management Association (formerly Broadcast Financial Management Association).

Jim Carr, newscaster currently on leave, ABC, New York, named board member, researcher and consultant, USA/World Relief Organization Inc., Mt. Pocono, Pa.

Brian Naylor, reporter, air personality, National Public Radio, Washington, and **Donn Rogosin**, general manager, WSPW-TV Grandview, W.Va. (Charleston), named Jefferson Fellows, East-West Center, Honolulu.

Mary A. McReynolds, partner, Wheeler & Wheeler, Washington, and **Richard H. Strodel**, partner, Wilner & Scheiner, Washington, joins Haley Bader & Potts there as members.

James C. Cunningham, associate, communications practice, Frates Bienstock & Sheeche, Miami, named partner.

David J. Wittenstein, associate, Dow Lohnes & Albertson, Washington, named member.

Lisa Thornton, regulatory consultant, McCaw Cellular Communications Inc., Washington, joins Smithwick & Belendiuk law firm there as associate attorney.

Heather Beldon, account executive, Holt Ross & Yulish Inc., Edison, N.J., joins Kamber Group communications firm, Washington, as account manager.

James M. Spears, of Godin Raymond Harris Thomas law firm, Montreal, joins Federal Trade Commission, Washington, as general counsel.

Frank J. Biondi, president and CEO, Viacom International Inc., New York, named chairman, corporate advisory council, National Captioning Institute, Washington.

Deaths

David Rappaport, 36, actor, died May 2 of apparent self-inflicted gunshot wound in Laurel Canyon, Calif., park. Rappaport appeared in several television shows, including *The Wizard*, *Amazing Stories*, *Hooperman* and *L.A. Law*.

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GWSC's Donald Mitzner: Reaching for a satellite

When Neil Armstrong and Buzz Aldrin blasted off from the moon in 1969 to rendezvous with their space capsule, their ascent was marked by a flashing light on the outside of the lunar module. The light was developed by a mechanical engineer named Donald Mitzner. Today, Mitzner is president of Group W Satellite Communications, and as he works to expand company activities in sports, cable and technical services, the sky is still the limit.

Prior to joining the cable industry in 1981 as vice president and general manager of Teleprompter, Manhattan, Mitzner had already established and given up two professions.

After graduating from City College of New York in 1963 with a degree in mechanical engineering, he began his seven-year stint in the aerospace industry. Mitzner worked for Bendix Corp., in Teeterboro, N.J., from 1963 to 1966, and simultaneously earned a master's degree in mechanical engineering, also from City College.

After Bendix, Mitzner spent two years at Fairchild Camera and Instrument on Long Island, and then moved to another Long Island firm, Reeves Instrument, where he worked from 1968 to 1970. During his stint at Reeves, he received another master's degree, this one in business administration, from C.W. Post.

Mitzner served as manager of a number of projects within the aerospace universe, and was program manager for the development of the lunar tracking light. "The light was carried on the lunar excursion module," says Mitzner, "and was used when the LEM blasts off from the moon. Essentially, the astronaut can look out the window and see the light flashing so it doesn't get confused with a star or some other light source. It's very high intensity. The excitement and thrill of the space program, of landing a man on the moon, was something I was very excited to be a part of."

After the moon landings, the country "diverted its energies away" from space, Mitzner explains. "I was disappointed," he says, but he had also concluded that "the various ups and downs of aerospace and government-funded projects were not consistent with my personality or where I wanted to go. I consider myself a strong people person," Mitzner says, "and the engineering world was not as comfortable to me." End of career one.

In 1970, Mitzner went to work for Detweiler Corp., "a more consumer-oriented business," as head of engineering and operations. Detweiler was in the automotive accessories business. Mitzner worked on the development of a product called snowtreads, "plastic tire chains that you



DONALD HERMAN MITZNER—president, Group W Satellite Communications, Stamford, Conn.; b. Nov. 17, 1941, New York; BS, City College, New York, 1963; Masters, mechanical engineering, City College, New York, 1966; MBA, C.W. Post, Long Island University, New York, 1970; senior engineer, Bendix Corp., Teeterboro, N.J., 1963-66; project manager, Fairchild Camera and Instrument, Syosset, N.Y., 1966-68; program manager, Reeves Instrument, New York, 1968-70; head of engineering and operations, Detweiler Corp., Westbury, N.Y., 1970-74; president, Detweiler, 1974-80; VP and general manager, Teleprompter, New York, January 1981-June 1981; president and general manager, Teleprompter, June 1981-1983; senior VP, Group W Cable, New York, 1983-July 1986; present position since July 1986. m. Gail Schwartz, Aug. 24, 1963; children: Alan, 24; Jill, 21.

put over your regular tires and used instead of snow tires." Mitzner became president of Detweiler in 1974 and remained with the company until 1980. It was an exciting time, he recalls. "It was a new company, we raised a lot of venture capital money, and it was there, when I was made president, that I learned a fair amount about running a company."

He left Detweiler to start his own business, a small company in accessories that was eventually acquired by a large conglomerate. "I then met Bill Bresnan, who was running Teleprompter Cable [and who is now president of MSO Bresnan Communications], and he asked me to see what I could do about running a cable operation in New York."

Teleprompter was *the* cable company in the 1970's," Mitzner explains, "the largest one at one point." When he joined as vice president and general manager, on January 1, 1981, Teleprompter "was a large urban system losing lots and lots of money. Group W was in the process of acquiring it, and the concern was to make it a viable business," says Mitzner.

Group W's acquisition of Teleprompter became official in the summer of 1981, and Mitzner "had the good fortune to be able to build that operation into a substantial system," he says. "It was only two or three years before we were able to turn it around and make a significant amount of money."

As Group W grew, Mitzner was given more responsibility for other cable systems in the New York area, and asked "to build those businesses as cable grew in those marketplaces." He continued on as president of Group W Manhattan, and as senior vice president of Group W Cable, one of five senior vice presidents who ran all of Group W's cable operations.

In 1985, Westinghouse decided to get out of the cable systems business, and Mitzner became president of Group W Satellite Communications in July 1986. "I consider myself almost a professional president," he jokes.

At that point, Mitzner says, GWSC consisted of Home Team Sports, "a fledgling regional sports business," The Nashville Network, which GWSC continues to market and distribute, and a technical services group. Home Theater Network "was a small pay service that I didn't see growing or making an impact in the pay subscription business," says Mitzner, who closed it down in September 1986.

GWSC was not a profit-making organization at that time, Mitzner says, "and I saw it as my main priority to reorganize the business and start growing in specific niches. The thrust was in sports, cable programming, cable programming services and technical services. That remains today."

Mitzner has a "strong desire" to grow in all areas of cable programming, and GWSC will pursue the development of networks in partnership with other companies as well as on its own.

Burt Staniar, chairman and CEO, Westinghouse Broadcasting, and Mitzner's boss, says, "Don is spectacular. He's smart, aggressive, and has a strong customer focus, because he understands that they drive the business. I'm a huge fan."

Mitzner is active in industry and civic activities. He serves on the boards of the CAB, New York State Cable Association, and the NCTA Programming Committee. "I am more proud, perhaps," says Mitzner, "of what I've been able to accomplish as president of the Association of Children with Learning Disabilities," now serving over 1,500 children and young adults in community residences.

As for GWSC, "if you step back and look at what we're good at, we know how to sell advertising time and we know how to deal in the cable industry. Those two main factors, along with a commitment to quality and customer service, are what will allow us to grow in this business. You've got to do some good work," Mitzner says, "and you've got to have some fun." ■

First City Broadcasting President-CEO David Pearlman is buying WLVH(FM) Hartford, Conn., from Sage Broadcasting for \$6.4 million as flagship station of new broadcast group Multi Media Communications. Pearlman previously had contracted to purchase station for \$7.6 million for First City, but deal was never consummated. Former Spanish-formatted WLVH is a 50 kw full Class B that currently is programming 24-hour NOAA weather. Pearlman declined to speculate on what direction station might take after deal closes but indicated that, because Hartford is "severely under-radioed," number of options are possible. He added that Multi Media is "aggressively seeking" properties in top 60 markets, and is "not afraid to take on turnaround or start-up opportunities." Meanwhile, First City is liquidating its radio holdings because partner Norm Drubner has indicated he "wants out of radio so he can return to the real estate business." Pearlman, who will remain with First City "for the near term," would not comment on whether any of that group's stations would be acquired by Multi Media.

Duffy II Broadcasting Corp. sold KESZ(FM) Phoenix to Arizona Television Corp. for \$10.4 million. Bob Duffy heads seller. Arizona Television is headed by Delbert Lewis, and owns KTVK(TV) Phoenix. It is requesting waiver of FCC one-to-market rule.

TCI will do the first field test of its Economy Basic cable package beginning July 2, 1990, using one Kansas and four Missouri systems. TCI is looking to see if this 10-11 channel package, which includes broadcasting stations, local access and two or three cable networks, will substantially increase penetration. Economy Basic users, paying \$10-\$11 for service, will also have option of purchasing HBO.

FCC unconditionally renewed licenses of six Philadelphia television stations, while denying joint petition to deny. Group W Television (KYW-TV); Capital Cities/ABC (WPVI); CBS Inc.

Public TV seeks funds from several wells

Representatives of the public TV community asked Congress for full fiscal year 1993 federal funding in two Capitol Hill venues last week. On May 1, National Association of Public Television Stations President David Brugger asked the House Labor, Health and Human Services Appropriations Subcommittee to appropriate the \$285 million authorized for the Corporation for Public Broadcasting, as well as a final appropriation of \$66.94 million to complete the \$200 million satellite replacement project for public radio and TV. Brugger also encouraged funding for the Department of Education's Star Schools program, recommending \$25 million this year, and \$8 million for the Secretary's Fund for Innovative Education in 1991.

Over the next two days, Ken Burns, independent producer of such public TV documentaries as *The Congress* and the 10-part series *Civil War*, which is scheduled to air on PBS next fall, told the House Post-Secondary Education Subcommittee, and then the House Interior and Related Agencies Appropriations Subcommittee, that the National Endowment for the Humanities "has enabled us to create some of the best television programs and series ever made. Public television represents the most tangible reward to the taxpayers for their support of the arts and humanities." Although often small, he said, NEH grants provide "seed money needed to get a new idea off the ground. Corporations, foundations and other potential donors see NEH endorsements as a seal of approval, anointing a program as worthwhile."



Hands across the C's. C-Net, a Japanese company formed to encourage televised coverage of governmental proceedings and the cable-satellite public affairs network, C-SPAN, have signed a two-year contract that allows C-NET to sell C-SPAN programming on a royalties structure, to Japanese media, private corporations, government agencies and universities. Shown above, Brian Lamb, chairman and CEO, C-SPAN, and Yoshit-sugu Tanaka, CEO, C-NET at C-SPAN's Capitol Hill office.

(WCAU); WPHL-TV Inc. (WPHL); TVX of Philadelphia (WTFX), and Combined Broadcasting of Philadelphia Inc. (WGBS) were alleged to have failed to provide programming responsive to each of petitioning groups—United Church of Christ, Philadelphia Gay and Lesbian Task Force, National Organization for Women and Congreso De Latinos Unidos Inc. FCC said petitioners failed to demonstrate that stations individually, and as part of marketplace generally, aired significantly less special or issue-responsive programming than is represented by area's population of various groups.

New National Association of Broadcasters radio and television board members, effective June 1990, are: **To television board:** Mark MacCarthy, Capital Cities/ABC Inc., succeeding Eugene Cowen, who retired; Edward Aiken, WTOG(TV) St. Petersburg, Fla., replacing Leavitt Pope, WPIX(TV) New York, who is no longer eligible to serve after two complete terms. **To radio board:** Skip Finley WKYS(FM) Washington replaces Glenn Mahone, WPLZ-AM-FM Petersburg, Va., who is no longer eligible to serve after completing two, two-year terms. Alan L. Box, EZ Communications, Ted Dorf, WWRC(AM)-WGAY-FM Washington and Mike Faherty, Cox Broadcasting, will fill three of five seats on radio board representing major market groups. (Two seats are new and one is vacancy left after Norman Wain, Metroplex Communications, decided not to seek another term.)

WWWE(AM) Cleveland paid \$8,000 fine for broadcasting of indecent programing on April 27, clearing way for FCC grant three days later of station swap. Irving Gastfreund, Washington attorney for station's licensee, Independent Group, would not comment on whether desire to complete swap was "factor" in decision to pay fine without further challenge. But, he acknowledged, as general practice, "one does not want to hold up the sale of a station." On April 25, FCC sent notice of \$8,000 fine for portions of *Gary Dee Show* aired in June and July 1989. In paying fine, Gastfreund said, station sent letter to FCC maintaining its innocence and complaining about capriciousness of FCC's indecency enforcement. Station "steadfastly maintained that it has done absolutely nothing wrong." But considering expense of fighting fine at FCC and in court, he said, decision was made to "cut losses and move on." Following payment, FCC approved swap of WWWE for another Cleveland AM, WRMR, which is licensed to Booth American (BROADCASTING, Jan. 1).

Garden State Broadcasting has lost round in its license renew-

al challenge of wvor-TV Secaucus
mous vote, FCC denied it
Administrative Law
said it could find
claim of bias

hit WXIN-TV Indianapolis with
rules requiring broadcasters to afford
Durrance said "it appears WXIN willfully and
overcharging candidates
and by failing to make available to candi-
diate's request to remove
Sippel from case. FCC
to support Garden State's

FCC dismissed last week Dallas Times Herald's complaint
against A.H. Belo Corp. that alleged that Belo, owner of rival
Dallas Morning News and WFAA-TV Dallas, and Universal Press
Syndicate had struck anticompetitive pact. According to
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Testifying at House Telecommunications Subcommittee hear-
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(May 9): Paul Tagliabue, National Football League; Francis
Vincent, Major League Baseball; David Stern, National Bas-
ketball League; John Ziegler, National Hockey League, and
Richard Schultz, National Collegiate Athletic Association.

Paramount Pictures Domestic TV ended speculation
("Closed Circuit," April 16) about companion late fringe
music/variety hour to The Arsenio Hall Show by announcing
January 1991 launch of The Party Machine With Nia Peeples.
Program will mark second collaboration between Arsenio
Hall Communications and Paramount.

NATPE distributors meeting in New York last Wednesday ap-
proved wide-ranging liberalization of rules for 1991 Program
Conference in New Orleans (Jan. 14-18) as previously indi-
cated by NATPE Program Chair Vicky Gregorian ("Closed
Circuit," April 23). Alcohol and food, to be provided by
convention center catering services, will return to individual
exhibitors' booths; live exhibitions will be allowed in booths
and aisles; separate international exhibition hours are elimi-
nated, but overseas customers will be provided separate

screening presentations; television crews will be allowed
unlimited interview access, with exhibitors' press passes for
exhibitors setting up times, and guest and celebrity ratio based
on square footage of that distributor's booth. Maximum
booth size cap for convention was set at 7,000 square feet
under four "grid" ranges (200-1,000 square feet, 1,200-
3,000, 3,200-5,000 and 5,400-7,000) to meet floor space re-
strictions, although three unnamed distributors have previ-
ously signed deals for 8,800-foot booths.

Wayne Cornils, Unistar Radio Networks VP of communica-
tions, has left company "to go fishing, then start up a man-
agement training firm." Cornils served combined 12 years
with NAB and Radio Advertising Bureau before moving to
Unistar's Colorado Springs headquarters last August.

Chad Hoffman, former VP, drama series, ABC Entertainment,
who supervised development of series including China
Beach and thirtysomething, has formed independent produc-
tion division within Hearst Entertainment to produce hour-
series. Hoffman, currently executive VP, series, Hearst En-
ertainment, has begun hiring writers and producers for new
production wing.

Turner Broadcasting Systems and Heritage Media Corp.'s sub-
sidiary ActMedia last week announced launch of Checkout
Channel, national 24-hour news and information network
whose audience will consist of shoppers waiting in supermar-
ket checkout lines. Satellite-delivered channel will test Au-
gust through September in five of 10 largest supermarke-
chains, in 12 stores in six cities.



Stones at Trump on Fox. In keeping with its m
attract and keep the younger viewing audience,
casting Co. is presenting a two-hour telecast of t
appearance of the Rolling Stones during their
Wheels tour. Filmed on Dec. 19, 1989, at Tr
Atlantic City, Fox's presentation will air on We
30, at 8-10 p.m. Saturday Night Live exec
Lorne Michaels is the executive producer.
Three songs from the concert ("2000 Light
It Black" and "It's Only Rock 'n' Roll") were
a cross-promotion deal with 7-11 conveni
of the stores will distribute 15 million pe
The Rolling Stones concert is the type
promotable special that Fox is looking to
vice president, development and spe
ment. "We'd like to do something about
year, but it would have to be a sp
Fox's next special is set for June 20
Live! The World's Greatest Stunts
includes three taped and three liv
stunts, from southern Mexico, will
a helicopter into the world's deep
chute while in the hole. The de
mately the size of the Empire

Editorials

Through the looking glass

The congressional steamroller that appeared poised to flatten the cable industry this year doesn't look so ominous these days. As this issue attests, the chances for a bill are "slim to none." Life being one irony after another, those most disappointed in the event of a nonbill will be from cable itself. As much as they've been concerned about what Congress might do, they've grown to be more concerned that Congress might do nothing at all. It's the uncertainty of it all that can kill you, as cable has learned increasingly in recent weeks as its conventional financing has gone on hold awaiting a congressional outcome. There'd be no problem if the Hill would just pass on the issue and be heard from no more. But this bill's like a boomerang: if it misses you one year it's bound to zoom back a year later. If it's ironic that cable would prefer to have a bill (albeit one to its liking), it's weird indeed that the big loser may be the broadcasters, who wanted to see cable's rates reregulated in addition to achieving their desires on must pay, must carry and channel positioning. In the end, it turned out that the prospect of telco program entry was too great a price. It would compound the irony if the negotiations being conducted between broadcast and cable by Representative Billy Tauzin (D-La.) turned out to be a viable forum after all. If Congress leaves the cable reregulation situation unresolved this year around, it would give the Tauzin initiative an open field in which to work a wonder. It would best serve both industries to be to terms outside the congressional pressure-cooker.

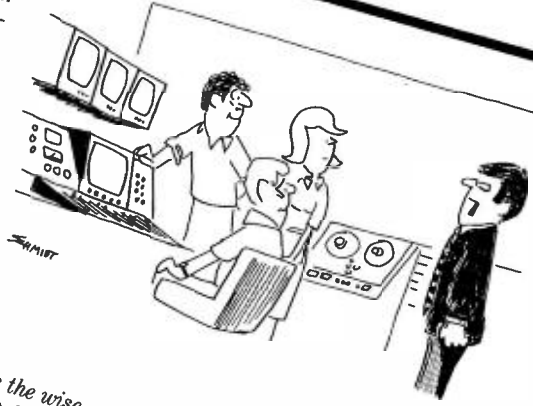
ving smoke

Representative Thomas Luken (D-Ohio) conducted a subcommittee on Transportation and Hazardous Materials into tobacco advertising (see story, page 55). "Hearing" was probably a misnomer, since the congressman appeared less interested in listening to the cigarette industry and abandonment of public nsibility, whether or not there was any evidence to ns from the proceedings serve to illustrate that, target was simply publicity, his aim was wide of mark, as an example of in-programming as well as an ABC executive cited an episode of *Just Shoot Me* featured an anti-smoking message. Luken of such themes in entertainment programming here has the congressman been over the past legislative and executive branches have ssing on the Fifth Estate the importance of media's anti-drug effort, and, as "asn't asking for more?" "praised it for es even more clearly in responding to ertion that his network presented a cigarette issue in its news and public e not asking you to balance." The ng made that clear. The suggested an ABC affiliate's refusal was linked to diversified tobacco obacco advertising. In fact, those

who see the glass as three quarters full might station had accepted three out of the four evil schemers and thus was rejected as a "false dis- As for the suggestion that the networks were being into reticence on the dangers of smoking, Capital Cite vice president, policy and standards, Alfred Schneider, ha- to say for the record at the hearing: "We agree with U. secretary [Health and Human Services Secretary Louis Sullivan] that messages which remind smokers of the product's health hazards and urge smokers to seek assistance to quit smoking are in the public interest." In short, having already shouted fire, Congressman Luken has yet to produce even smoke.

No jackpot

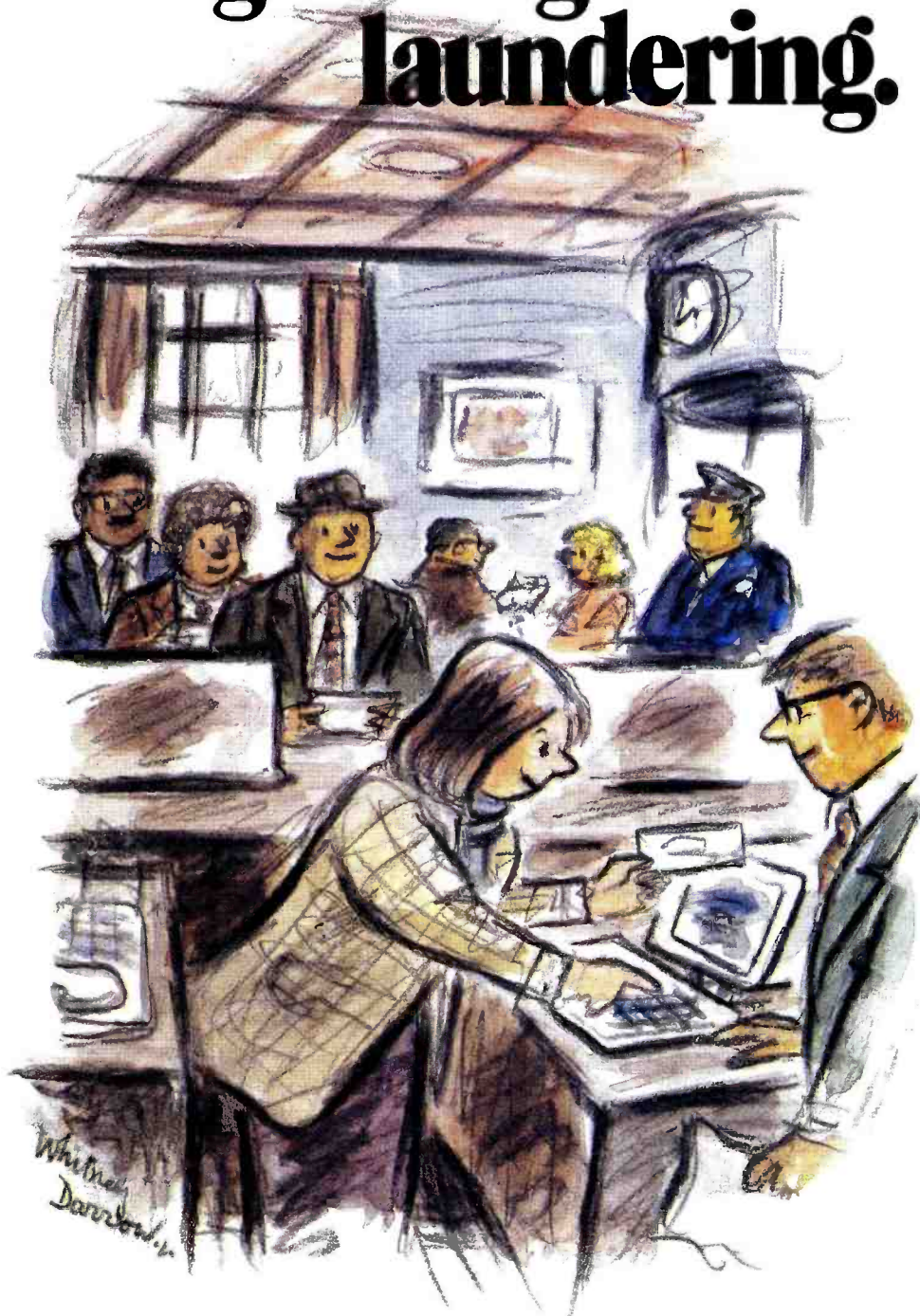
It looks as though the new lottery laws will not prove the payoff many had hoped when Congress decided in 1988 to relax the prohibitions on advertising and broadcasting information on lotteries, both charitable and noncharitable. The Charity Games Advertising and Clarification Act of 1988, which went into effect today (May 7), rightly makes it legal to advertise legal lotteries—which begs the question of why it should ever have been illegal to advertise a legal product in the first place. It does so, however, only if such advertising is not restricted by state law. Unfortunately, prohibitions or restrictions on lottery adver- dispartly of the rules governing who may conduct what kind of game in which state, and who is liable for what, the new rules set the stage for some confusion, and probably some midnight oil burning in the legal department. Although the National Association of Broadcasters is encouraging state associations to lobby for change at that level, as does this page, prospects are apparently not promising for the near term. For the states where lotteries themselves are not allowed, the point is moot until and if those laws change. But states that have legal lotteries and still do not allow the freedom to advertise should take a cue from the federal government and begin play- ing fair with advertisers and the media.



"Who's the wise guy who submitted my air check to America's Funniest Home Videos?"

Drawn for BROADCASTING by Jack Schmidt

Your bank needs your help to fight illegal drugs and money laundering.



America's Full Service Banks® believe that being a good neighbor is an important part of good banking.

That's why your commercial bank is working hard, in cooperation with law enforcement agencies, to keep illegal drug money out of the banking system.

New Federal and state regulations have been designed to make it tougher for drug traffickers to dispose of large amounts of cash. As a result, your bank may be asking for personal identification when you make some financial transactions—even if you've been a customer for many years. On occasion, it may be necessary to ask for *additional* information that your bank did not need before.

Should these extra measures cause an inconvenience or slight delay, please accept our apologies. With your cooperation we can help fight the drug problem more effectively.

Want to learn more about how banks are helping make the community a better place to live? Talk to a banker at your Full Service Bank®

American Bankers Association
1120 Connecticut Avenue N.W.
Washington, D.C. 20036



America's Full Service Banks. We believe being a good neighbor is good banking!

al challenge of wwor-tv Secaucus, N.J. (New York). By unanimous vote, FCC denied Garden State's request to remove Administrative Law Judge Richard Sippel from case. FCC said it could find no evidence to support Garden State's claim of bias and prejudice.

FCC Mass Media Bureau hit wxin(tv) Indianapolis with \$10,000 for violation of rules requiring broadcasters to afford candidates "lowest unit charge" for political advertising. During 1988 campaign, FCC said "it appears wxin willfully and repeatedly" violated rules by "overcharging candidates on...14 occasions...and by failing to make available to candidates all discount privileges for all classes of spots." Although Outlet Communications sold station to Chase Broadcasting last year, Outlet is liable for paying fines pursuant to sales contract. Gerald Scher, Washington attorney for Outlet, said no decision has been made on whether to appeal fine at FCC.

FCC dismissed last week Dallas Times Herald's complaint against A.H. Belo Corp. that alleged that Belo, owner of rival *Dallas Morning News* and WFAA-TV Dallas, and Universal Press Syndicate had struck anticompetitive pact. According to complaint, agreement between Belo and Universal called for transfer of 26 popular Universal features from *Times Herald* to *Morning News* as well as joint exploration of television programming opportunities. In dismissing complaint, FCC said *Times Herald* failed "to establish prima facie case of crossownership abuse" in market.

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NBC O&O kcnc-tv Denver will begin broadcasting All News Channel tomorrow (May 8), fourth station to use co-owned Conus Communications-Viacom Satellite News Inc. wheel of half-hour newscasts to fill overnight hours. Service is designed as backbone for development of national-local, broadcast-cable news channels.

Testifying at House Telecommunications Subcommittee hearing on cable carriage of sports programming this Wednesday (May 9): **Paul Tagliabue**, National Football League; **Francis Vincent**, Major League Baseball; **David Stern**, National Basketball League; **John Ziegler**, National Hockey League, and **Richard Schultz**, National Collegiate Athletic Association.

Paramount Pictures Domestic TV ended speculation ("Closed Circuit," April 16) about companion late fringe music/variety hour to *The Arsenio Hall Show* by **announcing January 1991 launch of The Party Machine With Nia Peeples.** Program will mark second collaboration between Arsenio Hall Communications and Paramount.

NATPE distributors meeting in New York last Wednesday approved wide-ranging liberalization of rules for 1991 Program Conference in New Orleans (Jan. 14-18) as previously indicated by NATPE Program Chair Vicky Gregorian ("Closed Circuit," April 23). Alcohol and food, to be provided by convention center catering services, will return to individual exhibitors' booths; live exhibitions will be allowed in booths and aisles; separate international exhibition hours are eliminated, but overseas customers will be provided separate

screening presentations; television crews will be allowed unlimited interview access, with exhibitors' press representatives setting up times, and guest and celebrity passes for exhibitors will be provided free in undetermined ratio based on square footage of that distributor's booth. Maximum booth size cap for convention was set at 7,000 square feet under four "grid" ranges (200-1,000 square feet, 1,200-3,000, 3,200-5,000 and 5,400-7,000) to meet floor space restrictions, although three unnamed distributors have previously signed deals for 8,800-foot booths.

Wayne Cornils, Unistar Radio Networks VP of communications, **has left company** "to go fishing, then start up a management training firm." Cornils served combined 12 years with NAB and Radio Advertising Bureau before moving to Unistar's Colorado Springs headquarters last August.

Chad Hoffman, former VP, drama series, ABC Entertainment, who supervised development of series including *China Beach* and *thirtysomething*, has formed independent production division within Hearst Entertainment to produce hour series. Hoffman, currently executive VP, series, Hearst Entertainment, has begun hiring writers and producers for new production wing.

Turner Broadcasting Systems and Heritage Media Corp.'s subsidiary ActMedia last week announced launch of Checkout Channel, national 24-hour news and information network whose **audience will consist of shoppers waiting in supermarket checkout lines.** Satellite-delivered channel will test August through September in five of 10 largest supermarket chains, in 12 stores in six cities.



Stones at Trump on Fox. In keeping with its mandate to attract and keep the younger viewing audience, Fox Broadcasting Co. is presenting a two-hour telecast of the final U.S. appearance of the Rolling Stones during their recent *Steel Wheels* tour. Filmed on Dec. 19, 1989, at Trump Plaza in Atlantic City, Fox's presentation will air on Wednesday, May 30, at 8-10 p.m. Saturday Night Live executive producer Lorne Michaels is the executive producer of the project.

Three songs from the concert ("2000 Light Years," "Paint It Black" and "It's Only Rock 'n' Roll") were filmed in 3-D. In a cross-promotion deal with 7-11 convenience stores, 7,000 of the stores will distribute 15 million pairs of 3-D glasses.

The Rolling Stones concert is the type of big-event, highly promotable special that Fox is looking to air, said Joe Davola, vice president, development and specials, Fox Entertainment. "We'd like to do something about two to three times a year, but it would have to be a special event," he said.

Fox's next special is set for June 20, when the network airs *Live! The World's Greatest Stunts* at 8-10 p.m. The special includes three taped and three live stunts. One of the live stunts, from southern Mexico, will have a man jumping from a helicopter into the world's deepest hole, opening his parachute while in the hole. The depth of the hole is approximately the size of the Empire State building.

Editorials

Through the looking glass

The congressional steamroller that appeared poised to flatten the cable industry this year doesn't look so ominous these days. As this issue attests, the chances for a bill are "slim to none."

Life being one irony after another, those most disappointed in the event of a nonbill will be from cable itself. As much as they've been concerned about what Congress might do, they've grown to be more concerned that Congress might do nothing at all. It's the uncertainty of it all that can kill you, as cable has learned increasingly in recent weeks as its conventional financing has gone on hold awaiting a congressional outcome.

There'd be no problem if the Hill would just pass on the issue and be heard from no more. But this bill's like a boomerang: if it misses you one year it's bound to zoom back a year later.

If it's ironic that cable would prefer to have a bill (albeit one to its liking), it's weird indeed that the big loser may be the broadcasters, who wanted to see cable's rates reregulated in addition to achieving their desires on must pay, must carry and channel positioning. In the end, it turned out that the prospect of telco program entry was too great a price.

It would compound the irony if the negotiations being conducted between broadcast and cable by Representative Billy Tauzin (D-La.) turned out to be a viable forum after all. If Congress leaves the cable reregulation situation unresolved this time around, it would give the Tauzin initiative an open field in which to work a wonder. It would best serve both industries to come to terms outside the congressional pressure-cooker.

Blowing smoke

Last week, Representative Thomas Luken (D-Ohio) conducted a hearing of the House Subcommittee on Transportation and Hazardous Materials into tobacco advertising (see story, page 55). Unfortunately, "hearing" was probably a misnomer, since the esteemed congressman appeared less interested in listening to the networks than in fitting them into his conspiracy theory of collusion with the cigarette industry and abandonment of public service responsibility, whether or not there was any evidence to support it—none was forthcoming.

Several instances from the proceedings serve to illustrate that, unless Luken's target was simply publicity, his aim was wide of the mark. When, as an example of in-programming as well as PSA contributions, an ABC executive cited an episode of *Just the 10 of Us* that featured an anti-smoking message, Luken suggested the network should not take credit for that, characterizing the inclusion of such themes in entertainment programming as "fortuitous." Where has the congressman been over the past year or two, when the legislative and executive branches have made a point of impressing on the Fifth Estate the importance of the messages it sends in its entertainment programming, and, as was the case with the media's anti-drug effort, praised it for such efforts when it wasn't asking for more?

Luken showed his stripes even more clearly in responding to an NBC executive's assertion that his network presented a balance of coverage on the cigarette issue in its news and public affairs programming: "We're not asking you to balance." The tenor of the cross-examining made that clear.

Finally, the congressman suggested an ABC affiliate's refusal to air an anti-smoking PSA was linked to diversified tobacco companies' ability to pull nontobacco advertising. In fact, those

who see the glass as three quarters full might have noted that the station had accepted three out of the four PSA's offered. The one it turned down characterized tobacco company executives as evil schemers and thus was rejected as a "false disparagement." As for the suggestion that the networks were being pressured into reticence on the dangers of smoking, Capital Cities/ABC vice president, policy and standards, Alfred Schneider, had this to say for the record at the hearing: "We agree with the secretary [Health and Human Services Secretary Louis Sullivan] that messages which remind smokers of the product's health hazards and urge smokers to seek assistance to quit smoking are in the public interest."

In short, having already shouted fire, Congressman Luken has yet to produce even smoke.

No jackpot

It looks as though the new lottery laws will not prove the payoff many had hoped when Congress decided in 1988 to relax the prohibitions on advertising and broadcasting information on lotteries, both charitable and noncharitable. The Charity Games Advertising and Clarification Act of 1988, which went into effect today (May 7), rightly makes it legal to advertise legal lotteries—which begs the question of why it should ever have been illegal to advertise a legal product in the first place. It does so, however, only if such advertising is not restricted by state law. Unfortunately, prohibitions or restrictions on lottery advertising are still the rule in many states. And considering the disparity of the rules governing who may conduct what kind of game in which state, and who is liable for what, the new rules set the stage for some confusion, and probably some midnight oil burning in the legal department. Although the National Association of Broadcasters is encouraging state associations to lobby for change at that level, as does this page, prospects are apparently not promising for the near term.

For the states where lotteries themselves are not allowed, the point is moot until and if those laws change. But states that have legal lotteries and still do not allow the freedom to advertise should take a cue from the federal government and begin playing fair with advertisers and the media.



Drawn for BROADCASTING by Jack Schmidt

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