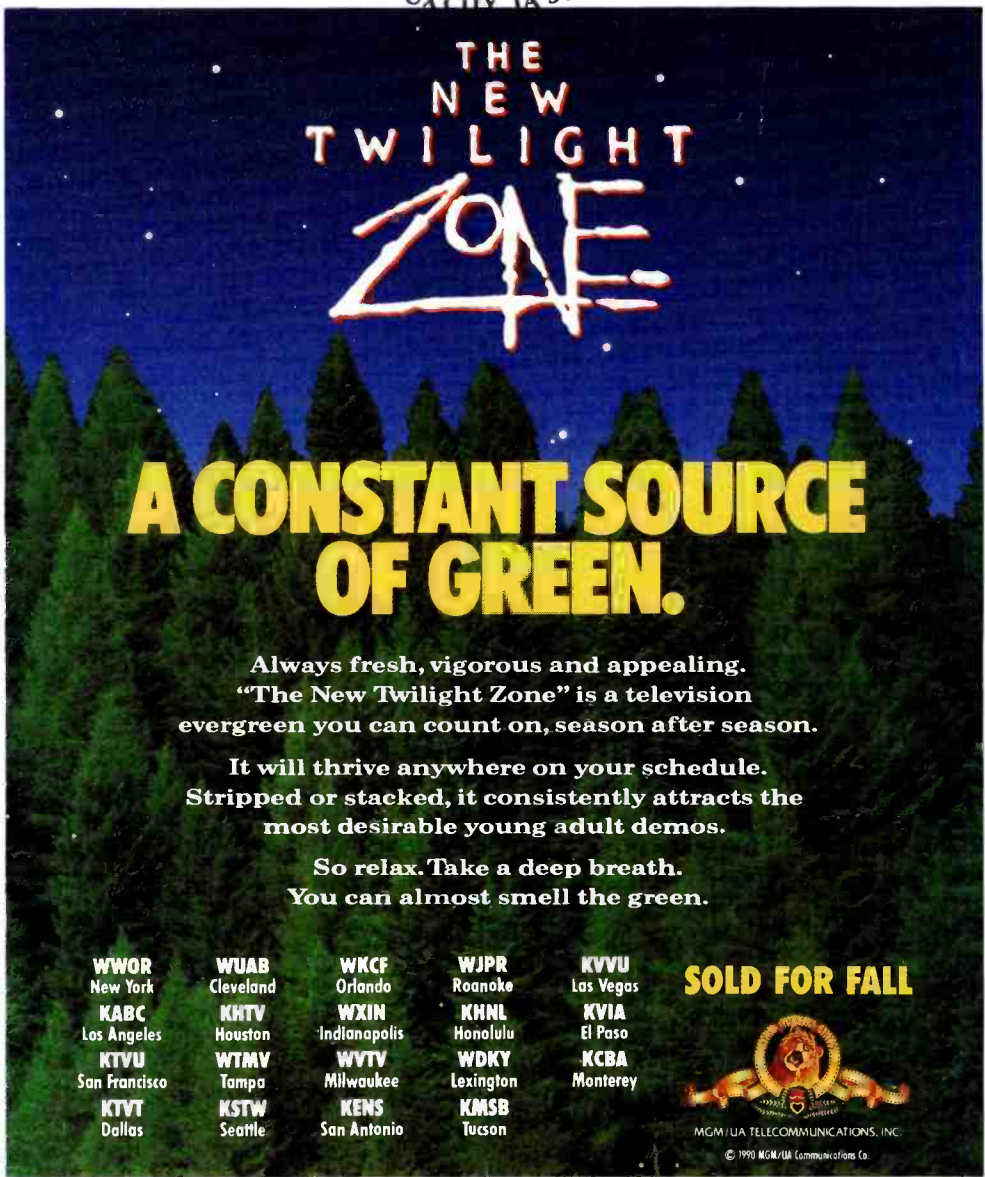


The Fifth Estate

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Broadcasting May 21

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59th Year 1990

Dingell weighs into cable reregulation

Tiering: Second time around for cable

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The Only "Hit List" This Family Is On Is Nielsen's.

Let's face it, you can't afford to win share points if it means losing advertisers.

This is a tough business we're in. So why make it tougher by betting the farm on an off-network show you might not be able to sell to many of your own clients?

With "Full House," you know you're going to get your money back. In spades. Because it appeals to both audiences you have to satisfy. Your viewers *and* your advertisers.

"Full House" is quality programming that delivers the numbers. It's the #1 show on Friday nights with demos advertisers love.

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FULL HOUSE

100 Half-Hours For Fall '91-'92.

Funny Shows. Serious Business.



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27/ **Dingell joins cable debate**

Cable industry gets good news when House Commerce Committee Chairman John Dingell presents draft bill that appears to be far more moderate than anything under consideration in Senate.

30/ **Upfront preview**

Nielsen's peoplometer numbers are just one of many factors expected to play major part in upfront buying market, due to start in few weeks.

35/ **Cable MSO's: Dividing to conquer**

Most MSO's plan to offer some form of tiering, mainly lower cost broadcast packages, in reaction to reregulation talk in Washington. Also in this Special Report: Is interdiction key to tiering's future? (PAGE 42); U.S. interests are heavily represented in British cable franchise opportunities (PAGE 44); regional sports network, SportSouth Network, is ready to launch Aug. 29 (PAGE 45).

28/ **FIGHT FOR CABLE**

For past six months, NCTA President Jim Mooney has been leading battle on two fronts: Congress and telephone companies. "But in the



end," he says, "the only thing that counts is when some rule or some new law is actually put into effect."

32/ **ABC RADIO REALIGNMENT**

Capital Cities/ABC realigns marketing structure of ABC

Radio Networks, effective January 1991, cutting number of its networks from seven to five and narrowing its focus to 25-54 and 18-34 listeners.

33/ **PRIME TIME GAMES**

ABC signs deal with King World and Merv Griffin Enterprises for prime time block of game shows—revived *Monopoly* and new *Super Jeopardy!*.

50/ **NEW TOMORROW FOR 'TODAY'**

NBC's *Today* show undergoes some alterations, both behind and before camera.

54/ **'TINY TOONS' FOR ADULTS**

Warner Bros. Domestic



Television Distribution to market *Tiny Toon Adventures* to adults in weekend early fringe and access.

54/ **'CANDID CAMERA' RETURNS**

Candid Camera is set to return to TV as daily syndicated series in fall 1991.

55/ **MORE 'BANDSTAND'**

In midst of nation's appetite for nostalgia, dick clark



'American Bandstand'

productions plans return of *American Bandstand*.

60/ **FM REQUEST**

Broadcasting group led by NAB asks FCC to revisit short spacing of FM stations.

61/ **SEASONAL BUDGETS**

Radio stations in seasonal markets depend on good weather conditions to boost their budgets.

68/ **K PRIME CHOOSES B-MAC**

K Prime says it will use Scientific-Atlanta's B-MAC satellite transmission and

encryption system to scramble its proposed DBS service.

70/ **GILLETT RESTRUCTURING TALKS**

George Gillett begins restructuring talks with major bondholders of Gillett Holdings Inc.

95/ **OUTGOING CHAIRMAN**

Although NewHouse Broadcasting's Robert Miron steps down as National Cable Television Association chairman this week, he won't be leaving scene. Rather, he'll continue lending his expertise to advancing industry.

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the networks'
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Scary, isn't it?

WASHINGTON

Read my lips

FCC Chairman Alfred Sikes was among heads of various regulatory agencies who met with President Bush at White House reception two weeks ago (May 7). Although meeting was informal, Bush's message was serious: proceed cautiously with reregulatory initiatives. Sikes confirmed his presence, but declined to elaborate on what went on.

Sikes's major reregulatory plans target cable, which he thinks should be subject to heavier dose of regulation until it is exposed to head-to-head competition. Whether Bush's message tempers Sikes's cable ambitions remains to be seen.

Preemptive strike

House Commerce Committee Chairman John Dingell's decision to have his staff work with Republican staffers to produce draft of cable legislation without input from House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is said to have struck raw nerve with Markey and his staff. Subcommittee staffers are believed to be unhappy about being upstaged by full committee chairman, and while they are publicly downplaying Dingell's move without Markey, sources say two congressmen could be headed for major rift.

Take a Mailgram

Senate Commerce Committee members' offices may soon be flooded with Mailgrams from cable industry. Ready for fight with telcos, National Cable Television Association President Jim Mooney sent memo to his board and state association executives last week urging them to contact senators and ask them to "vote no on any telco amendments." NCTA also set up preprogrammed Mailgram messages with Western Union; all cable operator has to do is dial 1-800-257-4900 and ask for hotline #9699. Message

says: "As a cable industry employe, I urge you to vote against any amendment proposing telco entry into cable during the markup. Allowing telcos into television will benefit no one. The cable industry put up at its own risk dollars to build and upgrade its plant and develop new programing. Telcos will use captive ratepayers' money to take over the cable industry. Vote no to telco TV."

NEW YORK

Sizing up shares

Contributing to Viacom's strong recent stock market showing has been continued buying of shares by company chairman, Sumner Redstone, who last month purchased over million dollars worth. Some might interpret buying as attempt by Redstone to maintain dominant equity interest—currently at roughly 85%—in face of dilution that will occur when Viacom issues recently authorized nonvoting shares. But Redstone might be more inclined to let equity interest in Viacom decline to below 80% in future since company should, barring major

changes, start turning tax positive. That would eliminate current advantage enjoyed by Redstone's company, National Amusements, which now is allowed to take advantage of Viacom's tax losses because consolidated returns are permitted for 80%-plus owned companies.

Record straightening

Industry speculation that Unistar is scaling back long-form programing is "totally inaccurate" says Ed Salomon, president of programing for New York-based radio company. *Radio Kandy* was discontinued because host John Candy has four simultaneous movie commitments, according to Salomon, and *Romancing the Oldies* was discontinued because "show had run its course."

Unistar just added two country shows to its roster, *Stories Behind the Songs* and *Country Gold Saturday Night Live*.

More HDTV

DigiCipher, digital compression technique for cable or direct broadcast satellite transmission of high-definition television in development by General

Instrument Corp. (GI), is being contemplated for terrestrial transmission. GI has approached other labs with eye toward possible joint development of all-digital terrestrial system. Sources close to David Sarnoff Research Center, Princeton, N.J., confirm that it is among facilities GI has contacted, but that there is no formal agreement between two. (Sarnoff Center is part of Advanced Television Research Consortium, which already has two proposed systems it is preparing for testing by Advanced Television Test Center [ATTC] and FCC's advisory committee on advanced television service.)

Demonstration of computer-simulated version of DigiCipher is planned for July 9-11 at Satellite Broadcasting and Communications Association trade show in Nashville. That will be well past June 1 deadline advisory committee has for reservation of testing time at ATTC. According to ATTC, GI has not yet begun seeking test slot of its own. FCC Chairman Alfred Sikes has left door open for inclusion of late-arriving systems in testing process.

Holdup

Noble Broadcasting's sale of WBAB(AM) Freeport and WBAB(FM) Babylon, both New York, has run into snag. Broker close to deal confirms that buyer, BAB Broadcasting, is having difficulty arranging financing to cover \$26 million price tag. Word is that "situation definitely is soluble; it will just take a little time."

OK by AAAA

Debate between advertising agencies and networks may get more interesting. This week American Association of Advertising Agencies will issue bulletin that essentially says that Nielsen data is reliable and that decline in audience share is not function of Nielsen procedures.

Sales spurt

With start of 1990-91 upfront barter advertising market few weeks away, Premiere

'Peoples' penalty

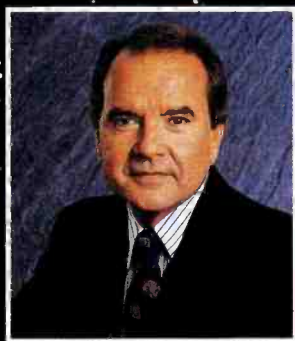
Paramount Domestic Television is ruffling some stations' feathers with request for "liquidated damages" tied to sale of *The Party Machine With Nia Peoples*, scheduled to debut in January 1991. According to Paramount's program contract for *Party Machine*, if stations fail to broadcast show in promised time periods, they must pay Paramount for each program based on formula spelled out in contract. It is said to be first time program syndicator has demanded cash payment from stations preempting program without authorization. Preemption of Peoples would be OK'd, "in the event of a valid preemption (events of public importance)." Damages are called for, according to contract, due to "difficulty of measuring the diminution of value caused by failure of a licensee to broadcast the programs in the time periods indicated."

Also included in contract is stipulation that licensee must agree "to broadcast promotional announcements in support of that evening's program" on day program is to air.

Contract also confirms that Paramount is delivering *Peoples* formatted for four minute national, three minute local barter split for each half-hour.

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4 MONTHS AWAY

ONLY YESTERDAY™



ANCHORED BY JOHN PALMER

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Advertiser Sales, co-venture of Paramount and MCA, has revised its projected ad sales total from \$250 million to about \$400 million. According to Premiere president Mark Hirsch, that gives company between 35% to 40% of adult barter market. He said company's inventory has expanded dramatically over past six weeks with addition of four shows from MCA—*Harry and the Hendersons*, *Inside Report*, *Adam 12* and *Dragnet*, and Paramount's new late night entry *The Party Machine with Nia Peebles*. *Hendersons* has commitment from Fox Stations, and MCA has cleared both *Dragnet* and *Adam 12* in over 60% of the country in past month, and expects over 70% clearance for two shows by fall. Even though *Party Machine* and *Hendersons* will not debut until January 1991, Hirsch said Premiere will still sell barter in shows upfront, based on "past track record of clearing shows" for both companies. Premiere has also taken on advertising sales of Viacom's *Super Boy* and *Super Cop*, weekly shows, as well as movie packages and specials from Orbis Communications. Premiere inventory will be sold in packages ranging in price between \$10 million and \$32 million, Hirsch said.

Next Tango in Europe

NBC has a second European TV program coproduction deal in works, similar to Tango production venture formed earlier this spring with British broadcaster Yorkshire TV. New deal, however, more closely involves NBC's John Agoglia, executive vice president of NBC Productions and NBC TV Business Affairs, who apparently came late to Tango talks. Sign of Agoglia's rising role in NBC's overseas activities was last week's reorganization of NBC International division. Still headed by Vice President J.B. Holston III, international unit now reports to Agoglia on international distribution and program production activities, as well as continuing to report on new business ventures and investment opportunities to Tom



New temptation. In continuation of last year's "Get Ready" promotional campaign, CBS has joined Candace Bergen, star of network's *Murphy Brown*, with The Temptations, who together sing new version of musical group's hit song "My Girl." Updated version will be used during 1990-91 season in promotional spot with various stars from other CBS shows joining Bergen. Spots, which will begin airing this summer, will blend live action with animation.

Rogers, president, NBC Cable and Business Development. Agoglia and Rogers both report to NBC President and CEO Bob Wright.

Reiss looks to Europe

Jeffrey Reiss, head of Reiss Media Enterprises and Request Television, is exploring pay TV opportunities in Europe. According to Reiss, he's looking to form "strategic alliance" with European media company, and expects to formalize deal "shortly." Reiss has already established joint venture in Japan, with Japanese Satellite Broadcasting, to launch pay TV channel there in April 1991. Reiss speculated that his European partner might also be satellite broadcaster.

LOS ANGELES

Aloha ALF

When NBC announces its fall schedule to advertisers this week, *ALF* won't be on it. Alien Productions, producers of four-year show, were notified of NBC's decision last Tuesday. Series, which premiered in September 1986, was frequent top-20 performer and network's anchor at 8 p.m. on Monday night. This year, show averaged 13.7 rating and 22 share and won Monday 8-8:30 p.m. time slot from season start to Feb. 26, when it was moved to Saturday nights for brief run.

Holding on

"Ridiculous. Absolutely untrue." That's how Westwood One Chairman and CEO Norm Pattiz characterizes industry speculation that company is trying to unload Pirate Radio KQLZ(FM) in Los Angeles. Even though station's 12+ numbers have been less than sterling (it pulled 3.6 in 1990 winter Arbitron survey), KQLZ's 12-24 and 18-34 numbers have been fairly respectable. That, says one industry analyst, should be generating some revenue—although not necessarily enough to cover debt load.

Unexpected development

ABC appears to be victim of its own success with runaway hit *America's Funniest Home Videos*. Series has prompted numerous local TV stations to vary theme either with segments on nightly news devoted to viewer submissions or local specials compiling home grown home videos. In at least two cases, however, ABC affiliates are planning to preempt network prime time fare to air their local video specials.

DENVER

Give me Liberty

When Tele-Communications Inc. announced plans to spin off most of its programming assets and partially owned

cable systems, new company was tentatively titled New Co. until final name was selected. Word is selection has been made and that Liberty will be new name of company, which is expected to be officially formed later this year.

LONDON

Homecoming

Bob Ross, former Turner Broadcasting general counsel who moved to London in 1987 to run company's CNN International sales effort, is returning stateside this summer. Ross is to continue international oversight role out of new offices in Atlanta, but with major goal met of having CNN's European distribution efforts approach profitability, Ross's responsibilities may turn toward realizing long-pondered potential for TBS in international entertainment channel arena.

JACKSONVILLE

New deal

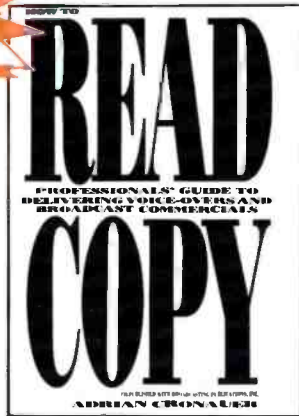
Ragan Henry is said to be getting ready to close on his \$8.6 million purchase of WRXJ(AM)-WCRJ-FM Jacksonville, Fla., from Hoker Broadcasting. Conditions of deal have changed since it was first announced last June. Henry will not be buying AM, as was originally announced, because of potential environmental problems at WRXJ(AM) antenna site. Loss of AM will cut \$750,000 out of Henry's purchase price, but he can retain option to buy AM after problem is cleared up. Meanwhile, FCC authorization of deal will be lost if it does not close by May 31.

BEIJING

Overseas expansion

Dallas-based Satellite Music Network is looking to expand its presence in China by end of this year in three additional markets, including Beijing. Company's *Lunchtime from America* is currently broadcast in Shanghai, Guangzhou and Fuzhou, and reaches audience of approximately 100 million.

NEW



Adrian Cronauer is one of the most famous broadcasters around today, thanks in part to Robin Williams' award-winning portrayal of him in the movie **Good Morning Vietnam**. Cronauer now has written a book for both professional announcers and aspiring broadcasters: **How to Read Copy: Professionals' Guide to Delivering Voice-Overs and Broadcast Commercials**. This book, Cronauer states, "points out in great detail the most important aspect of DJ work (and almost all kinds of broadcasting): how to do a good job reading copy and sounding natural on the air."

Cronauer focuses on:

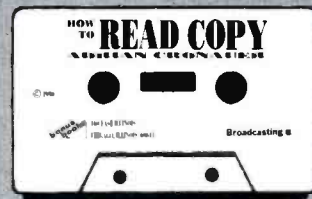
- Working with recording studios
- Using your voice to its best advantage
- Words to stress and not to stress
- What common mistakes mark an amateur from a professional

Based on a broadcasting course Cronauer taught for five years at the New School for Social Research in Manhattan, this book and audio tape companion is essential for aspiring broadcasters and actors alike. It teaches something that is primarily an acting skill: how to take another person's words and convey them as though they were your own.

He offers dozens of tips to help an announcer in his or her career:

- Marketing yourself
- The truth about agents and casting directors
- Performers unions: Are they right for you?
- How to audition
- Tips on starting out, and what to do when you get a real job

FREE AUDIO TAPE



A cassette tape, included free with each purchase of **How to Read Copy**, provides you with actual examples of voice-overs. Each selection on the tape complements the information in the text. Specific procedures, techniques and principles are demonstrated.

Cronauer gained world fame as an Armed Forces DJ in Vietnam. He has also worked as an anchorman (WIMA-TV), operations manager and program director (WFRT-TV), and station manager (WPVR-FM). Mr. Cronauer spent many years as a freelancer in New York City and with station WQXR.

ISBN: 0-929387-14-7

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BY THE NUMBERS 1

CBS chalked up its first outright win of a prime time ratings week in almost two years last week (ending May 13).

It won with an 11.7/20, followed by NBC's 11.5/20 and ABC's 11/19. CBS's last outright win was for the week ending June 19, 1988. It tied for first once in 1989, the week of Dec. 12, when it aired the mini-series *Lonesome Dove*.

CBS finished first on two nights, Monday and Sunday, and second on three nights, Wednesday, Thursday and Friday. The network said that on



Monday nights, anchored by a two-hour comedy block, it has won six out of the last seven weeks.

While the network finished last on Tuesday, it said that "Beverly Hills Cop II," from 9 to 11 p.m., was the highest rated CBS Tuesday movie since Feb. 21, 1989. On Wednesday, *Jake and the Fatman*, coupled with a best of *Designing Women* special, won 9-11. At 8, an hour-long special, *Happy Birthday Bugs: 50 Looney Years*, scored a 9.4/16, almost 50% higher than what the network

"By the Numbers" continues on page 14.

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	20.6/36	A	Amer. Funniest Videos
2	▼	18.9/30	A	Roseanne
3		18.3/30	A	Amer. Funniest Videos II
4	▼	17.6/28	N	Cheers
5		16.9/30	N	Cosby
5		16.9/31	N	Empty Nest
7	▼	16.8/28	C	Sunday Movie: Dreams
8	▼	16.3/27	N	A Different World
9	▲	16.2/27	A	Wonder Years
10	▲	16.0/30	N	Golden Girls
11	▲	15.9/27	N	L.A. Law
12	▲	15.4/25	F	Simpsons
13	▲	15.1/24	F	Married...With Children
13	▼	15.1/32	C	60 Minutes
15	▲	15.0/28	N	Carol & Company
16	▲	14.9/24	N	Heat of the Night
16	▼	14.9/26	N	Unsolved Mysteries
18	▲	14.6/24	C	Knots Landing
18	▼	14.6/23	N	Wings
20		14.3/25	C	Face to Face w/ C. Chung
21	▼	14.2/22	C	Designing Women
22	▲	14.1/26	A	Who's the Boss?
23	▲	13.9/23	C	Movie: B. Hills Cop II
24		13.8/24	N	Matlock
24	▼	13.8/22	C	Murphy Brown
26	▼	13.7/22	N	Hunter
27	▲	13.2/22	A	Sunday Movie: Platoon
27		13.2/21	A	Brewster Place Spec.
29	▲	12.6/23	A	20/20
30	▲	12.5/23	C	Dallas
30		12.5/22	C	Designing Women: Finest

30	▲	12.5/20	C	Jake and the Fatman
33	▼	12.3/20	N	Night Court
34	▲	12.1/20	C	Newhart
35	▼	12.0/24	A	Full House
35	▼	12.0/20	C	Murder, She Wrote
37	▲	11.7/23	N	Down Home
38	▼	11.5/19	A	Doogie Howser, M.D.
38	▲	11.5/18	A	Twin Peaks
40	▼	11.4/19	N	Dear John
40	▲	11.4/21	C	Major Dad
42	▼	11.3/19	A	Head of the Class
43		11.2/20	N	Shannon's Deal Spec.
44		11.0/18	A	Movie: Ruthless People
44	▼	11.0/20	A	Growing Pains
44	▲	11.0/19	N	Quantum Leap
47	▲	10.9/20	C	Bagdad Cafe
48		10.8/20	C	Candid Camera Spec.
49	▼	10.5/20	A	Family Matters
50	▲	10.3/18	C	48 Hours
51		10.0/20	N	Amen
51	▼	10.0/18	A	Just the 10 of Us
51	▼	10.0/17	C	Rescue: 911
54	▼	9.9/18	A	Perfect Strangers
55	▲	9.8/17	N	Shannon's Deal
56		9.7/16	A	Brewster Place
56		9.7/17	A	Young Riders Spec.
58	▼	9.5/17	A	Equal Justice
59		9.4/16	C	50th Birthday Bugs
59	▼	9.4/16	N	Sunday Movie: People, Pt. I

Week 33 □ May 7-May 13

Rank/rating □ Network □ Show

61	▲	9.3/15	C	Falcon Crest
62	▲	9.1/15	N	Working Girl
63		9.0/17	A	Movie Spec.: Octopussy
63		9.0/16	N	Hogan Family
63		9.0/16	N	Nasty Boys
66		8.8/16	N	Hardball
66	▼	8.8/15	A	thirtysomething
68	▲	8.7/17	C	Small Talk
69	▼	8.6/14	A	Primetime Live
70	▼	8.5/15	A	Father Dowling
70	▼	8.5/15	C	Sugar & Spice
72	▼	8.4/14	F	Open House
72	▼	8.4/18	N	I3 East
74		7.3/13	F	America's Most Wanted
74	▼	7.3/14	N	Mancuso, FBI
74	▲	7.3/15	F	Totally Hidden Video
77	▼	7.2/15	C	Paradise
77		7.2/14	C	Sat. with C. Chung
79	▼	7.0/13	F	In Living Color
80	▼	6.8/15	F	Cops
81		6.3/13	N	Do-it-yourself TV
81		6.3/13	A	Life Goes On
83		5.9/10	N	Story Behind the Story
84	▼	5.5/9	F	Alien Nation
85	▲	5.1/9	F	Booker
86		4.7/8	F	21 Jump Street
87	▼	4.5/10	A	Elvis
88	▲	4.1/9	F	Outsiders
89	■	3.7/7	C	Famous Teddy Z.
89	▲	3.7/7	F	Tracey Ullman
91		3.3/6	C	City

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 May 6

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.1	233	99	11	Star Search (TPE)	5.3	172	97
2	Jeopardy! (King World)	11.9	221	99	12	Geraldo (Tribune)	5.0	194	99
3	Star Trek: Next Generation (Paramount)	10.2	235	98	13	Chip 'n' Dale (Buena Vista)	4.8	178	96
4	Entertainment Tonight (Paramount)	8.3	181	97	13	People's Court (Warner Bros. Domestic TV)	4.8	184	93
5	Cosby Show (Viacom)	8.2	204	98	15	Family Feud 2 (LBS)	4.7	137	88
5	Oprah Winfrey (King World)	8.2	217	99	15	Hard Copy (Paramount)	4.7	162	92
7	Current Affair (20th Century Fox TV)	7.8	195	97					
7	Wheel of Fortune, wknd. (King World)	7.8	209	92					
9	Portfolio XIII (Paramount)	7.3	179	93					
10	Donahue (Multimedia)	5.7	230	99					

The following shows were rated, but not ranked

Wrestling Network	6.5	175	93
World Wrestling Federation (WWF)	8.8	251	97

Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

THE NETWORK FOR ALL SEASONS

With everything in sports from the NFL and college football to NCAA basketball and now with Major League Baseball, there will never be an off-season at ESPN.

And it's this 24-hour-a-day, year-round commitment to sports that makes ESPN a cable operator's MVP (Most Valuable Programming).

Because it keeps current subscribers coming back for more and attracts new ones all the time. Plus it provides an incredible number of local ad sales opportunities that are sure money-makers.

Maybe that's why so many cable operators and subscribers make it a point to sit back and watch the seasons change. On ESPN.

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BY THE NUMBERS 2

Summary of Broadcasting & Cable

"By the Numbers" continues from page 12.

was averaging with midseason comedies in the time period.

CBS managed to win the week with only one regularly scheduled series placing among the top 20 for the week—*Knots Landing*, which finished 18th. Sunday movie *Shattered Dreams* was the network's highest rated program of the week; it finished seventh. The network also had two news shows in the top 20, *60 Minutes*, in 13th place, and a Connie Chung special, *Face to Face*, in 20th.

Focus On Finance

Some media stocks were able to piggyback on 3% gain of industrial average last week, but few reached new highs and most were still below month-ago prices. One stock hitting 52-week high was Financial News Network (FNNI), which climbed 17% on Tuesday, and closed Wednesday at 8 7/8, up 20% for week. Several reasons were suggested for increase, including third-quarter financial results showing doubling of revenue, to \$25 million, and earnings per share, to 10 cents. Company held analysts meeting prior week and indicated intention to sell half-interest in The Learning Channel. Rumors also spread last week suggesting stake in FNNI was being accumulated by King World Productions. Viacom released first-quarter results and gained 7% for week, to 48 1/2. Tribune was up, perhaps because as net producer of newsprint, it stands alone among major newspaper publishers to gain from pending June 1 newsprint price increase. Multimedia continued to edge up last week, perhaps due to rumors suggesting company might announce capitalization, including special dividend, before 16% debentures are due to become cash paying on July 1. Gannett was up 5%, to 38%. Gannett Foundation announced last week it has selected Salomon Brothers to sell its 10% interest in company.

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

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL*
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%

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



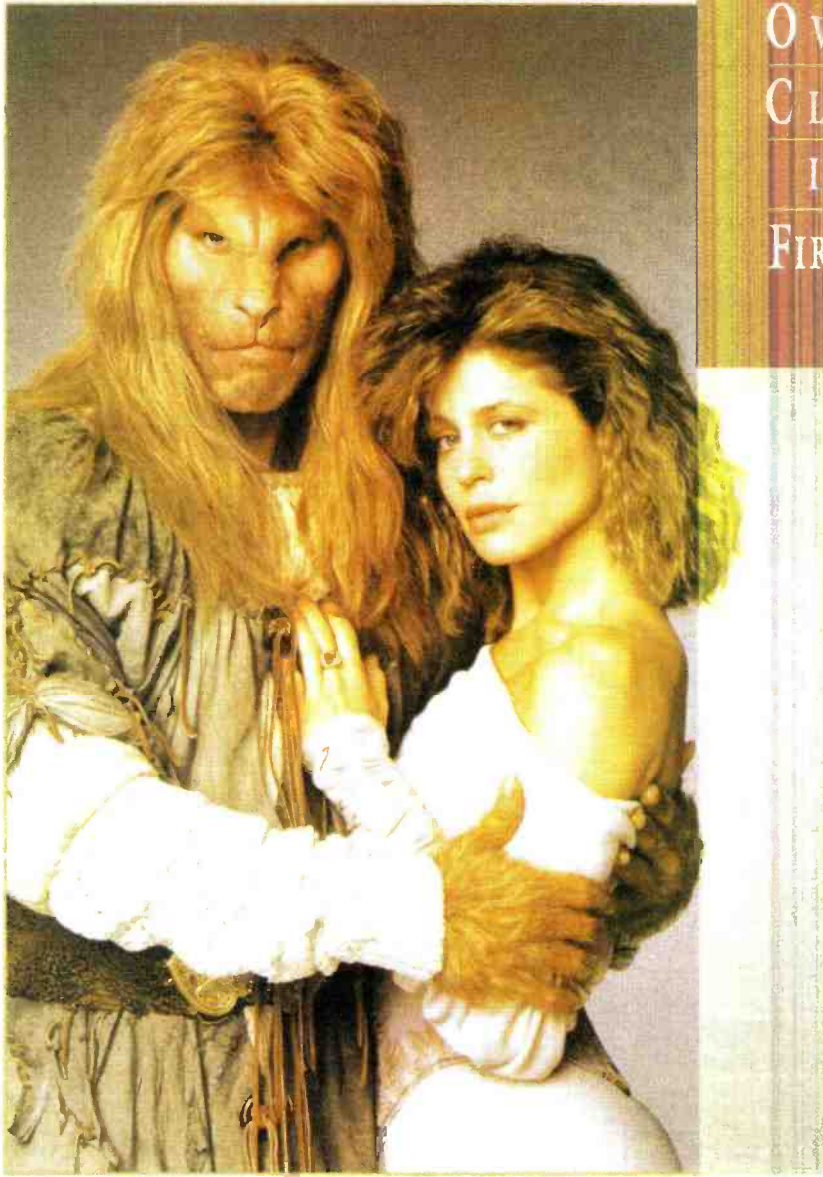
STOCK INDEX 1

Market Capitalization					Market Capitalization				
Closing	Closing	Net	Percent	P/E	Closing	Closing	Net	Percent	P/E
Wed	Wed	Change	Change	Ratio(000,000)	Wed	Wed	Change	Change	Ratio(000,000)
May 16	May 9				May 16	May 9			

BROADCASTING

BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	601	3/4	569		32	3/4	05.75	20	10,553	N (BLC) A.H. Belo	34	3/4	35	7/8	-	1	1/8	-03.13	29	675
N (CBS) CBS	194		182	3/8	11	5/8	06.37	15	4,587	N (AFL) American Family	15	1/4	14		1	1/4	08.92	15	1,239	
A (CCU) Clear Channel	14	1/2	14	1/4		1/4	01.75	-63	55	O (ACCMA) Assoc. Commun.	29	1/2	28		1	1/2	05.35	-67	549	
O (ICOR) Jacor Commun.	4	1/8	4	1/8			00.00	-3	41	N (CCN) Chris-Craft	33	5/8	33	1/4		3/8	01.12	1	841	
O (LINB) LIN	67	1/4	64	1/8		3/8	04.87	62	3,466	O (DUCO) Durham Corp.	28	3/4	29	3/4	-	1	-03.36	18	242	
O (OBCCC) Olympia Broadcast	1	8	1/8				00.00			N (GCI) Gannett Co.	38	5/8	36	5/8	2		05.46	15	6,257	
O (OSBN) Osborn Commun.	10	3/4	11		-	1/4	-02.27	-67	75	O (GACC) Great Am. Comm.	6	1/2	6	1/2			00.00	-1	227	
O (OCOMA) Outlet Commun.	19	1/4	18		1	1/4	06.94	12	126	A (HTG) Heritage Media	4	3/8	4	3/4	-	3/8	-07.89	-5	195	
A (PR) Price Commun.	3	7/8	3	5/8		1/4	06.89	-3	35	N (JP) Jefferson-Pilot	40	7/8	41	1/4	-	3/8	-00.90	11	1,527	
O (SAGB) Sage Broadcasting	1	3/4	1	1/2		1/4	16.66	-1	6	N (LEE) Lee Enterprises	24	7/8	25	1/2		5/8	-02.45	14	598	
O (SCRIP) Scripps Howard	57	1/2	56	3/4		3/4	01.32	28	593	N (LC) Liberty	49	1/2	49	1/4		1/4	00.50	11	419	
O (SUNNC) SunGroup Inc.		3/4	3/4				00.00	-1	1	N (MHP) McGraw-Hill	54	7/8	53	1/4		1	5/8	03.05	80	2,671
O (TLMD) Telemundo	6	1/8	6	1/4	-	1/8	-02.00	-2	139	A (MEGA) Media General	27	1/2	28	1/4		3/4	-02.65	62	709	
O (TVXGC) TVX Broadcast	4	7/8	4	7/8			00.00		35	N (MDP) Meredith Corp.	28	1/4	28			1/4	00.89	16	525	
O (UTVI) United Television	34		33	7/8		1/8	00.36	5	370	O (MMEDC) Multimedia	81	1/8	80	1/2		5/8	00.77	25	917	



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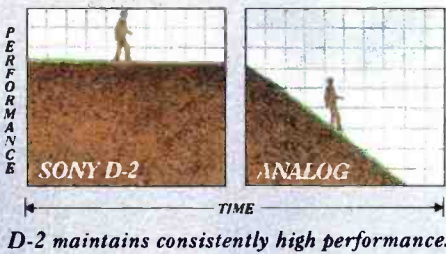
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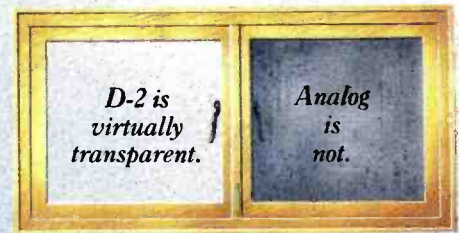


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BROADCAST PRODUCTS

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BY THE NUMBERS 3

STOCK INDEX 2

	Market					Market							
	Closing		Net	Percent	P/E	Capitali-	Closing		Net	Percent	P/E	Capitali-	
	Wed	Wed					Wed	Wed					
	May 16	May 9	Change	Change	Ratio(000,000)	May 16	May 9	Change	Change	Ratio(000,000)	May 16	May 9	
A (NYTA) New York Times	22 3/4	22 5/8	1/8	00.55	6	1,776							
N (NWS) News Corp. Ltd.	15 5/8	15 1/4	3/8	02.45	6	4,194	N (SAA) Saatchi & Saatchi	5 7/8	4 3/4	1 1/8	23.68	-5	931
O (PARC) Park Commun.	20 3/4	21	- 1/4	-01.19	22	429	O (TLMT) Telemation	2 1/2	2 1/2		00.00	5	11
O (PLTZ) Pulitzer Publishing	25 1/2	26 3/4	- 1 1/4	-04.67	8	266	A (UNV) Unifil Video	9 1/4	9 1/4		00.00	-40	19
N (REL) Reliance Group Hold.	5 1/8	5 1/8		00.00	17	382							
O (RTSY) Reuters Ltd.	58	56 1/8	1 7/8	03.34	27	26,347							
O (STAUF) Stauffer Commun.	146	146		00.00	-49	146							
N (TMC) Times Mirror	31 5/8	30 1/8	1 1/2	04.97	13	4,086							
O (TMCI) TM Communications	3/16	3/16		00.00	-1	1							
N (TRB) Tribune	43	39 7/8	3 1/8	07.83	13	3,037							
A (TBSA) Turner Bcstg. 'A'	45 7/8	44	1 7/8	04.26	-59	2,274	A (ATN) Acton Corp.	11 1/8	11 7/8	- 3/4	-06.31	2	17
A (TBSB) Turner Bcstg. 'B'	44 7/8	42 1/2	2 3/8	05.58	-58	1,202	O (ATCMA) Am.ican TV & Comm.	34 3/4	34 3/4		00.00	37	3,788
N (WPO) Washington Post	251 3/4	233	18 3/4	08.00	17	3,469	O (CTEX) C-Teé Corp.	19 1/4	19 1/2	- 1/4	-01.28	320	328
							A (CVC) Cablevision Sys. 'A'	25	24	1	04.16	-3	553
							A (CTY) Century Comm.	7 5/8	7 3/8	1/4	03.38	-7	498
							O (CMCSA) Comcast	11 3/4	11 5/8	1/8	01.07	-8	1,318
							A (FAL) Falcon Cable Systems	14 3/8	14 3/8		00.00	-18	91
							O (JOHN) Jones Intercable	8 3/8	8 3/8		00.00	-3	104
							N (KRI) Knight-Ridder	48 7/8	47 1/4	1 5/8	03.43	10	2,514
							T (RCIA) Rogers Commun. 'A'	12 1/4	12 3/4	- 1/2	-04.00	-20	405
							O (RCIB) Rogers Commun. 'B'	8 1/4	8 1/2	- 1/4	-03.00	-13	595
							O (TCAT) TCA Cable TV	14 3/4	14 1/2	1/4	01.72	39	357
							O (TCOMA) Tele-Commun.	13 3/4	12 3/4	1	07.64	-18	4,852
							N (TWX) Time Warner	95 7/8	93 7/8	2	02.13	-22	6,166
O (ALLT) All American TV	3 3/8	3 3/8		00.00	4	7	O (UAECA) United Art. Ent. A	12 3/4	13 1/4	- 1/2	-03.77	-6	1,775
A (CLR) Color Systems	1 1/2	2	- 1/2	-25.00	-1	9	O (UAECA) United Art. Ent. B	13 3/8	13 1/2	- 1/8	-00.92	-7	893
O (DCPI) Dick Clark Prod.	51 3/16	5 5/8	3/16	03.33	26	48	N (VIA) Viacom	48 1/2	45 1/4	3 1/4	07.18	22	2,588
N (DIS) Disney	112 5/8	111	1 5/8	01.46	20	15,226	N (WU) Western Union	1/2	9/16	- 1/16	-11.11		33
O (FNNI) Financial News Netwk	8 7/8	7 3/8	1 1/2	20.33	34	160							
A (FE) Fries Entertain.	1 5/8	1 5/8		00.00	-1	7							
A (HHH) Heritage Entertain.	1 1/4	1 5/8	- 3/8	-23.07	-1	9							
A (HSN) Home Shopping Net.	6 7/8	7	- 1/8	-01.78	-76	617							
N (KWP) King World	37 1/4	36 1/8	1 1/8	03.11	12	941							
O (KREN) Kings Road Entertain.	3/16	3/16		00.00		0							
N (MCA) MCA	56 3/8	56 3/8		00.00	21	4,141							
N (MGM) MGM/UA Commun.	17 3/8	16 7/8	1/2	02.96	-26	884							
A (NNH) Nelson Holdings	5 5/8	6 1/4	- 5/8	-10.00		24							
O (NNET) Nostalgia Network	3/4	3/4		00.00	-1	4							
N (OPC) Orion Pictures	20 3/8	20	3/8	01.87	24	367							
N (PCI) Paramount Commun.	45 3/4	47	- 1/4	-02.65	25	5,437	N (MMM) 3M	83 5/8	81 7/8	1 3/4	02.13	14	18,620
N (PLA) Playboy Ent.	13	12 7/8	1/8	00.97	-81	122	N (ARV) Arvin Industries	16 3/8	16 1/4	1/8	00.76	29	307
O (QNTQE) Qintex Ent.	1 1/4	1 1/4		00.00		26	O (CCBL) C-Cor Electronics	12	13	- 1	-07.69	10	51
O (QVCN) QVC Network	10 3/4	10 5/8	1/8	01.17	30	162	N (CHY) Chyron	1 3/4	1 7/8	- 1/8	-06.66	-9	20
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-6	85	A (COH) CoHu	10 1/2	10 3/8	1/8	01.20	8	2
O (RPICA) Republic Pic. 'A'	8 1/8	8 1/4	1/8	-01.51	35	34	N (EK) Eastman Kodak	40 3/8	38 1/8	2 1/4	05.90	24	13,104
O (RPICB) Republic Pic. 'B'	7 1/8	7 3/8	- 1/4	-03.38	79	30	N (GRL) Gen. Instrument	33 3/8	33 3/8		00.00	10	918
O (SP) Spelling Entertainment	8	8 1/8	- 1/8	-01.53	33	264	N (IGE) General Electric	68 1/8	66 3/4	1 3/8	02.05	15	61,230
O (UJKE) Video Jukebox Net.	7 3/8	6 5/8	3/4	11.32	-29	69	N (HRS) Harris Corp.	35 1/4	32 1/2	2 3/4	08.46	36	1,411
O (WONE) Westwood One	6 1/2	6	1/2	08.33	-4	95	N (MAI) M/A-Com. Inc.	4	4		00.00		98
							N (IV) Mark IV Indus.	12 3/4	12 3/4		00.00	3	179
							O (MATT) Matthews Equip.	1 7/8	1 7/8		00.00	93	11
							O (MCDY) Microdyne	3 7/8	4 1/8	- 1/4	-06.06	129	15
							O (MCOM) Midwest Commun.	3 1/4	3 3/8	- 1/8	-03.70	9	9
							N (MOT) Motorola	74 1/8	72 5/8	1 1/2	02.06	19	9,665
							N (OAK) Oak Industries	1	1		00.00	-33	82
							A (PPI) Pico Products	1 1/8	1	1/8	12.50	-1	4
							N (SFA) Sci-Atlanta	24 3/4	22 3/4	2	08.79	14	547
O (BSIM) Burnup & Sims	13 1/2	13 3/4	- 1/4	-01.81	28	170	N (SNE) Sony Corp.	56 3/4	53 7/8	2 7/8	05.33	25	16,037
N (CQ) Comsat	33 3/8	32 1/8	1 1/4	03.89	9	556	N (TEK) Tektronix	12 5/8	13 1/8	- 1/2	-03.80	-12	367
N (DNB) Dun & Bradstreet	45 7/8	45 3/8	1/2	01.10	15	8,494	N (VAR) Varian Assoc.	27	24 7/8	2 1/8	08.54	18	513
N (FCB) Foote Cone & B.	30	29 1/2	1/2	01.69	15	320	O (WGNR) Wegener	1 3/8	1 3/8		00.00	10	9
O (GREY) Grey Advertising	160	152	8	05.26	15	183	N (WX) Westinghouse	74	74		00.00	11	10,709
O (IDBX) IDB Communications	8 7/8	8 7/8		00.00	24	44	N (ZE) Zenith	9 1/2	9 1/2		00.00	-14	264
N (IPG) Interpublic Group	30 5/8	30	5/8	02.08	14	1,058							
O (OMCM) Omnicom Group	25 3/8	24 3/8	1	04.10	-14	665	Standard & Poor's 400	411.52	399.3	12.39	3.1		

Datebook

■ indicates new listing or changed item.

This week

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 hotel, Houston. Information: (713) 877-1220.

May 23—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Speaker: Erik Sorenson, executive producer, *CBS This Morning*, on "The State of Morning Television." Copacabana, New York. Information: (212) 768-4510.

■ **May 23**—"The Craft of Writing for Television," first (drama) of five seminars 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 *National Telecommunications and Information Administration* on domestic telecommunications Infrastructure. U.S. Department of Com-

merce. 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 24—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in breakfast. Speaker: Steven Bass, Public Broadcasting Service, on "How to Get a Grant in the 1990's." New York TV Academy, 1560 Broadway, New York. Information: (212) 768-4510.

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.

Also in May

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.

Major Meetings

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 9-11**—*Satellite Broadcasting and Communications Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

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. 3-6, 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.

■ **Jan. 26-30, 1991**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

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.

■ **March 6-9, 1991**—22nd annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4487.

■ **April 7-9, 1991**—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York.

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

■ **April 19-24, 1991**—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

■ **April 21-24, 1991**—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles.

■ **May 15-18, 1991**—*American Association of Advertising Agencies* annual convention. Greenbrier, White Sulphur Springs, W. Va.

■ **May 30**—Revised deadline for comments in study of the globalization of mass media firms by *National Telecommunications and Information Administration*. U.S. Department of Commerce, NTIA, Washington.

■ **May 30**—"Alternative Dispute Resolution Methods: New Ways to Resolve Comparative Cases," seminar sponsored by *Federal Communications Bar Association*. Washington Marriott, Washington. Information: Rob DePont, (202) 828-5700.

■ **May 30**—"The Craft of Writing for Television," one (children's programing) of five seminars co-sponsored by *Museum of Broadcasting and Writers Guild of America East*. Museum, New York. Information: (212) 752-4690.

■ **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.

■ **May 31**—*American Women in Radio and Television*, Washington chapter, reception honoring Patricia Mahoney, new president of AWRT. National Association of Broadcasters, Washington. Information: (202) 468-6555.

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 1-July 1**—"CNN: The First 10 Years," tribute to Cable News Network, sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

■ **June 2-4**—Showbiz Expo, video and film production trade show sponsored by *Live Time Inc.* Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

■ **June 3**—Opening reception and seminar, "A Day in the Life of CNN," sponsored by *Museum of Broadcast Communications and National Academy of Cable Programing*, for CNN tribute to be held at MBC (see listing above) for month of June. MBC, Chicago. Information: (312) 987-1500.

■ **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**—*Action for Children's Television* ACT awards ceremony and reception. Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

■ **June 6**—*USA Network* local ad sales/marketing seminar. Nassau Inn at Palmer Square, Princeton, N.J. Information: Tracey Muhlfeld, (212) 408-9170.

■ **June 6**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ruth Otte, president, Discovery Channel, on "The Challenges of Building a Television Network in a Changing World." Copacabana, New York. Information: (212) 768-4510.

■ **June 6**—"The Craft of Writing for Television," one (daytime serials) of five seminars co-sponsored by *Museum of Broadcasting and Writers Guild of America East*. Museum, New York. Information: (212) 752-4690.

■ **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**—Western regional sales conference, co-sponsored by *Adlink*, cable advertising interconnect, and *National Cable Advertising*. Speaker: Futurist Ray Bradbury. Marina del Rey Marriott. Information: (213) 390-8888.

■ **June 7**—"A Salute to Australian Television," annual membership meeting of *National Academy of Television Arts and Sciences, New York chapter*. Citibank auditorium, New York. Information: (212) 768-4510.

■ **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-CEO, 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.

■ **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 11-12**—*Children's Express* symposium on the media and children's issues. Co-conveners: ABC's Peter Jennings and Bill Moyers. New York Hilton, New York. Information: (212) 620-0098.

■ **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 annual 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 13**—"The Craft of Writing for Television," one (documentary and information programing) of five seminars co-sponsored by *Museum of Broadcasting and Writers Guild of America East*. Museum, New York. Information: (212) 752-4690.

■ **June 14**—*USA Network* local ad sales/marketing seminar. Marriott Greentree, Pittsburgh. Information: Tracey Muhlfeld, (212) 408-9170.

■ **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 18**—"A Salute to Television," gala sponsored by *Museum of Broadcasting board of trustees and gala benefit committee*. Pierre hotel, New York.

■ **June 19**—"New Rules of Professional Responsibility: Impact on the Communications Bar," sponsored by *Federal Communications Bar Association*. Washington Marriott, Washington. Information: (202) 416-6762.

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

June 20—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lee Masters, E! Entertainment Television. Copacabana, New York. Information: (212) 768-4510.

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**—"The Craft of Writing for Television," one (comedy) of five seminars co-sponsored by *Museum of Broadcasting* and *Writers Guild of America East*, Museum, New York. Information: (212) 752-4690.

June 20-22—Advanced seminar for European radio broadcasters in management and programming, "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 20-24—*Florida Association of Broadcasters* annual convention. Longboat Key Club, Sarasota, Fla. Information: (904) 681-6444.

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

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—Nontelevised 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. 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 25-26—"Municipal Administration of Cable Television in the Nineties," ninth annual seminar sponsored by *University of Wisconsin-Madison/Extension, department of communication program*. Wisconsin Center, Madison, Wis. Information: Barry Orton, (608) 262-2394.

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.

June 28-July 1—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.

July

July 8—Showtime Dealer college workshop sponsored by *Showtime Satellite Networks* during SBCA convention (see next item). Opryland hotel, Nashville. Information: Jeanne Ricci. (212) 807-1400.

■ **July 9-11**—*Satellite Broadcasting and Communications Association* trade show. Opryland hotel. Nashville. Information: (703) 549-6990.

July 11—*Caucus for Producers, Writers and Directors* third annual general membership meeting. Guest speaker: Jeff Sagansky, president, CBS Entertainment. Chasen's, Los Angeles. Information: (213) 652-0222.

July 11—Revised deadline for reply comments in study by *National Telecommunications and Information Administration* of globalization of mass media firms. U.S. Department of Commerce, NTIA, Washington.

July 12—*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." Hartford, Conn. Information: (212) 254-4800.

July 12-15—15th annual *Upper Midwest Communications Conclave* radio and record convention. Radisson Hotel South, Bloomington, Minn. Information: (612) 927-4487.

July 13-15—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Buffalo, N.Y. Information: (212) 254-4800.

July 14-16—*Television Programming Conference*. Hyatt Regency hotel, Nashville.

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess

Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

July 15-18—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego. Information: (703) 549-4200.

July 15-18—*New York State Broadcasters Association* 29th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 18-19—*Sony* Government Technology Exposition. Washington Sheraton hotel, Washington. Information: (212) 505-9900.

■ **July 18-19**—*Wisconsin Broadcasters Association* annual summer convention. Landmark Resort, Egg Harbor, Wis. Information: (608) 255-2600.

July 19-21—*Colorado Broadcasters Association* 41st annual summer convention. Manor Vail, Vail, Colo.

July 22-27—Management development seminar for television executives, sponsored by *National Association of Broadcasters*, in conjunction with *J.L. Kellogg Graduate School of Management at Northwestern University*. Northwestern campus, Evanston, Ill. Information: (202) 429-5368.

July 24-26—*Florida Cable Television Association* annual convention. Sheraton Bonaventure, Fort Lauderdale, Fla.

July 25—*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." Chicago. Information: (212) 254-4800.

July 26—*Radio Advertising Bureau* regional sales training workshop, "dramatizing radio's competitive advantages against other media, and

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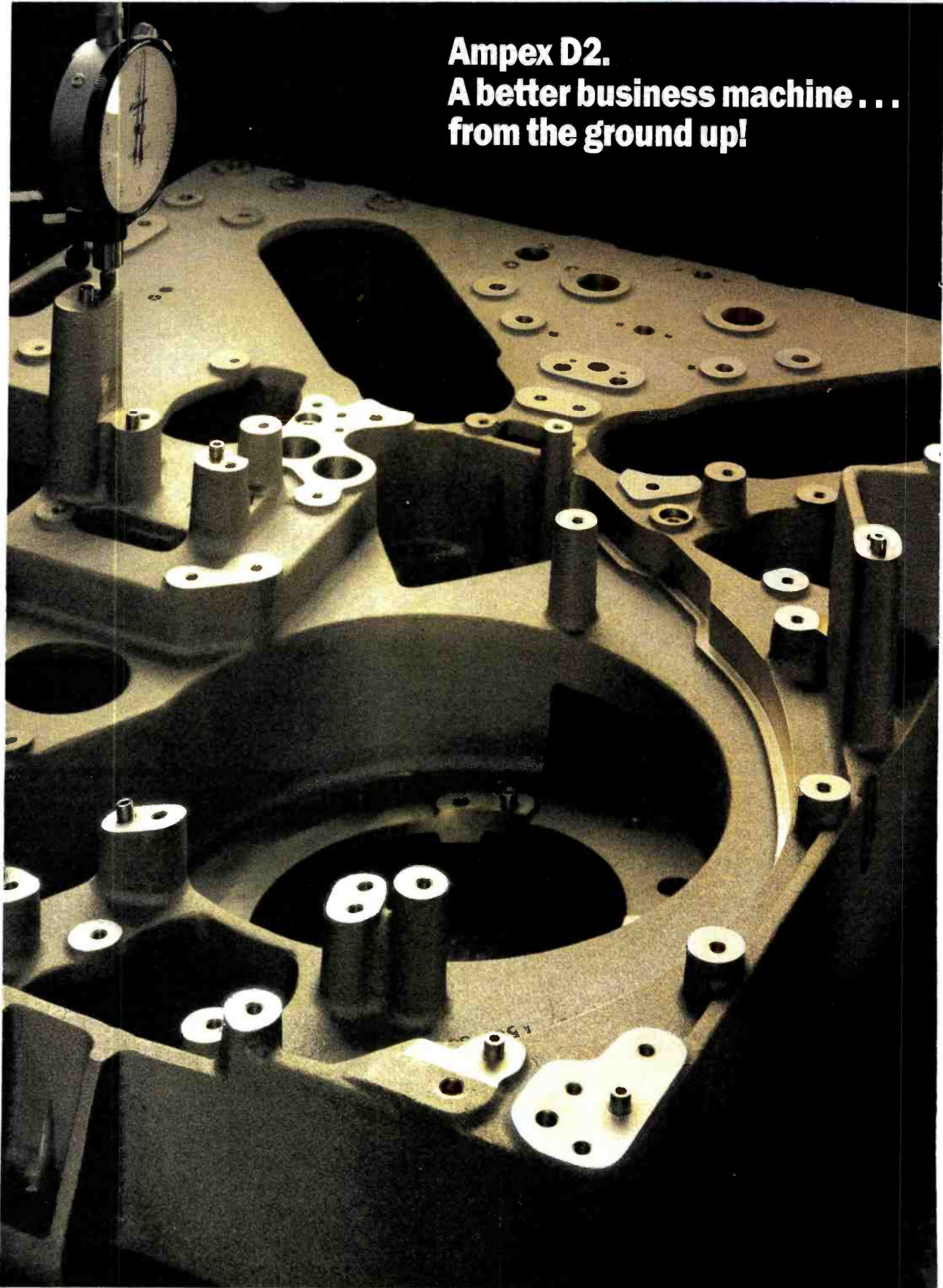


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ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Kansas City. Information: (212) 254-4800.

July 26—USA Network local ad sales/marketing seminar. Marriott Research Triangle Park, Morrisville, N.C. Information: Tracey Muhlheid, (212) 408-9170.

July 26-28—Louisiana Association of Broadcasters radio and television management session. Hyatt Regency, New Orleans. Information: (504) 383-7486.

July 27-29—Radio Advertising Bureau sales university, designed for salespeople with fewer than two years' sales experience. Milwaukee. Information: (212) 254-4800.

July 28—"The Drought and the Rest of Our Environment," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. KEYT-TV Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 29-Aug. 1—New England Cable Television Association annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

August

Aug. 1-3—Michigan Cable Television Association annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

Aug. 1-5—National Association of Black Journalists 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

Aug. 2-4—Michigan Association of Broadcasters annual convention and awards banquet. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

Aug. 11-14—Georgia Association of Broadcasters annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

Aug. 12-14—North Carolina CATV Association and South Carolina Cable Association joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 12-14—Arkansas Broadcasters Association annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

Aug. 15—Deadline for nominations for Women at Work broadcast awards for news and entertainment programs about working women that encourage greater recognition of women workers through accurate portrayals of their lives, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 16—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." Portland, Ore. Information: (212) 254-4800.

Aug. 17-19—Radio Advertising Bureau sales university, designed for salespeople with fewer than two years' sales experience. San Diego. Information: (212) 254-4800.

Aug. 23-25—West Virginia Broadcasters Association 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

Aug. 26-28—Nebraska Broadcasters Association annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

Aug. 26-31—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

"Datebook" continues on page 82.

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Founder and Editor
Sol Talshoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Talshoff, publisher.

Editorial

Donald V. West, managing editor
Mark K. Miller, Harry A. Jesselt, assistant managing editors.
Leonard Zeldenberg, chief correspondent.
Kira Greene, senior news editor.
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Susan Dillon, A. Adam Glenn (international), assistant editors.
Randall M. Sukow (technology), Peter D. Lambert, Patrick J. Sheridan, staff writers
Janet Sullivan, Marsha L. Bell, editorial assistants
Todd F. Bowle, editorial production supervisor
Ed Kaitz, production.

Broadcasting □ Cable

Yearbook

David Seyler, manager.
Joseph A. Esser, associate editor.
Deborah Segal, assistant manager.
Francesca Tedesco, Michael Greco, Janza L. Woods, editorial assistants.

Advertising

Washington
202-659-2340
Kenneth W. Talshoff, vice president, sales and marketing.
Robert (Skip) Tash, Midwest and Southern regional sales manager.
Doris Kelly, sales service manager
Debra DeZarn, classified advertising manager.

New York

212-599-2830
Joseph E. Ondrick, East Coast regional sales manager.
Randi B. Teitelbaum, sales manager.
Yadira Crawford, advertising assistant.
Lewis Edge & Associates (East Coast equipment and engineering): 609-683-7900, fax: 609-497-0412.
Dave Barlyn & Associates: 914-631-6468.
Mattilyn Calloway, receptionist.

Hollywood

213-463-3148
John R. Russel, West Coast regional sales manager.
Sandra Klausner, editorial-advertising assistant.
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Patricia Waldron, data entry manager.
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Production

Harry Stevens, production manager.
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Corporate Relations

Patricia A. Vance, director.
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Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, chief correspondent.
Stephen McClellan, chief correspondent (programming)
Reed E. Bunzel, radio editor.
Rod Granger, Lucia Cobo, Joe Flint, staff writers.
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, Mike Freeman, staff writers.

Advertising Representatives

Pattis/3M: Chicago 708-679-1100, fax: 708-679-5926;
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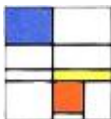
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Monday Memo

A radio/baby boomers commentary by Phil Goodman, president, Western Media Corp., San Diego

Radio is the only medium that the 76.5 million baby boomers in this country were chronologically raised with. The boomers listen to their own music of the 60's and 70's, plus their children's music.

The boomer is a mind set that affects people 10 years younger and older than they are. The psychographics are more important with this generation than are the demographics.

No one can predict how much less the 18-34-year-old market will spend in the U.S. by the year 2000, based on just pure numbers of this population segment. They also can't predict that the 35-54-year-olds will spend billions of dollars more.

The reason for this is that the 18-34-year-olds will be making a lot more money in the year 2000 than they are now, even though they will be a smaller segment of the population. The baby boomers that will be 35-54 years old might not have the billions of dollars projected for them, because of all the impulse spending they are now doing, plus sending their children to college, and caring for their aging parents. It doesn't matter to the baby boomer at any age who's buying the records in this country.

Since they are too individualistic to be mass marketed, they will listen to what they want till the end of their days. Boomers don't listen to any radio format just to buy records, they listen because they will always be teenagers and their music, no matter what format, will keep them young.

Since baby boomers will be nothing like their parents or grandparents, let's stop comparing apples and oranges. They won't age gracefully; that's why plastic surgery will triple in this decade.

The most important thing I can tell you about the baby boomer generation, no matter what their age or income, is: don't try to predict too far into the future with them or you'll get blindsided.

So before you start changing your formats and marketing plans for your radio stations, remember that there are still 20 million boomers in their twenties, and 40 million boomers in their thirties until 1995. It won't be until the year 2010 that most of the boomers turn 50.

The female baby boomers account for 51% of the 76½ million born between 1946 and 1964 and listen to more radio, both at work, home, and in the car.

Don't try to get too sophisticated with your approach to the baby boomer. Radio is doing just fine with this generation. They will never lose their dependency on radio now, or in their middle or senior years. The only thing that's wrong in radio today is the advertisers who don't spend enough of their budget on this medium that owns the baby boom generation. Radio should be getting much more of the pie on a local, regional



“ For the next 60 years, radio will not only grow in popularity, but will become a major media force. ”

and national basis.

The hotel industry, which I service, sells more room packages on radio than any other medium. Besides adult contemporary, news talk and country, the 25-49-year-olds still own the biggest part of the listening audience, and that's in addition to stations that cater to teenagers and normally have the baby boomers anyway. Check your latest Arbitron book and see for yourself.

Your news talk and sports stations may skew a little older than the boomers, but remember, this generation affects every radio format in the country. Stop worrying about their middle-age profile and what they will be like as seniors. They don't want to talk about it, so why should you?

Radio has got a great success story to tell to the ad agencies, media buyers, and clients about this generation. Don't blame the baby boomers for what happened to AM radio. Blame the radio signal and the senior citizens of today.

Since the boomers' children influence their parents on most family buying decisions, and the boomers themselves have a focused culture, I don't see any major fall-out from radio listenership.

Understand that as the baby boomers age, it will have very little affect on their mind set. When they hear Elvis Presley on

the radio, they're ready to rock 'n' roll. When they hear Diana Ross and the Supremes or the Fifth Demension, they're teenagers again, no matter what their age.

Woodstock helped set the trend with the baby boomers for the rest of their lives. Do you think that the people who attended Woodstock or bought the albums across the country are going to stop listening to that kind of music, or any of the music from the 60's or 70's? Certainly not.

It doesn't make sense to change programming or even think about it to an audience that hasn't happened yet or may never change. Psychologists and "trendsetters" can't predict what the baby boomers will like or dislike through their life cycles. With this generation you must take one year at a time. Most baby boomers speak only for themselves on their own opinions.

Before you think about the boomers' future, remember that they have owned the last 40 years in this country like no other generation, and will own the next 30.


Their children, who are known as "echo boomers" because they are so much like their parents, will dominate the 30-year period after that. This means for the next 60 years starting with 1990, you can say that radio will not only grow in popularity with very little change, but will become a major media force in the United States.

It doesn't matter whether the boomer is rich or poor as to what format he or she listens to except news talk, and that is because of the heavy emphasis on business stock reports.

Radio does a better job marketing itself to the baby boomers than most other industries. Most manufacturers and retail businesses are confused about how to market and sell this generation no matter how many strategists and people with MBA's they have.

If other industries would let go of the past, they wouldn't have so many problems reaching the baby boomer. Keep it simple like radio does. That is the key to the boomers. The only other media that does a good job reaching this generation is independent television. But it is radio that owns them and always will.

The aging of America is a fallacy. The U.S. birth rate dropped between 1965 and 1976, but since then has gone back up every year and is now approaching 4 million babies each year. In 1984 the U.S. Census underestimated the birth rate per 1,000 for women 30-34 years old by 14% and by 55% for women 35-39 years old.

A new baby boom is on its way. Our country will always be youth oriented at any age. Why? Because baby boomers feel they are the "cool" generation that has the muscle to dominate at least the next 30 years. And they do! Remember, rock 'n' roll will never die. 

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For everyone who thought a PR&E console was out of reach.

You've tried, but your console budget just can't accommodate a Pacific Recorders BMX—not this time. So you're probably thinking about settling for a copy, even though it won't have the standard-setting features, performance and long-term reliability that have made our BMX consoles so successful.

Fortunately, you don't have to settle. Radiomixer is genuine PR&E. All the way from its high quality components to its efficient BMX-style layout; comprehensive telephone mix system and unique Off Line Mix Matrix. Yet its manufacturer-direct price is no higher than the "clones."

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We didn't compromise on quality. Radiomixer uses the highest caliber components throughout, including our standard professional-spec meters, faders, and switches. Plus the best-sounding VCA technology in the industry. To keep Radiomixer's cost down, we've limited the number of different module types and mainframe sizes, and simplified the construction of the card frame, mainframe and modules.

The final result? In less than a year, Radiomixer has quietly become one of our most popular consoles. In fact, it's now one of the best-selling boards in broadcasting. Our color brochure will tell you more of the reasons why, and help you configure a Radiomixer for your particular application. To get your copy, call PR&E direct at 619-438-3911.



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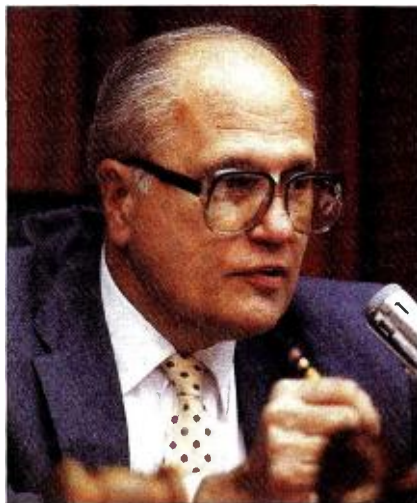


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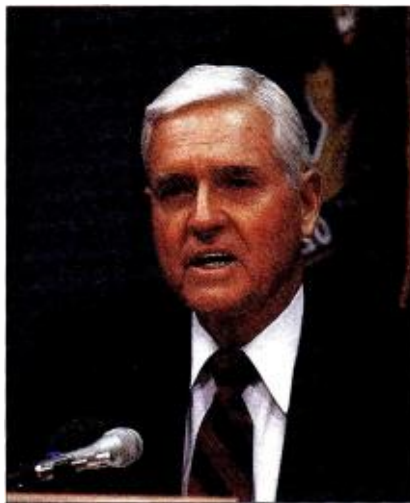
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Dingell to the rescue on cable rereg



John Dingell



Fritz Hollings

Cable's situation on Capitol Hill improved dramatically last week when the powerful House Commerce Committee Chairman John Dingell (D-Mich.) and Republican leaders weighed into the cable debate with a draft of a bill that appears to be far more moderate than anything under consideration in the Senate.

Furthermore, cable was granted a temporary reprieve when Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) delayed a vote on legislation until June 7 rather than holding it tomorrow (May 22) during the middle of the National Cable Television Association's annual convention. Hollings's decision should work to cable's benefit, giving it more time to push for revisions and to fight the telephone industry, which has been waging a serious campaign to become providers of cable services.

Cable has not signed off on the Dingell draft; still, it is considered a good starting point for the industry, which may be well on its way to gaining legislation it can live with. The threat of congressional intervention has had a deleterious effect on the industry's financial stability and it is no secret that many cable executives would prefer to settle the issue this year (BROADCASTING, May 7).

Reaction from the cable industry was positive but qualified. "Although we have deep concerns about aspects of this draft, it does narrow the scope of debate on some key issues," stated NCTA President James

Mooney in a prepared statement. Mooney said that cable has generally opposed any reregulation, but that there is "continuing sentiment in both the House and Senate for some adjustments to the existing cable regulatory structure."

Until last week "we thought the Senate was setting the agenda," said one source close to the Hill. But the Dingell draft—which also has the blessings of House Republicans Norman Lent (N.Y.) and Matthew Rinaldo (N.J.)—helps shift the debate away from the Senate, where cable is said to be making little progress in modifying

severe regulatory provisions in the staff draft authorized by Hollings, Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.).

Inouye is believed to have advised cable that it was in its best interest to have the vote this week. Inouye apparently thinks the delay will work in the telcos' favor. He warned last week that if a telco amendment goes through, "all hell will break loose."

Nevertheless, Senator Conrad Burns (R-Mont.) is leading the telco-entry charge and told BROADCASTING he is "confident we'll win this thing." The senator admitted that Hollings and Inouye oppose his initiative; however, he says he still has the backing of key Democrats Wendell Ford (Ky.) and Al Gore (Tenn.). He said Danforth and Senator Slade Gorton (R-Wash.) are supporting him, but that other senior Republicans, Bob Packwood (Ore.) and Ted Stevens (Alaska) are "studying it."

Not only is the Senate Commerce Committee poised to move, but House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) announced last week that he would mark up a cable bill next month (see page 29). Markey apparently had no input into Dingell's draft. It is believed Dingell grew impatient waiting for Markey to produce legislation and went ahead without him.

A Markey spokesman said the congressman is "serious about moving forward" and that the draft bill will "spur others to come forward" with legislation. "They [Dingell] presented a proposal to us and

Key elements of Dingell draft

- Rate regulation only of basic tier of broadcast stations.
- Must carry for public stations; must carry for commercial signals would be added later following broadcaster-cable agreement.
- FCC would devise customer service guidelines.
- Vertically integrated cable companies must sell to at least one unaffiliated distributor in cable system's service area.
- FCC may require cable systems to sell converters.
- FCC could set maximum rates for leased access.

we'll get back," said Markey's spokesman. However, one lobbyist said "it was pretty extraordinary for Dingell to strike out on his own."

Cable's critics were wasting no time in attacking the draft. "It is clearly inadequate," said Ward White of the United States Telephone Association. There is no provision dealing with telco entry, but Representative Rick Boucher (D-Va.), who hopes the phone companies will someday compete with cable, told BROADCASTING that he is prepared to offer an amendment. More importantly, he said Dingell has told him that he "will welcome the debate on telco entry" and is not "personally opposed" to a telco provision.

One senior subcommittee member was said to describe Dingell's draft as a "bail-out" for Time Warner's Steve Ross.

Representative Billy Tauzin (D-La.) has problems with the draft's third-party access provisions. Tauzin has championed the home satellite industry's fight to gain access to cable programming and introduced legislation two weeks ago that would force cable programmers to make their product available to third-party packagers at nondiscriminatory wholesale prices for both C-band and Ku-band dish owners (BROADCASTING, May 14).

The Wireless Cable Association's Nick Allard said the draft would "solve part of the access to programming problem but it still

could be improved." Dingell's proposal is more narrow in scope: Only vertically integrated cable programmers would be required to sell to at least one unaffiliated distributor in the service area of their cable systems.

More problems could arise if broadcasters decide the draft is wrongheaded. NAB is encouraged by Dingell's interest but is still analyzing the specifics. Cable opera-

One senior subcommittee member described Dingell's draft as a "bail out" for Time Warner's Steve Ross.

tors think broadcasters are the "big winners." Under the proposed bill, broadcasters would essentially get guaranteed carriage on a basic tier of service that would be rate regulated. In all likelihood, broadcaster signals will be put on the VHF band.

Must carry requirements for public stations (based on the NCTA-public TV agreement) are included, but not those for commercial stations "to avoid prejudicing the outcome of broadcast-cable negotiations."

Under the Senate draft, rate regulation would apply to basic and premium services, whereas the House is only looking at rate regulation of an all-broadcast tier. The Senate draft also directs the FCC to limit the number of systems a cable operator can own and restrict the number of channels vertically integrated cable systems can carry.

Dingell does not delve into those areas. His proposal directs the commission to establish customer service guidelines and most cable operators should not have a problem with this section because when NCTA developed customer service guidelines they anticipated that local franchise authorities would incorporate these guidelines into their agreements.

Yet another potential plus for the industry is that cable operators would have to "list or break out the portion of a subscriber's bill that goes for local franchise fees, public access channels and state and local taxes." But there was some grumbling because the FCC would exempt that portion of the bill in assessing a rate formula for the basic service tier.

The draft also directs the FCC to set maximum rates for leased access, another worrisome section for cable. And cable doesn't like the suggestion that the FCC "explore the possibility of requiring cable systems and third parties (like Radio Shack) to sell converters." -KM

PERSPECTIVE ON THE NEWS

NCTA's Mooney leads a battle on two fronts: Congress and telcos

It's been a tough six months for Jim Mooney.

Ever since Senator John Danforth (R-Mo.) triggered Congress's drive last November to enact tough cable reregulation legislation, the president of the National Cable Television Association has been struggling to ward off passage of what he calls a "draconian" measure and to shape a law that will bring "political stability" to the industry without significantly slowing its decade-long progress toward becoming the dominant television medium.

For Mooney, the effort has been fraught with large doses of frustration, some irony and at least one major miscalculation. But, for all of that, Mooney still believes cable will come out of it all in good shape, and he continues to enjoy the confidence of his membership. "He's got solid board support," said one board member.

That confidence received a boost last week when House Energy and Commerce Committee Chairman John Dingell (D-Mich.) entered the fray with a draft bill that is, by most accounts, far more moderate than the Senate's. What's more, the draft is seen as a more favorable "starting point" for forging a bill acceptable to cable.

According to industry sources, Mooney deserves much of the credit for coaxing Dingell to circumvent the Energy and



Commerce Committee's Telecommunications Subcommittee and change the terms of the cable reregulation debate with a new approach and new language.

Complicating Mooney's efforts to come up with the right kind of bill is that he has had less than the full support of the NCTA executive committee. According to industry sources, TCI President John Malone has preferred FCC to congressional action, believing the federal agency would, in the end, impose less harsh restrictions on cable's business.

In an interview with BROADCASTING editors last week, Mooney acknowledged that things have not always gone smoothly. "But in the end," he said, "the

only thing that counts is when some rule or some new law is actually put into effect."

Even before Danforth introduced his bill, the cable industry recognized that it may have to accept some measure of reregulation either by Congress or the FCC to alleviate the anti-cable pressure that has been building for years in Washington and that was creating the "political instability" or uncertainty that was scaring off investors and lenders.

The uncertainty has contributed heavily to the tumble that cable stocks have taken in recent months and it has dried up money for acquisitions and major capital improvements. Coming on top of the tighter regulation of lending institutions in the wake of the savings and loan debacle and the collapse of the junk bond market, Mooney said, the uncertainty "creates quite an unhealthy situation for us.

"On the other hand, it's not going to help you any in that situation to just go out and take any bill merely for the sake of

Winds blowing toward broadcaster-cable compromise

Both sides seem optimistic about prospect of must carry deal; Markey intent on moving bill

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) last week restated his commitment to move cable legislation this year and hopes to hold a markup in June. There is some skepticism as to whether the subcommittee is capable of acting that quickly, especially when a consensus has yet to emerge on the issue of cable reregulation. Markey, however, indicated the lawmakers are "working toward a consensus." And late last week a draft bill was being circulated by staff of Commerce Committee Chairman John Dingell (D-Mich.) and committee Republicans which will spur the process (see page 27).

Markey's accelerated timetable is believed to be in response to the Dingell draft and the Senate Commerce Committee's plans to report legislation June 7. His promise for quick action came at a subcommittee hearing on must carry where National Cable



Group W's Goodgame, NCTA's Mooney and INTV's Hedlund testify before Markey subcommittee

Television Association President James P. Mooney said a must carry deal with broadcasters is possible. Indeed, Mooney indicated that talks with National Association of Broadcasters President Eddie Fritts were making progress. He said they might have had an agreement at the end of this month if Fritts had not had previous plans to be in Europe for two weeks. Mooney, however, refused to reveal any other details, but his remarks were being read as a signal that

cable is willing to make some concessions on channel repositioning.

He also thinks it is time to end the "feuding" between the two industries. And he acknowledged the efforts of Congressman Billy Tauzin (D-La.) to bring the parties together. "I hope he will succeed," Mooney said. This was the fourth in a series of cable hearings.

Broadcaster witnesses also appeared optimistic about a must carry compromise. "I

predictability because, you know, if you take a bad bill then you're just digging a deeper hole," he added.

The irony is that now that cable has decided it wants a bill, it may not be able to get one because of the telephone industry. If it succeeds in attaching a provision to the legislation that would remove the statutory ban against telcos offering video services in their telephone service areas, cable would be forced to kill the legislation. A modest dose of rate regulation is one thing; direct competition from the powerful and wealthy telephone industry is quite another.

Mooney's chief frustration has been his inability to cut a deal with the Senate Commerce Committee to make its proposed bill more palatable. The NCTA assumed that the bill proffered by the Senate Commerce Committee would be less onerous than the one introduced by Danforth. It was.

But it had also assumed it would be able to take some of the rough edges off the Senate draft through negotiations. It has not.

The committee staffers managing the legislation, Tom Cohen (for the Democrats) and Gina Keeney (for the Republicans), have not budged. Despite a series of negotiating sessions, sources say, the bill in most major respects looks the way it did when it was first floated last March.

Indicative of how badly things are going, the committee was threatening up to last Thursday to hold a markup on the draft this Tuesday (May 22)—right in the middle of the NCTA annual convention. In the end, the committee opted for June 7.

Mooney has also been frustrated by his inability to strike some sort of deal with broadcasters on a must carry provision requiring cable systems to carry local broadcast signals. That failure thrust the broadcasters into the camp calling for harsh reregulation of cable. Mooney admits he was surprised when National Association of Broadcasters President Eddie Fritts showed up to lend his industry's support to the Danforth bill.

Nonetheless, Mooney has worked hard to come to terms with the broadcasters. First, he got tough, threatening in a January speech "to give as good as we get" if the broadcasters did not come around. He made a separate peace with the noncommercial stations, agreeing on a must carry pact with the National Association of Public Television Stations. And then he made fresh overtures to the commercial broadcasters. His current assessment of cable's relationship with the broadcasters: "Cool, but not hopeless."

Mooney may have been understating the situation. With House Telecommunications Subcommittee member Billy Tauzin (D-La.) supplying the impetus, sources say, talks aimed at coming up with a mutually acceptable must carry provision are back on track. Also giving cause for optimism is the emergence of a new group intent on settling the must carry issue. The group comprises major companies such as Cox and Times Mirror that have substantial interests in both broadcasting and cable.

If Mooney has made a mistake, it is in dismissing the telephone industry as a significant player in the Cable Act rewrite. Yet, telco momentum had reached a point where Senator Conrad Burns (R-Mont.), a sponsor of a telco entry provision, was able to say last week that the Senate Commerce Committee was split down the middle on the question, or, as he put it, "sitting on the dime."

Had the broadcasting industry not joined in and begun lobbying against telco entry, the telephone industry might be even further along than it is. To Mooney's credit, however, he is the one who alerted broadcasters that telco entry might not be in their best interest. It's not cable that the telcos want a piece of, he told the broadcasters, it's television.

Although the NCTA over the past year has consistently downplayed any evidence of the telcos making progress on the Hill, Mooney said he is not surprised by their current position. "I'm never surprised at anybody with that much in the way of money and resources making a splash." —HAJ

believe there is not a great gulf to be bridged," said Association of Independent Television Stations President Jim Hedlund. "There has been a concerted effort to reach a resolution," commented Thomas Goodgame, president of Westinghouse Broadcasting's TV station group, who testified on behalf of NAB. He noted, however, that NAB's problems with cable extend beyond must carry.

Cable, he said, competes unfairly with broadcasters, and if Congress does not restore some form of rate regulation, cable will continue to "siphon" valuable programming and major sports events away from free over-the-air television. He also pointed out that cable systems enjoy two revenue streams: subscriber fees and advertising. "Any advertising they get is just gravy," said Goodgame, chairman of NAB's TV board.

Broadcasters have complained for some time that cable makes money off broadcast signals they carry for free. Under NAB's "if carry/must pay" proposal, cable operators would have to carry a complement of local signals and pay for them. But the association put must pay on the back burner after Senate leaders told them there was no support.

Asked if he was advocating "must pay" instead of "must carry," Goodgame said he was not. He thinks must carry should be resolved; however, he wants lawmakers to be aware that there are other inequities between the two competitors.

But that is not how Mooney sees it. "What we are hearing the broadcasters say is they don't like having to pay more for programming," he said. They are trying to "brand cable as a kind of illegitimate competitor in the hope that the government will do something to give them a leg up in getting back that 20% of audience share they have lost entirely, and even more important, to help them keep from losing any more," said the NCTA president.

Broadcasters still have 76% of the viewing audience, Mooney argued. Moreover, he said, they still get 92 cents out of every dollar spent on television advertising, and total industry revenues are nearly \$26 billion a year, while total cable revenues are about \$16 billion.

Goodgame told the congressmen that NAB endorses H.R. 3826, a bill authored by Jim Cooper (D-Tenn.) that would reregulate rates, provide must carry and channel positioning protections and impose limits on horizontal and vertical concentration within the cable industry.

Still, the television executives made clear that NAB opposes competition from the telephone industry as a means of dealing with cable. "The telcos, whether RBOC's or independents, can only be permitted in as overbuilds. If the telcos are permitted to compete with cable, it should be as overbuilds and must be restricted to their historic role as common carriers. Nor can they be program originators or suppliers," Goodgame told the congressmen.

"I will tell you that the quantity, quality and diversity that people come to expect from free TV will suffer if balance is not

restored to the marketplace," said Hedlund, whose testimony was in line with Goodgame's.

Several subcommittee members would like the industries to reach a compromise. "It's in your best interest to resolve this now rather than have us resolve it," said Matthew Rinaldo of New Jersey, the subcommittee's ranking Republican. Both Rinaldo and Markey praised the must carry agreement reached by NCTA and the National Association of Public Television Stations. Markey said it will be included in any cable package. It was introduced as a bill (H.R. 4415) by House Commerce Committee Chairman John Dingell (D-Mich.), Markey and Rinaldo among others.

George Miles, executive vice president of noncommercial WNET(TV) New York, urged passage of H.R. 4415 as an "insurance policy guaranteeing that the system we have built so painstakingly will continue to be available on cable as well as over the air." However, Sharon Ingraham, chairperson of the National Federation of Local Cable Programers, was opposed to language in the must carry bill that would permit cable operators to put public TV station signals on access channels that are not being used.

And Lowell Paxson, president of the

Home Shopping Network, asked the subcommittee to pass a must carry law that would mandate carriage of all local full-power television stations within 35 miles of a cable system's headend before carriage of stations located 36-50 miles from the headend.

Although most of the hearing focused on must carry, the issue of vertical and horizontal concentration within the industry also came under scrutiny, and opinions were mixed. Daniel Brenner, director of the communications law program, University of California, saw no need for legislative intervention. Brenner said vertical integration serves "all kinds of goals" and that the burden of proof should rest with those calling for limits.

Stanley M. Besen, senior economist with Rand Corp., also cautioned against regulating vertical integration. Instead, he said, Congress should remove regulatory barriers barring the entry of competing media outlets. But Robert Picard, editor of the *Journal of Media Economics*, California State University, held a completely different view. He said the "unfettered vertical and horizontal integration occurring in the cable television industry poses the greatest threat to the public interest that exists in any communications industry today." —KM

Upfront: The \$4 billion question

Network guarantee question may delay start of upfront, due to get rolling after networks announce fall schedules in coming weeks

The \$4 billion upfront market, expected to begin in the next few weeks, may be delayed due to a disagreement over the terms of negotiation. Specifically, as of last week media buyers and network sales executives were still debating whether audience ratings data is accurate enough to serve as a barometer of viewership.

There are other major questions looming before the upfront market as well. How much market share will ABC take from NBC? What effect, if any, will the new NCAA college basketball contract that cuts beer and wine advertising by 33% have on CBS? If that's not enough, there is also concern about how much automobile manufacturers will spend and what role a "sluggish economy" will play.

Meanwhile, the networks have reportedly been considering getting rid of, or at least cutting back on, offering guarantees for audience delivery. One network that may already be prepared to change the rules a little bit is ABC. Sources inside ABC told BROADCASTING that the network has come up with an audience delivery guarantee system that relies more on the homes using television numbers (HUT) than on actual shares per program. ABC plans to put it "out on the street this week." The change would, according to the network, attempt to "isolate what might be any dropoffs between program performance and problems with research methodology dropoffs."

Doing away with guarantees is not the advertising community's idea of a good solution. One media buyer described the talk of doing away with guarantees as "very superficial." Another media buyer put it this way: "The unfortunate thing is that if—as we all suspect—there is something wrong with the system of measurement, why do the buyers and sellers have to take the rap? Why do the advertisers have to take a beating?" As for not relying on Nielsen at all, the buyer asked whether agencies are now "supposed to imagine what the numbers are."

Although it gets the most publicity, Nielsen numbers will not be the only issue in negotiations. Commercial load and spot length will also be a significant factor in the upfront. NBC in particular logged more ads in prime time, according to an unreleased study. A media buyer told BROADCASTING that there is concern about ad loads and that "lately we have not been able to prevail on the networks [about] the idea of limiting expansion of commercial time. We're getting eaten away on every edge, including [the idea of] premiums for 15-second spots and audience erosion."

It still may be too early to tell whether this year's upfront will match last year's \$4 billion marketplace. Robert Coen, senior vice president and director of forecasting at McCann-Erickson, told BROADCASTING that improvement in the advertising marketplace may be delayed by a sluggish economy. "There is a reluctance to commit to higher prices," Coen said.

Usually film distributors are the first to buy in the upfront. A Blair Television analysis of major domestic film distributors'

Time Warner dealt setback to N.Y. franchise renewals

To the surprise of Time Warner and some city officials, New York City's Board of Estimate last week voted unanimously to preliminarily deny the cable group's franchise renewal request for its Manhattan Cable and Paragon Cable Manhattan systems, whose 20-year franchises expire in August. The vote followed the Bureau of Franchises' recommendation to deny the request, setting the stage for the renewal process to become mired in the muddle of federal cable law and New York City politics.

Richard Aurelio, president of Time Warner's New York City Cable Group, said he was surprised at the vote. "We thought our proposal was the most generous ever offered in the United States," he said. But even with talks taking place just prior to the vote, the cable group and the Bureau of Franchises failed to hammer out an agreement to resolve the issues that separated them. Bruce Regal, counsel for the city, and a cable television specialist for the New York City Law Department, also expected an agreement and a renewal vote. "Most people did," he said.

According to Norman Sinel, lead independent counsel for the city and senior partner, Arnold & Porter, a "substantial portion of technical aspects" remained unresolved going into the vote. These included the length of the franchises, the "nature and development of meaningful" public and municipal access channels and the "nature of the monopoly power of vertically integrated" Time Warner, said Sinel. Efforts were made to ensure that programming would be available to other third parties, such as satellite broadcasting, but according to Sinel, no agreement on this could be reached.

Adding to Time Warner's troubles was what the city perceived as a failure to live up to the terms of the systems' expiring franchise agreements, and a poor customer survey showing. Sinel said that if the contentious issues had been resolved to the "satisfaction of the director of franchises, the vote would have gone better, despite failures" of the systems during their 20-year tenure.

Aurelio said the renewal was denied as part of a "bargaining tactic to squeeze more out of the company." Yet the city "had not presented in the final discussions" the additional concessions it sought from Time Warner, he said, making it hard for the company to answer unspecified demands. Aurelio also said that Time

Warner submitted two proposals to the Board of Estimate, one for the eight-and-a-half-year term the city wanted, and one for a 12-year term.

The next legal step, under the 1984 Cable Act, is an administrative hearing entitling the franchisee to present its case under due process of law, but which is not outlined structurally or procedurally in the Cable Act. That makes it difficult for the city to know exactly how to put the administrative procedure together. First, though, Time Warner must request the administrative hearing, and the company has not yet decided if it will do so, said Aurelio.

Outside the realm of the administrative process, both the city and Time Warner seem willing to continue to negotiate the points they disagree on. So it is possible the issue could again come before the Board of Estimate for a vote, said Corporation Counsel Victor Kovner. But if the administrative hearing goes forward, the city is unsure who will end up voting on the franchise, said Regal. The matter will be further complicated if it remains unresolved by June 30, which is when New York's new city charter eliminates both the Bureau of Franchises and the Board of Estimate, and authority passes to a new set of governmental bodies.

The precedent the vote sets for other franchise renewals around the country remains to be seen. Kovner said a precedent will be set in the final outcome of the renewal process, not in the preliminary denial, "although standing alone" the vote indicates that a "city has a right to deny a franchise under certain circumstances." The city so far, said Sinel, has "conducted all its actions in consistency with the Cable Act." Aurelio said he believes that "under the Cable Act" the Time Warner franchises are "entitled to renewal." The entire renewal process shows as well "that the Cable Act is cumbersome to deal with," said Sinel.

A temporary restraining order sought by a New York publisher last week to prevent the vote was denied (BROADCASTING, May 14). The lawsuit, which charged that the mayor and city council president could not delegate their votes, will still proceed. If it succeeds, it is difficult to tell what effect, if any, the decision will have on the cable franchises if they are renewed. —SDM

advertising expenditures shows that total broadcast TV spending (spot, network and syndication) by major film companies rose 19% in 1989 to \$418 million. Network ad spending, the report says, was up 14% to \$207 million.

Last year's top network television advertiser by product classification was automotive, with \$1,490,623,000. The automobile industry is also credited with driving last year's record upfront of \$4 billion. McCann-Erickson's Coen said, "It is not reasonable to expect auto to be as strong as last year," adding that last year showed "an extreme need for auto to reserve time for new models." Shearson Lehman Hutton auto analyst Joe Phillippi told BROADCASTING that autos will probably be "flat to down" in the upfront, with a lot of advertising spending based on summer auto sales, which would also determine the amount of auto manufacturers' spending in the scatter market.

As for how the networks individually will do in the upfront, according to Mabon, Nugent & Co. analyst Ray Katz, ABC currently has the momentum. CBS, he said, may decide to hold back on its prime time inventory in the hope that its new shows will do well and sell better in the scatter market. NBC, the firm said, will use its Thursday night lineup to "leverage its new shows' sales potential." As for the battle

between NBC and ABC, one network executive said that there is a "whole lot of pressure on NBC based on audience loss." In the February sweeps (won by NBC) NBC was off 8% in rating and 6% in share. "No one is predicting that NBC will be surpassed by households," the network observer said, "but [NBC] might possibly be surpassed in demos."

Most fifth estaters interviewed by BROADCASTING thought that last year's \$4 billion upfront market could be matched. Last year was an extremely high year, according to John Mandel, vice president, director, national broadcast, Grey Advertising, adding that if this year does not match it, "\$3.9 billion is still a lot of money." □

Under fire from the networks, Nielsen announced May 17 that it had received a request from the Committee on National Television Audience Measurement (CONTAM) to "evaluate a national audience measurement system that would combine existing household tuning and peplemeter viewing technologies with other methodologies." Nielsen said it has "agreed to respond to CONTAM." Nielsen Executive Vice President William Jacobi said that "the objective would be to determine if a combination of different methodologies can be used to supplement the Nielsen peoplemeters in determining television viewing

and demographics." Test data on the project, Nielsen said, will not be ready before the end of 1990.

The Nielsen peoplemeters show the number of adults 18-49 viewing network prime time programming declining by 5.5% in March and 3.6% in April. For the February sweeps, network prime time viewing was off some 8% compared to a year ago. However, network researchers attributed the February drop-off to the lack of "blockbuster" specials.

The current drop has been a little bit harder to pinpoint. Advertisers, for the most part, have said that they are going with the Nielsen figures. "The agency position is that Nielsen is the most accurate recording of viewing," said one media buyer, adding that the networks' "own Committee on National Audience Measurement and the American Association of Advertising Agencies confirm that there was nothing mechanically wrong with Nielsen. We will continue to use Nielsen to estimate what we think program ratings will be."

One network sales executive told BROADCASTING there is something "flawed" with the current [ratings] system and that "no one believes [viewing] changes are as dramatic as indicated." As for the possibility of abandoning guarantees, the executive said "arrangements will have to be made to accommodate the unrealistic swings...people will be hard put to address hard numbers." —JF

Capital Cities/ABC realigns radio networks

Pares number of services from seven to five; will focus on 25-54 and 18-34 demos in effort to boost network ratings, ad buys

Capital Cities/ABC last week revealed its much-anticipated plans for reconfiguring the marketing structure of the ABC Radio Networks, effective January 1991. In an attempt to attract and hold advertisers that are looking for audience numbers comparable to those found in other media, ABC has cut the number of its networks from seven to five and is narrowing its focus to the prime 25-54 and 18-34 listener.

This move, ABC says, will help boost its network audience as measured by RADAR and Arbitron, and will allow the networks to more effectively position themselves against national cable, syndication and Fox television.

Under the new structure, advertisers will be offered three adult networks and two young adult networks, each designed to deliver maximum national coverage. The new adult networks—Prime, Platinum and Galaxy—will target adults 25-54 and, combined, are expected by ABC to capture a combined 47% of that audience segment. ABC also expects the two new young adult networks—Genesis and Excel—to garner 58% of the targeted 18-34 audience. The Genesis Network is designed to appeal primarily to the 12-34 demographic, while Excel skews a little older, 18-34.

Lou Severine, ABC Radio Networks senior vice president/director of sales, said

this move is designed to help ABC "maintain its lead in the network radio marketplace and actively compete against national cable and television." In no way, he stressed, will the realignment remotely affect "the programming of, or affiliates' relationship to, the ABC Radio Networks."

In a prepared statement, Severine suggested several benefits to agencies and advertisers resulting from the realignment. The new structure, the statement said, should lead to marketplace simplification, provide additional national advertising opportunities, increase major market coverage, deepen penetration, boost network radio ratings and stabilize the networks' RADAR estimates.

The seven original networks—Information, Direction, Entertainment, Contemporary, FM, Rock and Satellite Music—will retain their identities for programming and affiliation purposes only. Still, Severine admitted that eventually they might fully assume the identities of the new networks. "At some point we'll probably change their names, but that's down the road. These networks are 22 years old, and sooner or later it will be time to update them."

Affiliate compensation arrangements also will remain the same, although Severine concedes that ABC expects some station inquiries. "Every time stations think the network is going to make more money, our phones start ringing," he noted.

The new networks are designed to provide an uncomplicated way for advertisers to buy into radio with confidence, Severine

said. "It's hard for media buyers to get all excited looking at network numbers of 0.7's and 0.8's. Now we can show them 2's and 3's and 4's—numbers the advertisers can understand. These are the numbers they're used to seeing in television, and now they can see them in radio, too."

Current ABC affiliates will be packaged according to how they fit with the profile of each network, and in many cases more than one station per market will be affiliated with the same network. Because the new networks serve strictly as a marketing structure, exclusivity is not a consideration, and most stations won't know how ABC is marketing them. "It doesn't matter whether a station knows it's on a specific network," Severine said. "We have a commitment with every station for a certain number of units, and it's of no concern to them how we sell those units. This is a tool that allows us to maximize our numbers."

Severine was quick to point out that the new sales networks will not function in an unwired capacity, as do those marketed by some national rep firms. "We will have the same fixed number of stations for every buy, not a variable number dependent on the needs of the advertiser. We're going to charge a competitive rate commensurate with whatever the cost per point is. When we sell the Prime Network, advertisers are going to get the Prime Network."

One note: the new network configuration does not include commentary and news by Paul Harvey, which is sold by ABC on an independent basis. The reason for this, Severine said, is simple. "We only have 29 minutes of Paul Harvey to sell every week, and if we were to package him with another network we'd be asking for dollars competitive with television, not radio," he explained.

Agency response to the restructuring generally was favorable, albeit slightly cautious. Len Stein, senior vice president/associate director of radio at Young & Rubicam, said: "It's an aggressive move and it could help change the complexion of the way media buyers look at radio networks when they set up their schedules. It was something most of us expected, and it's in keeping with what's occurring in network radio in general."

Liz Russo, vice president of network radio at Backer, Spielvogel, Bates, told BROADCASTING that the realignment is a lot to digest up front, but eventually "should make all our lives a lot easier. We were expecting ABC to consolidate its networks, and it looks like that's what they've done—although they insist it's not a consolidation. But all in all we're looking for ways to make buying network radio easier and clearer, and this should help us do that."

D'Arcy Masius Benton & Bowles director of network radio Sherri Roth said that ABC's move is in keeping with other industry realignment, and should help her sell network radio as a medium. She said: "I hope this will make advertisers realize that network radio can do things it never did before. The increased ratings ABC anticipates should help us attract more money to network radio that before went to other media, like cable." —REB



Changing of the guard. Capital Cities/ABC Chairman and Chief Executive Officer Thomas S. Murphy presided over his 24th shareholders meeting last week, held at ESPN headquarters in Bristol, Conn. The meeting will probably be the last for Murphy as CEO. On June 1, that title is expected to pass to current President and Chief Operating Officer Daniel B. Burke, seen here with Murphy at the meeting just before Burke addressed the shareholders.

ABC takes chance on prime time game show block

Revived 'Monopoly' and new 'Super Jeopardy' from Merv Griffin and King World represent KW's first foray into network prime time

The midget is gone, but *Monopoly* lives, and will get a shot in prime time on ABC starting June 13 as part of the first game show block in network prime time in 20 years. The network confirmed it has signed a deal with King World and Merv Griffin Enterprises for the shows, which represent King World's first program commitments for network prime time television.

Monopoly's companion will be a new version of *Jeopardy!* with the working title *Super Jeopardy*, which will feature tournament-level play, with past *Jeopardy!* champions vying for much higher dollar amounts than regular *Jeopardy!*. *Jeopardy!* host Alex Trebek will host the new version of the show as well.

ABC has scheduled the block for Saturday night, from 8 p.m. to 9 p.m. ABC was also the last network to schedule a game block in prime time, back in 1970 when it paired *The Dating Game* with *The Newlywed Game* from 7:30 p.m. to 8:30 p.m. More recently, CBS tried airing its popular daytime game *The Price is Right* in prime time during the summer of 1986, but pulled the show after eight weeks.

The two shows were the second and third the company announced last week. The first had been a deal with Allen Funt and Vin Di Bona to produce a new version of *Candid Camera* for the 1991 syndication season (see story, page 54).

ABC officials weren't available for comment last week about the shows. Top program executives were said to be busy viewing pilots for the new season. (Both ABC and NBC are scheduled to announce their new fall schedules today, May 21.)

According to Merv Griffin, who has been working on adapting the board game *Monopoly* to television for close to three years, ABC executives, including entertainment president Robert Iger, screened run-throughs of both new games Thursday, May 10. The following day, Griffin said, "they called back and we did the deal."

ABC had an option on the earlier *Monopoly*, a daytime version King World and Griffin hoped to produce simultaneously with a syndication version. But ABC passed last fall. KWP tried to proceed with a syndicated version of the show for next fall, but had officially pulled the project from the market last month.

Last week, Griffin said another company, perhaps a competitor, had "sabotaged" that effort last winter before NATPE. He said someone bribed a worker at a duplicating plant to get a copy of a rough cut of the show and sent it to stations suggesting that was what would air. "What they saw was a piece of garbage we had no intention of airing," he said. But the false impression set in and only about 20 stations picked up the show. He said the investigation continues.

According to Michael King, president and chief executive, KWP, he and Griffin sold the network with a counterprogramming pitch for a night on which ABC needs a lot of help. "Games have been a staple of television throughout its history," King said. "And in prime access, it's been the number one format, if you include *Wheel of Fortune* and before that *Family Feud*, for the past 15 years."

The network version of the show is "a lot different" from the version proposed in syndication, said King. "We said all along the format wasn't a hundred percent set. Now it's much more true to *Monopoly*."

The host for the show is a waiter from Orange County, Calif., Mike Reilly, whose prior television exposure consists of being a contestant on *Jeopardy!*. Griffin said last week he "finally hit" on the right formula for the show about a month ago, and wanted to do a run-through playing the game instead of hosting it as he had been. Reilly, a contestant, volunteered to host so Griffin

could play. "He said to me, 'Oh, this looks easy, let me have a crack at it.'" recalled Griffin. So he did, and Griffin was dumbfounded by the performance. "I've never seen anybody so clearly focused or full of fun. He does it like a sports announcer." (For those interested, he lost the final *Jeopardy!* round.)

Savoring the moment last week, King said the *Monopoly* deal keeps intact the company's record of "never taking a show out that didn't get on the air." If that track record holds, KWP may, in just two years, boost the number of shows it gets on the air from four to 10. The company just launched a new magazine show on the Arts and Entertainment cable network, and has renewed both network and syndicated versions of *Wheel of Fortune*, *Jeopardy!* and *Inside Edition* for next season. *Only Yesterday* will debut in the fall. The two wild cards are *Candid Camera* and a program in development that would star husband and wife actors Tim and Daphne Reid. —SM

KMOV-TV sells 'Cosby' to indie

Viacom station is latest to cut deal with competitor for first cycle

Another network affiliate with off-network rights to *The Cosby Show* has sold those rights to a competing independent in the market—Viacom's own KMOV-TV St. Louis, the CBS affiliate. KDNL-TV picked up the rights to the show beginning in September for the remaining three years of the initial *Cosby* off-network run.

It is the second time in two months a network affiliate has sold *Cosby* rights to an independent station. Last month, NBC affiliate WTVJ(TV) Miami sold its *Cosby* rights to WDTZ(TV) Miami (BROADCASTING, April 9).

KMOV-TV's deal is somewhat more sensitive, since that station is owned by Viacom Broadcasting. Co-owned Viacom Enterprises aggressively sold *Cosby* to network affiliates as a show that would boost entire time periods, particularly local news periods. In many cases, network affiliates that picked up *Cosby* have been disappointed by its performance.

Sources also said that Viacom-owned WVIT(TV) New Britain, Conn. (Hartford), has entertained offers to sell its rights to the show. Station executives declined comment.

However, managers of Viacom's other television stations with *Cosby* rights—WNYT(TV) Albany and WHEC-TV Rochester, both New York, said they were satisfied with the show's performance and had no plans to sell the rights. Viacom's other station, KSLA-TV Shreveport, La., does not have the first-cycle rights, but does have second-cycle rights and *A Different World*.

In St. Louis, the *Cosby* transfer of rights

did not include the second-cycle *Cosby* rights or rights to *A Different World*, both of which are still retained by KMOV-TV. Allan Cohen, vice president and general manager, was not available for comment last week.

In St. Louis, *Cosby* is first in key selling demographics at 4:30 p.m., leading into KMOV-TV's evening news. The station has maintained its second-place position in evening news behind NBC affiliate KDSK-TV. KMOV-TV has the rights to *Golden Girls*, and may air that show at 4:30 next season.

"We are a profit-making company," said a Viacom source, and KMOV-TV's decision to sell *Cosby* was "a business decision. If they can make more money selling [those rights] off, that is their business." Another source noted that KMOV-TV has also had unexpected success with both *Family Feud* and *Love Connection* this season. Those programs, plus *Golden Girls* and another new show, *Trump Card*, gave it more shows than it has available slots.

KDNL-TV beat out KPLR-TV, a competing independent, for the rights to the show in St. Louis. "It's a show that should have been on independents from the start," said Barry Baker, president of KDNL-TV. Baker also said that KDNL-TV, unlike KMOV-TV, will be able to program *Cosby* in prime access. "Our purchase of *Cosby* is a win-win situation for both stations," he said.

Other network affiliates with *Cosby* are considering selling to independents, sources said. And, they added, the balance of stations picking up the show for the second cycle will probably shift from affiliates to independents. —SM

Povich to end Fox 'Affair'

He signs to host new talk show for Paramount when current contract expires in June 1991

In a major coup for Paramount Domestic Television, tabloid magazine anchor Maury Povich is leaving Twentieth (Fox) Television Syndication's highly rated half-hour strip *A Current Affair* to host a new hour-long afternoon Paramount talk show strip planned for the 1991-92 season. His departure will come at the end of his current contract in June 1991.

The deal raises questions about the future of *Current Affair* in syndication, which reportedly earns Fox between \$30 million and \$40 million in revenue a year. The program had been offered to stations for a one-year renewal, apparently with the anticipation of Povich's moving to a Fox-produced talk show for the fall 1991 syndication season. Fox has also used the popularity of *Current Affair* to sell stations—sight unseen—on a new magazine show, *Personalities*, as a companion piece.

Povich and Paramount syndication President Lucy Salhany confirmed that he signed a multi-year deal last Thursday with the Hollywood studio, but did not divulge financial terms. However, sources said, Povich would be earning more than the \$1.8 million annually Fox currently pays him.

In a phone interview, Povich, who renewed his *Current Affair* contract last summer (BROADCASTING, June 26, 1989) for two additional seasons, said he was "free" to pursue outside talk show projects. Povich said recent negotiations with Fox about doing a similar talk show hit "stumbling blocks."

Paramount took advantage of the opening, offering Povich the ownership interest and financing that he sought. "I just saw it [the Paramount deal] as the long-sought rainbow opportunity to start out fresh with my own production company at a studio known for its established stable of quality first-run programming. I see this new talk project as an ideal early fringe lead-in to local news. Fox had shown interest in doing a talk show, but other companies also exhibited interest in doing a similar show. Lucy [Salhany] just provided the main energy and incentive to make it happen."

Paramount's Salhany, who said she was involved in year-long negotiations with Povich's attorney, Alfred Geller, emphasized that there was "no bidding war" with Fox over Povich's future services. She added: "I can't really say what happened with Fox—that's something only they know. It wasn't as if we were directly negotiating against Fox. They knew [Povich's] contract was up in June 1991; like anyone else we pursued him."

Fox syndication officials, who were in sales meetings last Thursday, were unavailable for comment, with Fox issuing a general statement: "We wish him [Povich] every success with the talk show, and we plan to continue working with him in the fu-



ture." However, Fox did not elaborate on what future relationship it may seek with Povich, and Paramount officials had indicated that his deal with the studio is a long-term exclusive pact. Povich says he will fulfill his obligations to *Current Affair* through the end of his contract, which is June 1, 1991. No word was available on his replacement.

Selection of a high-profile, recognizable host similar to Povich could be critical to the continuing success of *Current Affair*. In the latest weekly national (NTI) syndication rankings (week ending May 6), *A Current*

Affair ranked seventh overall with a 7.8 rating, the second-ranked magazine to Paramount's *Entertainment Tonight* (8.3 rating, fourth-ranked overall) and two notches away from the highest rated talk show, King World's *Oprah Winfrey Show* (8.2 rating, fifth-ranked).

The deal would appear to raise possible conflict of interest for Paramount, which handles station sales for Tribune Entertainment's early fringe talk strip *Geraldo* and daytime talk strip *The Joan Rivers Show*. Salhany said she hopes Paramount can "continue to build our relationship with Tribune Entertainment," and has no plan to drop clearance sales of those shows. Tribune officials were unavailable for comment.

While Povich is fulfilling his contract obligations to Fox, Paramount will be working on developing the fall 1991 talk show's format, according to Salhany, but she declined to discuss producers being considered and format specifics of the "joint production venture." Povich indicated he would not be personally involved until after June 1991, although he anticipates a live audience talk show (to be taped in New York) with a "heavy news orientation." —MF

U.S. firm building digital audio system

Start-up company asks FCC for spectrum for DAB service, to rival European-backed system

Satellite CD Radio Inc., a Washington-based start-up company, filed an application with the FCC last week for 55 mhz of spectrum above 1 ghz to establish a digital audio broadcasting (DAB) service in North America. "Our system is going to be a true compact disk-quality broadcast," said Peter Dolan, president, Satellite CD Radio.

Few technical details of the system or the specifics of the FCC filing were available last week. Satellite CD Radio is a co-venture of three companies: MARCOR, Washington, a year-old company which developed the transmission system; Stanford Telecom, Santa Clara, Calif. (not affiliated with Stanford University), which has designed the receivers, and Ingenico, a French firm specializing in credit card verification equipment, which has invested money in the project, Dolan said.

Among the central figures in the organization of Satellite CD Radio are Dolan, former chief financial officer for Crico Communications, a cellular communications firm in Rockville, Md., and Marin Rothblatt, president of MARCOR, former head of Geostar, Bethesda, Md., which uses satellite radio technology to locate vehicles for shipping companies.

The frequencies requested are between 1.475 ghz and 1.530 ghz. Most of those channels fall within the 1.5 ghz-3 ghz frequencies scheduled to be discussed for world allocation by a number of different services, including digital audio broadcasting, during WARC 1992. Satellite CD Ra-

dio plans to take part in that conference in some form, Dolan said.

He declined to say how much money has been invested in Satellite CD Radio or how much has already been spent in development and testing of the DAB system. But from the descriptions given, it will take several million dollars to complete the project. According to a Satellite CD Radio press release distributed last Friday, there are plans to build and launch two 6,000 watt satellites.

The Satellite CD Radio system is a rival of a similar DAB system which is being developed in Europe by the Eureka consortium of private and government-backed research organizations. The Eureka DAB system, demonstrated last month at the National Association of Broadcasters convention (BROADCASTING, April 16), is being designed for either terrestrial or satellite delivery. Plans in Europe are for hybrid satellite-terrestrial service to be established between 500 mhz and 2 ghz.

Like Eureka's DAB, the Satellite CD Radio system is being designed for national satellite and local programming. The company's plan is to provide national services, probably on the band above 1.5 ghz, via DBS radio. Programming would consist of existing AM and FM stations, which would be turned into national "superstations." A fiber optic link between the stations' studios and Satellite CD Radio's central transmission facility would be established.

For local service, a portion of the spectrum, probably between 1.475 ghz and 1.5 ghz, would be available for allocation to existing stations, which could simulcast programming over their DAB channels. —RMS

Cable MSO's: Back to the future with tiering

Many cable systems are trying to head off reregulatory pressure by offering lower cost, mainly broadcast packages

There is a fundamental change taking place within the cable industry that will have a profound effect on programmers, equipment suppliers and cable marketers and advertising sales staffs in the years ahead. Nearly every MSO BROADCASTING surveyed is instituting or planning to introduce some form of tiering, most typically a broadcast tier, in their systems this year. And that may only be the first step toward further cable package segmentation.

Whether it's called reception service, basic lifeline or economy basic, the trend now appears to be widespread. Continental, Warner Cable, Comcast, Cablevision Industries, Paragon and TeleCable, many of whom have had existing broadcast tiers in some systems, have all recently introduced or are planning to introduce broadcast tiers in more or all of their systems this year. That is in addition to the news of the past few weeks—TCI's introduction of a test of economy basic service and news that a number of ATC systems are introducing broadcast tiers. ATC said last week that about 40% of its systems will introduce broadcast tiers this year, in addition to the 25% which already have such tiers.

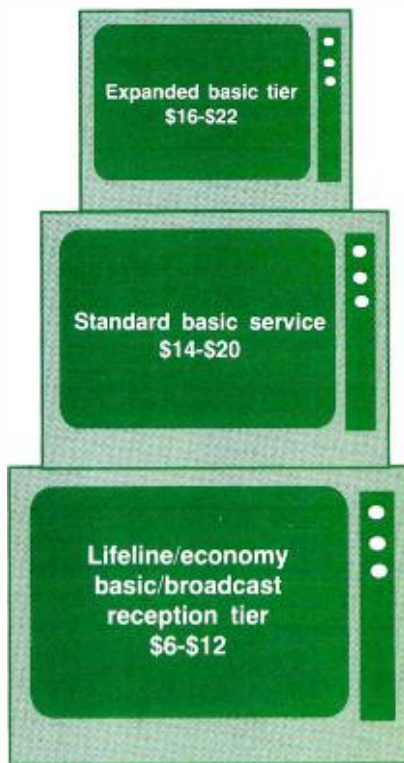
The reintroduction of tiering, however, is not only limited to the creation of an entry level broadcast tier. Several MSO's, as well as individual systems, have instituted a negative or positive option tier (in both cases the tiers include a group of several cable channels that are offered as either part of the basic package with the option to drop them and reduce the basic price [negative option] or as an add-on [positive] option). Among those instituting the tiers are TCI and Century. (Jones joined the club last week, revealing that it would institute such a tier, companywide, by the end of June.) Cablevision Systems plans to extend its clustering experiment to Long Island this summer. And there are several instances where MSO's are creating a medium-cost tier of service (broadcast stations, access channels and some cable services), somewhat below full basic, but somewhat above an entry level broadcast tier.

All this activity has left cable programmers watching and waiting with a mixture of anticipation and dread (see page 38). The obvious fear is loss of subscribers, which will affect both the affiliate fee and advertising revenue streams. But retiering also means many prominent cable programmers are being moved to higher channel positions, a move that studies have shown has a negative effect on ratings.

The move to tiers appears to have a beneficial effect on the equipment suppliers, both in terms of new product orders for traps, and the development of new technologies, such as interdiction (see page 42).

□

The headlong push for primarily broadcast tiers appears driven chiefly by politics and



The shape of cable tiering

public relations. MSO's see political value in offering a low-cost basic service at a time when the industry is criticized for high rates. If the trend toward creating broadcast tiers becomes nearly universal, and is done by placing the broadcasters on channels 2 through 13, which is the easiest technically, then two key political problems with broadcasters—must carry and channel positioning—would be largely resolved.

Creating broadcast tiers, however, does not directly address cable operator concerns over recent large programming cost increases, with the NFL on ESPN and TNT the most notable. Knocking those services off the top into a higher or negative option tier, as TCI and Century are doing, or clustering them, as Cablevision Systems has done, could be the first move toward a second wave of tiering. Many cable MSO's believe something will have to give to allow operators to pass along those programming costs more directly. Although the MSO's budgeted for ESPN to retain the NFL this year, the TNT package took them by surprise and has exacerbated their programming cost problems. But many existing program contracts prevent MSO's from cre-

ating both broadcast tiers, a basic cable tier and yet another tier for higher-priced cable services.

The answer to that problem could very well come out of the contract negotiations under way between TCI and Turner Broadcasting over the TNT contract. The terms TCI and TNT agree to on pricing and tiering in that contract could go a long way toward determining how the next phase of tiering will go in the industry. There is some speculation that there will be a three-tiered setup in the industry in the next few years, with a broadcast reception "lifeline" level of service, then a full basic service and finally a several-channel tier of the most expensive basic services, also populated by regional sports networks.

While the rush to tiering is on, there are some voices of caution. Some MSO's, such as Prime Cable, intend to wait and see exactly what comes out of Washington before making any tiering moves.

And there are MSO marketers concerned that the industry is leaping before it looks. Most marketers find that the number of subscribers interested in a broadcast tier is, at most, only a few percent of their base. But one MSO's internal study found that 16% of its subscribers would downgrade.

In theory, creating a broadcast tier, some believe, relieves some of the price pressure on full basic service. But marketers suggest the price of a full basic tier, even with a broadcast tier, is not inelastic. Indeed, several FCC commissioners have expressed the concern that during the agency's rulemaking into cable, operators would retier and thus would circumvent the commission's option to regulate the basic tier. "We're likely to come off as a bunch of thugs," said one top-10 MSO marketer, since a broadcast tier may not resolve the fundamental price problems Washington has with the industry.

Tiering also creates headaches in notifying subscribers of channel lineup changes, he said, not to mention torpedoing the still-infant local advertising effort. One way to protect those services would be to keep them on the lower tiers and place any new services on upper tiers, he said. But that, said this marketer, would make it more difficult to launch new services. And then there is the matter of actually marketing such new packages at a time when the industry is searching for answers in the pay and PPV categories. "When we had tiering," said the executive, penetration was only 30%-35% for satellite services "no matter what we did."














Despite that cautious note, the momentum behind the creation of broadcast tiers may well be irreversible, and the first step of more tiering to come. A snapshot of what the MSO's are contemplating appears below.

■ TCI has created a negative option tier to reflect cost increases for those services whose programming costs cannot easily be predicted.

TCI said it will treat programming costs

CABLE

MSO Tiering Status

	<p>Instituted negative option where subscribers can save 40 cents to \$1.40 if they chose not to take ESPN, TNT, USA, AMC and, where applicable, regional sports service. Five Midwest systems will experiment with \$10-\$11 "economy basic" tier beginning July 2, with mix of broadcast stations and some basic cable services.</p>
	<p>About 40% of company's systems are expected to have broadcast tier in place by year's end, in addition to 25% which have always had broadcast tier.</p>
 <p>WARNER CABLE COMMUNICATIONS INC.</p>	<p>Launched limited basic tier in many systems late last year, with most systems expected to have such tier this year. Tier includes broadcast stations and access channels, and is priced from below \$10 to \$13, depending on system.</p>
 <p>Continental Cablevision</p>	<p>By year's end, all Continental systems, up from 80% or so, will have broadcast or lifeline tiers. Company also plans to experiment in number of systems with repackaging satellite services, possibly into two separate packages, with price and channel lineup to be determined.</p>
 <p>COMCAST</p>	<p>Plans to experiment with lifeline service in several systems this year.</p>
 <p>Cox Cable Communications</p>	<p>Company is seriously evaluating tiering strategies, but has made no plans to date. One third of systems have broadcast tiers.</p>
 <p>CABLEVISION</p>	<p>Company plans to extend rollout of its clustering experiment, now in Brooklyn and Bronx, to Huntington, N.Y., this summer, first step in unveiling clustering in all of Long Island.</p>
 <p>JONES INTERCABLE</p>	<p>Company plans companywide introduction of optional tier, a la TCI, by end of June, where four to five services would cost additional \$1 or so.</p>
<p>Newhouse Broadcasting</p>	<p>Nearly all Newhouse systems retained broadcast tiers after deregulation.</p>
 <p>Times Mirror Cable Television</p>	<p>Company is reviewing its tiering options, including creating broadcast tier, but prefers option of moving 5 to 8 basic services to above basic level and charge slightly higher price.</p>
 <p>Cablevision INDUSTRIES</p>	<p>Has begun institution of reception service tier in all of its systems in past year, and is about 40% complete.</p>
 <p>PARAGON</p>	<p>Plans introduction of package of broadcast stations, access channels and some cheaper cable programming services for \$15 in half of its systems, to serve as step below full basic. Full basic, with all satellite service, would cost \$3 to \$4 more.</p>
 <p>CENTURY COMMUNICATIONS CORPORATION</p>	<p>Is instituting companywide \$2 tier of ESPN, USA, TNT, AMC, CNN, Nashville and A&E (in some markets) during second quarter.</p>
 <p>TELECABLE</p>	<p>Began instituting "basic lifeline" service in its systems earlier this year, where between 5 and 13 broadcast services are offered for between \$6 and \$10. Company continues to offer basic level of service of broadcast stations, access channels and several cable networks at \$12.</p>

like a retailer, and pass along price increases. The company said it hasn't made a decision on when and how much an increase it would pass along because of the two new NFL packages.

TCI will test an economy basic package in several Missouri and one Kansas system this summer. Any rollout of such a service nationwide will likely occur next year, TCI said.

The company will also remove the cable guide and converter rental costs from basic service, beginning in July, and reduce the price 60 cents. The guide will cost 50 cents extra, for those who want it, and the converter will cost \$2, for those who need it.

■ A number of ATC systems have begun introducing a broadcast tier, including San Diego and Birmingham, Ala. (BROADCASTING, April 30), although in one case, Reading, Pa., the system opted instead to introduce a TCI-like negative option package. ATC estimated that 40% of its systems will introduce a broadcast tier by year's end, at which time 65% of ATC systems will have such tiers.

■ At Continental, Ted Livingston, senior vice president, marketing, said: "We will have some sort of broadcast lifeline tier on virtually all of our systems this year." Additionally, he said, "we will probably experiment with various strategies for breaking apart the satellite services," because of a combination of rising programing costs and the barrier to entry by potential subscribers.

It won't be clustering, said Livingston, but it could be a split of the satellite services into a package A and package B. What services will be in each and their prices have not been determined, he said. Part of the answer to what goes where will depend on local and national ad sales of the particular networks and contracts with suppliers, he said.

The plan is that most people would continue to take all the basic services, said Livingston. But he said if full cable service is going to cost \$20 to \$25 in a couple of years, Continental would like a package in the \$15-\$20 range.

Continental's broadcast tiers, which most of its systems have had for a number of years, cost less than \$10. "Our experience is that not many people take these services," he said.

■ Brian Roberts, president of Comcast, said: "We're going to experiment with lifeline service," calling it a "very attractive way to segment broadcast and cable product."

The company is "considering it on a number of systems," said Roberts, with the thinking that it will be priced at \$10 for broadcast stations and access channels.

■ Jones Intercable said it would place four or five services on a tier and charge an additional \$1 or so in its systems by the end of June. Which networks would be included on the tier has not been decided, pending notification of franchise authorities, but it's believed they will likely mirror the TCI model, where the most expensive basic services are moved to a higher tier. The company has very few broadcast tiers.

■ Times Mirror is reviewing tiering op-

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AMERICA'S FAVORITE CABLE NETWORK

CABLE

tions on a market-by-market basis, including reinstating a broadcast-access channel tier, said Paul Wedeking, vice president, corporate affairs. But another option which is preferable to the company is to reduce the rate for basic service, and create a tier of five to eight channels above basic, of the most expensive and popular services that are also subject to future large rate increases, he said. There is no price yet for that tier, and no decision on exactly what services would be included, he said.

■ Cablevision Industries began introducing a "reception service" last year, said Michael Egan, vice president, programming, and is about 40% complete. By year's end, the majority of CI systems will have a reception tier, typically 10 to 15 channels—broadcast stations, access and shopping channels—averaging \$12. "It's unfortunate to have to do it," Egan said, because the MSO spent three or four years "putting channels where we thought they should go.... We're definitely going to lose some viewership," he said, as some services are moved to upper channel positions. He said penetration for the tier is running about 1%, mostly from downgrades.

■ Century President Bernard Gallagher said Century has found very few subscribers desiring to forgo its \$2 tier of ESPN, USA, AMC, CNN, TNT, Nashville and A&E, which it is rolling out in systems during the second quarter of 1990. The tier is offered as either a negative or positive option, depending on state laws. The tier does reflect new NFL costs, Century said. The company has moved those services to the mid-band in its systems. Century has no broadcast tiers.

■ TeleCable, which already has a broadcast tier in 19 of its 22 systems, introduced a companywide basic lifeline tier in February, an even more stripped down model of a broadcast tier.

Basic lifeline, said Patrick Mellon, vice president, programming, typically ranges between 5 and 13 channels (broadcast only) for between \$5.95 and \$9.95. The full-scale broadcast tier also includes access channels and some cable services, typically the Family Channel, WTBS(TV) and the Weather Channel, and costs \$11.95 for between 12 and 20 channels.

Telecable's Cable Plus, which includes all basic cable services, costs \$21.95, on average, after a \$2 rate increase in March.

Mellon said "subscriber interest is minimal to nonexistent" for the basic lifeline tier. "It's segmentation in its purest sense," he said, but also provides political and public relations benefits.

■ Paragon Cable is taking a slightly different tack on tiering. According to Dean Gilbert, vice president, marketing, about

half the company's systems will likely introduce a level of cable service \$3 to \$4 less than typical, full-fledged basic. The first introduction will come in San Antonio, said Gilbert, where a 21-channel, \$14.95 basic package will be introduced that will include broadcast stations, access channels and several of the lower cost satellite services, such as a news service, a shopping service and a movie-type, superstation-like channel. Subscribers can get pay services with that tier, he said.

The introduction of the new tier has been driven by marketplace pressure to create a \$15 level of service, he said, and not the deregulation talk in Washington. Full basic will cost \$18.30, he said.

Some Paragon systems already have broadcast tiers, said Gilbert, which is one of several possible "tiers" tied to certain price points he envisions in the future. That broadcast tier, with access channels, could be priced at \$10, followed by the second level, a la San Antonio, at \$15. Full basic service, as it is known today, would cost \$20, he said, and there would be possibly a fourth tier for more expensive but narrowly targeted services, like sports networks. In Portland, Ore., the company is marketing SportsChannel America and Pacific Sports Network on a \$2.95 tier.

■ Prime Cable's Jerry Lindauer, senior vice president, said, "We're still studying the issue," and plans to "wait and see what happens in the FCC" before making any new tiering decisions. A number of Prime systems already have broadcast tiers. —MS

Tiering has cable programmers concerned

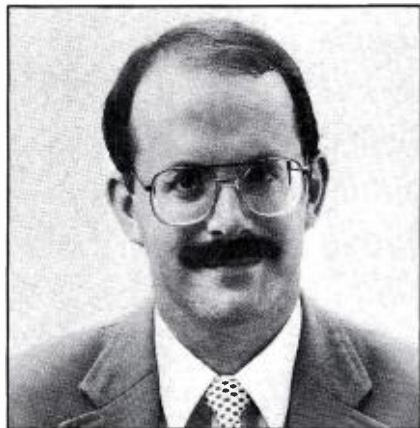
As the cable industry begins a second round of tiering, basic networks wait with hope that the fad will not catch on. A decrease of as little as 5% of a network's subscriber base due to tiering, both cable and advertising executives agree, could adversely affect basic networks' advertising revenue.

To what extent tiering will affect basic cable networks—and how widespread it will be—remains to be seen. Douglas Holloway, vice president, affiliate relations, USA, expects the network's subscriber base to decrease 5% to 10% over the next 12 to 18 months due to tiering, the same amount advertising executives say would make them renegotiate CPM rates. Going beyond the 18 months, said Holloway, will "paint a truer picture" of the effects of tiering, as "the issue of rate increases on tiers and basic carriage, as well as

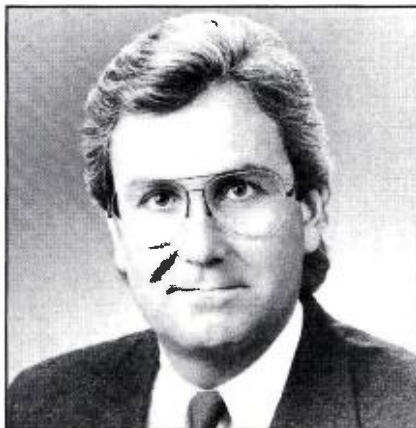
how consumers will react to being tiered," unfolds.

MSO's are going ahead with tiering, either with broadcast tiers or negative option packages. But not all tiering should be judged the same, noted Kate McEnroe, vice president and general manager of American Movie Classics. Satellite tiers, which group together several "high quality, high profile" networks and charge only a few dollars above a \$14 or \$15 basic service will guarantee 97% to 99% penetration, she said. (AMC is typically one of several channels on negative option tiers.)

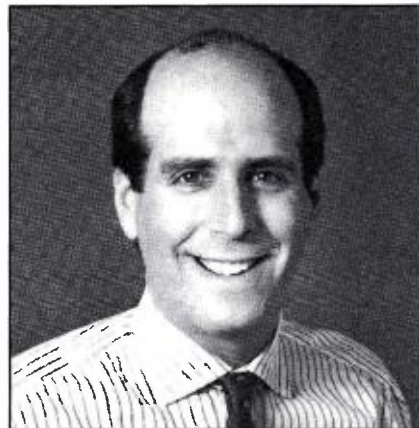
But an inexpensive broadcast lifeline tier "costing \$4.95, and \$12 for the others," will mean only 60% to 70% penetration, according to AMC's initial research, she said. AMC has contractually permitted tiering for the past four years, said McEnroe, but the



Davids



Werner



Blank

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network still charges operators across their entire basic sub base.

Whatever shape tiering assumes, most networks do not see any good coming for them. Whatever the tiering methodology, said Seymour Kaplan, senior vice president, affiliate relations, Lifetime, it "will impact local ad sales and revenues that MSO's now enjoy."

National advertising stands to be heavily affected as well, although advertising-free AMC will escape the fray, said McEnroe. Tiering starts "being detrimental to services where 50% of revenue is coming from advertising," she said. McEnroe also acknowledged that given the current environment, now is not the best time for AMC to become advertiser dependent. Although talk often circulates about AMC making the jump to an advertising-supported network, McEnroe said that "for the near future, we've opted not

A 10% to 15% decrease in subscriber base due to tiering "wouldn't surprise me," said Richard Kostyra, executive vice president, U.S. director of media services, J. Walter Thompson. As long as "my rates are adjusted," Kostyra said, he would not alter advertising buys, but "it depends on what point that network is at." An "ESPN or WTBS losing 10% to 15% is not the same as a struggling channel with 10 million subs" losing that amount, he said. That does not bode well for younger start-ups trying to succeed in a tiered and channel scarce environment.

Kostyra also said, however, that if a subscriber base decreases, and CPM's go "from \$5 to \$4, I might even be more attracted" to a network. And because of a key "product-program" relationship that might exist, in some cases, Kostyra said, "I might say, 'I'll pay the bill.'" Networks that have served agencies well, with prompt reports, spot positioning and make-goods, might find themselves in line for favorable treatment as well, he said.

Many networks view the talk about tiering as a reaction to reregulation, to give the "choices to the consumer" that Congress is demanding, said McEnroe. Tiering will give them more choices, she said, "but it will cost them more money" for the same service "to have that choice," she said. Added Roger Werner, president and chief executive officer, ESPN: Higher prices caused by tiering "could inspire additional regulatory actions."

According to Daniel Davids, vice president, affiliate sales, A&E, tiering is aimed at the "higher priced sports" networks because operators cannot absorb the costs. Werner, whose ESPN NFL surcharge may prompt some operators to put the network on a



Banks



Isacson



Kostyra



Winner

to" accept advertising. AMC "will see how everything shakes out in the next 12 to 24 months" and then reevaluate the matter, she said.

Advertising executives from agencies with some of the highest cable billings do not have a feel for the effect, if any, tiering will have on cable subscriber bases, and thus on the CPM rates to which they are willing to agree. "Who knows whether there will be any effect at all," said Allen Banks, executive vice president, media director, Saatchi & Saatchi. But a subscriber base down by 5% to 8% will make a difference, advertisers agree, unless the networks can prove that because customers are spending more to have the tier, they are watching more and/or have higher incomes. And "that's very hard to prove," said Banks.

Paul Isacson, executive vice president, director of broadcast programming, Young & Rubicam, does not envision any advertising positives coming from tiering. "I don't think an audience paying more will watch more," he said. Nor does he envision any wait-and-see attitude prevailing among advertisers if subscriber numbers lag. "Any loss due to tiering that's accurately tallied would lose them [the networks] money immediately," he said. There will be a "cost for every home they lose to tiering," he said.

The results of smaller MSO's complaining about higher subscriber fees, particularly ESPN and TNT, could lead to increased tiering later in 1990 and in 1991, according to Isacson. And if subscriber bases start to slip in the 1990-91 season, advertisers plan to be insured. Tom Winner, director of media, Campbell-Mithun-Esty, said he will make sure to get CPM guarantees upfront.

tier, added that "some of the talk about tiers" is a "negotiating tactic to get concessions from programmers" and is not a reaction to reregulation. And, he said, "we don't see a major justification for the renewed response to tiering."

Many of the lower priced basic networks do not think tiering will greatly affect them, although "it's hard to anticipate," said Lifetime's Kaplan, who hopes the network will not lose more than 2% or 3% of its subscriber base due to tiering. Many networks are protected by contracts that do not allow or greatly restrict tiering. Kaplan said Lifetime, which has provisions in its contracts that it should be on the most penetrated tier, believes that as its affiliate contracts come up for renewal, operators will ask for the "greatest amount of flexibility," which in many cases might be tiering. Most of USA's affiliates cannot tier either, said Holloway, because those contracts are relatively new, signed only several years ago, when operators were still caught up in the waves of deregulation.

TCI, for example, which has placed USA on a negative option on some of its systems, has a contract that "was put into effect when tiering was not an issue," said Holloway. As to ATC, Holloway noted that there are "more stringent restrictions on ATC" and that those plans are still being worked on.

The "significant penalties" USA has instituted for tiering are not enough to deter tiering, said Holloway, but to "help us protect our downside." Whether the penalties will make up for decreased advertising penalties in a tiered cable universe remains to be seen.

Some networks, such as ESPN and MTV Networks, have long provided for tiering in its contracts, although they also have higher



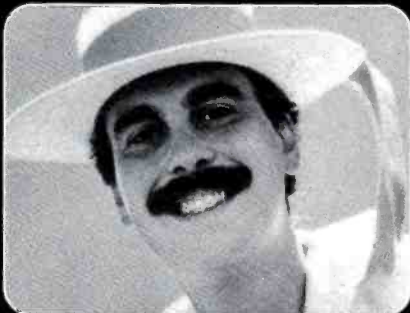
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rate cards if the option is used. Additionally, ESPN stipulates that it must be on the second most penetrated tier. Since 1982, MTV has had an incremental license fee if its networks are tiered. While few have taken MTV up on that in recent years, Mark Rosenthal, vice president, confirms that "several MSO's have told us they intend to tier our services."

Tiering also means removing some basic cable networks out of the VHF band, which could contribute to a drop in subscriber viewing as well. Holloway, who said USA currently has contract provisions against moving channel position, notes that being positioned in the 2-13 band can generate 25% to 30% increases in ratings on those systems. Even if most networks are only on the lower band in a few systems, those percents can add up.

Lifetime is one network that could be adversely affected by tiering since it has "always been in the 6-12 or 15 channel range," said Kaplan, and occasionally even 2-5. "If they take us out of 2-5 and put us at 24 or 26, there'll be a definite impact," he said.

Tiering will not only affect basic cable programmers; pay programmers are keenly interested in the outcome because of the effect on their business. There has been some discussion, most notably from some TCI executives, about reformulating the pay equation by reducing the retail price dramatically and, hopefully, dramatically increasing penetration.

Matt Blank, executive vice president, marketing, Showtime Networks Inc., sees those conversations as positive and creating an opportunity "to improve the consumer's ability to get access to our products at a reasonable price." "If there is tremendous volume out there to be had for that, I think it's reasonable to assume that we might be able to rethink our rate structure," he said. Not only could Showtime benefit from more subscribers, said Blank, "if it's done in such a way that we reduce the ongoing monthly transaction burdens of marketing on the pay side, which is murder, that would be a tremendous benefit.... We need to find ways to get around the pricing barriers that restrict us right now."

A top concern for Blank is the buy-through mechanism, where customers have to buy other program services before getting Showtime. If Showtime is marketed as a \$2 or \$3 service, as some have suggested, but only after a subscriber has paid \$40 to get to that level of service, said Blank, it does Showtime no good. —SDM

Interdiction: Can user-friendly cable be economical?

A benefit that many cable subscribers may soon be enjoying will be significantly more user-friendly access to tiered services, according to some system operators and equipment manufacturers. Interdiction, an outside-the-home addressable technology, is being tested at a number of systems around the country. So far, the results are promising.

Some see interdiction as the next logical step in addressable technology. "This is a time when the cable industry has become very sensitive to customer service," and the failure rate of aging converter boxes is beginning to affect that service, said Robert Luff, vice president, technology, Jones Intercable, Denver, which is currently testing interdiction at some of its systems. "The question becomes whether you want to walk into your board of directors and recommend without hesitation reinvestment of several million dollars in a technology which is clearly on the senior side of its maturity cycle."

Others, while seeing promise in interdiction as a technology, also see roadblocks to near-term wide implementation. "There is nothing technically wrong with it and everybody is really enthused about the concept. It's just making the economic numbers work out right in the end," said Claude Baggett, director of engineering, Cable Television Laboratories Inc., Boulder, Colo. It will be the most economic alternative for some middle-sized systems during their next rebuilds, but for some large systems there will still be applications that can only be solved by converter boxes, he said.

Vito Brugliera, vice president, marketing and product planning, Zenith Cable Products, Glenview, Ill., said that in the long term, there will still be reasons to choose electronic control devices in the home. "We have tried to add value to the set-top converter. We've been very active in developing two-way technologies to be used in a set-top converter," he said.

Zenith plans to continue to concentrate on converters. It has studied interdiction and "we still see implementation problems and we don't think the economics are there except in high-penetration systems. It's a technology we'll keep looking at," Brugliera said. He predicted that in the near term, converter boxes will continue to be the most common technology and in the long term the choice between interdiction and boxes will be a case-by-case marketplace decision.

Historically, a number of technical problems have pestered cable systems delivering multiple tiers of video services to the home. Incompatibility with home consumer electronics designs

has forced the installation of expensive set-top converters for most receivers. Scrambling of premium and pay-per-view channels at the headend impairs picture quality when the signal is descrambled. Maintenance calls to the home are expensive for the cable operator and bothersome to the consumer. Outside-the-home trap systems are preferred over converter boxes by some cable systems. But traps allow for control of only four premium channels, and a service truck must be sent to the pole outside the home whenever a consumer orders or cancels an addressable service.

Interdiction supporters say the technology could solve all of these problems.

Scientific-Atlanta appears to be the current leader in interdiction development. Its system involves the placement of electronic oscillators outside the home which jam signals controlled from the headend. All premium signals are transmitted unscrambled so the artifacts associated with descrambling do not appear in the home. Channel jamming or unjamming is a simple and immediate process through a control computer at the headend. S-A claims it can control up to 35 channels through this process.

Of all the cable system tests done so far on S-A interdiction, the biggest and perhaps best publicized are under way at Warner Cable Communication's Williamsburg, Va., system. Results there have been positive. The early stages of the tests, which began in January, have focused on subscriber satisfaction and system reliability. According to Warner, interdiction has maintained a 1.5% failure rate and service calls in the test area are down. The Williamsburg test, which passes 259 homes and has 211 subscribers, will continue for another year. High penetration areas such as Williamsburg are where interdiction can be most cost-effective. "The first product out in our line is a four-port device [serving four households] and a house and mother board that have to be there. Clearly, if you can spread the cost of the housing and the mother board over four subscribers, your economics look a lot better than if you're over three or two or one," said Steve Necessary, S-A's director of marketing, subscriber systems.

Interdiction will also be a very cost effective way to deliver video to neighborhoods with high churn rates and high penetration, such as apartment complexes. With interdiction, cable service can be turned on and off instantly and inexpensively. The higher the churn rate in a system, the quicker the payback on its investment, Necessary said. "Right now the cable industry, we believe, has about a 3% monthly churn rate. What that means is that [for every

100 subscribers] you've had three new connects and three disconnects. So you're actually running a 6% truck-roll rate." Overall, 72% of a system's subscribership is visited every year at a cost of \$30 per service call, he said. The savings associated with channel control from the headend go "an awful long way toward offsetting the capital costs" of installing interdiction, Necessary said.

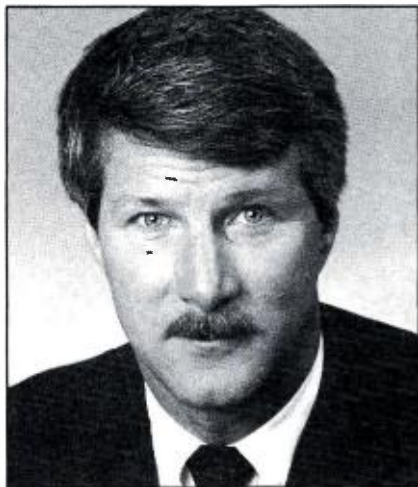
General Instrument's Jerrold Division, Hatboro, Pa., is developing a similar interdiction system. "There are a number of differences between the way it actually functions and S-A's functions.... We're looking at a system that uses oscillators to slide back and forth between adjacent channels. S-A has an oscillator that [randomly] hops between channels," according to Don Moloney, director, product marketing, Jerrold subscriber products. Jerrold believes its system provides better channel masking, he said. Moloney said that "at least 20 channels" could be controlled using the system. Jerrold's system has not yet progressed past the laboratory, but field tests are expected to begin within the next six months.

All agree that the implementation of interdiction will be a

CABLE

tion may not have enough tiers to satisfy new requirements," Brugliera said.

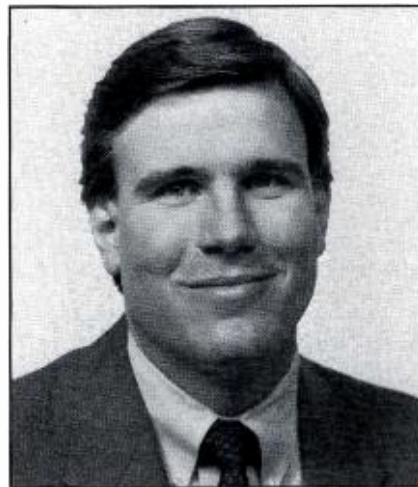
In some areas, security could also be a problem. "In an interdiction device, basically you're sending clear signals up to the point where you're introducing the jammer," Moloney said. "A lot of people are sophisticated enough to tap into that. Clearly, in an urban market you'd have to be very concerned where you have



Luff



Brugliera



Necessary

gradual process. As systems regularly rebuild, the decision over interdiction versus traps versus converter boxes will be made. "I don't think people are going to go out and start taking perfectly good set-top devices off TV sets and replacing them with outside addressability," Luff said. Also, for those systems switching from converters to interdiction, extensive modifications will be needed. For those converting from traps to interdiction, the adjustment is considered to be much easier.

Disagreements arise over how fast interdiction will become commonplace and how quickly, if ever, it will make converters and traps obsolete. Some, like Brad Johnston, senior vice president, operations services, Warner Cable, do not see any reason why systems planning rebuilds now would choose anything other than interdiction. "I don't see [buying new converters]," he said. "Once you're convinced that it's going to work, the pricing ought to be about equivalent to converters. Faced with the same investment, this has just got enormous advantages to an operator and to a customer over converters."

The country's largest multiple system operator, Tele-Communications Inc., Denver, is trying to phase out converters: "You have the initial investment and then you have maintenance and repair. Every time it has a problem, you have to go out and get it, and that's expensive. It costs you \$25 to roll the truck out there," said Doug Willis, TCI director, engineering.

There are many potential technical drawbacks to interdiction, however, which may only be solved through converters. Plans for the current generation of oscillators will allow for control of a limited number of channels. "It is very expensive to control an oscillator above 320 mhz. There are oscillators you can buy in the higher range, but the phase-lock loop circuitry in order to keep that oscillator stable becomes very expensive," Moloney said.

Flexibility will be an issue if a limited number of tiers of service can be established at a typical system with jamming control of 36 channels or less. At some of the largest systems where several tiers are already offered, interdiction may not be flexible enough. "With reregulation being talked about [in Washington], interdiction

cables running right outside people's windows."

The biggest interdiction-related questions appear to be economic rather than technical. In systems with low penetration (less than 50%) or systems that have areas of low penetration within them, converter boxes may still be more cost effective. Hybrid systems with both converters and interdiction are technically possible, but the cost of implementing both systems may be prohibitive, Baggett said.

Even with its drawbacks, the simplification of consumer video electronics that comes with interdiction may be enough incentive for many systems to install interdiction. The development of the technology is being spurred by the proliferation of cable-ready TV sets and VCR's. (No recent penetration numbers are available, but in April 1989 the Electronics Industries Association estimated that 86.2% of the TV's then being sold were cable-ready. No VCR numbers are available.)

"Particularly with the advent of the VCR, converters just get in the way something terrible," Johnston said. "We've had two people that I know of in our Williamsburg test tell us they didn't record [before the tests] with their VCR's because they thought that they couldn't.... People say, 'I don't understand this. I don't like equipment making me feel stupid. I'm not going to deal with this thing.'"

User friendliness is one of the key reasons that TCI prefers interdiction and addressable traps to converters, Willis said. "We're trying to make it just as convenient as possible to own cable. [A consumer] can have as many outlets as he wants, he doesn't have to mess around with complex wiring, he doesn't have to have black boxes sitting around and he can use his own remote control."

Interdiction's success may ultimately be tied to whether consumers' demand for simplicity remains strong. "The other school of thought is that you'll see home electronics moving to components, like you have components in a stereo, and that the television of the future will be nothing more than a monitor," Moloney said. "I don't think that that issue has been resolved yet."

-RMS

CABLE

Cable: the isles have it

U.S. interests are heavily involved in the opening up of Britain to cable franchising opportunities

Americans are in a new cable gold rush, only this time it's in Britain.

By this summer, the UK Cable Authority expects to have granted cable franchises covering more than two-thirds of the nation's 21 million TV households, and one estimate has North American interests involved in up to 95% of them.

Domestic concerns, in large part, are impelling the rapid cabling there. New TV regulations soon to be implemented will negatively affect how franchises are granted, as well as absorb the UK's cable regulatory structure into a larger, possibly less friendly TV commission.

At the same time, potential subscriber interest is being piqued by new programming offered through cable—principally from Britain's growing direct broadcast satellite industry.

North American money and know-how are critical to the boom, industry observers agree. As many as 35-40 North American firms are believed active there, including at least five of the seven regional Bell operating companies, a half-dozen of the U.S.'s top 10 cable system operators and several major Canadian MSO's.

Cited as the main lure for North American firms is the cable growth opportunity outside their own maturing markets, in addition to the chance to capitalize on Britain's combined cable television-telephone service licenses.

Apparently no barrier to North American involvement are laws on the books limiting non-European Community companies from ultimate control of UK cable operations.

The UK's pending broadcast bill will eliminate all such non-EC control restrictions. But in the meantime, taking advantage of a loophole in the UK law, U.S. companies have set up UK-controlled trusts to allow them to take large, even majority ownership positions, as well as management control of some cable operations.

"Franchise awards have taken off in a massive way in the last year," confirmed UK Cable Authority Director Jon Davey. Having awarded just 31 franchises between 1983 and 1988, the authority awarded 28 in 1989 alone, and through early April of this year had already awarded another 25. Davey said he hopes to have granted a total of 135 in time for a July deadline.

Davey added, however: "If you took away [North American investment], we would not be left with very much at all." The executive said only a few EC-based companies have or appear to want UK cable holdings, and one, British Telecom, has already indicated its intention to sell its mostly narrowband systems.

He defended the use of the trusts, which he called an "artificial expedient," adding that had the government not been prepared to lift control restrictions, American firms would have been "uncomfortable" remaining in UK cable.

The cost of cabling Britain is estimated at more than \$8 billion over the next 10 years, with upwards of \$350 million-\$400 million already spent.

But the cable gamble could pay off hugely and in the near term. Estimates put the cost of developing a franchise bid in the roughly \$1-per-subscriber range, but once a franchise is granted and before the build even begins, values could jump to an estimated \$17-\$35 per subscriber.

Such lucrative opportunities, at the same time, raise worries of

winners warehousing franchises with no intention to build, but to sell off quickly. Some industry analysts also suggest that once final franchise grants are given out this summer, operators will begin heavy trading to cluster their systems geographically.

Competition for the franchises, in most cases, has been intense, with some drawing as many as eight competitive bids. On the other side of the coin, potential operators generally submit bids for an average of 10 or more franchises, while at least one U.S.-backed firm has submitted 20 bids.

Some also worry the rush to win franchises has slowed the actual building of systems. Just 17 broadband systems are now operating, with several more starting construction, so fewer than 100,000 homes are being reached out of under 600,000 passed by broadband systems.

Even counting previously built narrowband systems, often with just 4- to 8-channel capacity, the numbers still total only 300,000 homes connected out of 1.6 million passed.

According to Bank of Boston's Susan Harris in London, the lending unit formed by the bank for UK cable in 1988 would have expected significant lending to a half-dozen customers by now, but credit has been extended to just one. "The reason is the franchising process," said Harris. "The attitude is 'get the franchises, then worry about building later.'"

Harris expects building to speed soon, however, with Bank of Boston extending credit lines to between three and six cable operators by the end of 1990.

Numerous risks still face the young industry, however, as it fights back from a nearly disastrous startup in the early 1980's.

Chief among its difficulties may be a potentially fierce rivalry with direct broadcast satellite services. Both Rupert Murdoch's four-channel Sky Television and the rival five-channel British Satellite Broadcasting have spent hundreds of millions of pounds building up programming stores and trying to get the home dish business off the ground, so far with mixed success.

Working in cable's favor may be Sky and BSB's technical incompatibility. Cable operators and programmers are pitching consumers on the benefits of signing on to cable to receive both BSB and Sky channels, rather than taking just one set of services on a dish or buying two separate dishes and decoder boxes.

For their part, BSB and Sky acknowledge the importance of early viewership in cable homes, but argue dish ownership levels will quickly grow to be the most important viewership segment.

Cable operators like Bob Clasen, the London-based president of Comcast International, which has interests in franchises covering 900,000 homes and plans to build that to between 1 million and 1.5 million, believe both Sky and BSB need to work with the cable industry. He added that he now believes both delivery media will survive, although cable will dominate because of the lower per-channel cost to consumers.

Clasen cited the importance of keeping diverse programming sources, arguing cable operators like his own firm and others now see the need to vertically integrate through investments in program services. He also said one logical scenario would have cable operators taking positions in economically weakened home satellite channels to continue their offerings to cable viewers.

Another threat to cable may be new regulatory burdens. Richard Woollam, director of Britain's Cable Television Association (CTA), said one major concern is a review beginning later this year of the UK's telephone duopoly system.

In a government submission last month, CTA asked that cable operators be permitted to provide phone services on their own, independent of interconnection agreements that they may choose to have with phone operators British Telecom or Mercury.

The CTA also asked the government to consider lifting restrictions preventing broadband cable networks from interconnecting with each other for phone services, as well as to retain limitations preventing BT from carrying and selling TV entertainment services directly to the home over its main network.

The telephone service license may be critical to many franchise holders. With penetration figures relatively light compared to U.S. numbers upwards of 50%—UK systems averaged just 15% early this year, and although some are now in the low 20% range, it may take the industry five years to reach an overall average in the low thirties—cash flow from telephone services will be an important contribution, particularly in franchises with large business communities.

—AAG

SportSouth Network set for Aug. 29 launch

Turner, TCI and Scripps-Howard are initial owners, but more MSO's are expected for regional sports network in Southeast

The long awaited official announcement of a regional sports network in the Southeast came last week, composed of a consortium of Turner Broadcasting and several cable MSO's. SportSouth Network will launch Aug. 29, with its programming including the Atlanta Braves and Hawks, college football, basketball and baseball, as well as auto racing and wrestling.

The network is owned, at the moment, by Turner Sports Programming Inc., a newly created subsidiary of Turner Broadcasting, TCI Sports and Scripps-Howard Productions, but other partners are expected to join.

Blair Schmidt-Fellner, vice president and general manager of SportSouth, said the network will be a separate venture from TBS. Turner will eventually own only 25% of the network, with the majority owned by cable operators. Schmidt-Fellner expects six or seven more cable partners to join as equity players by the launch date.

(When the network was first announced last year, American Television & Communications and Comcast were listed as tentative equity players. They, along with Prime Cable, have major operations in the Southeast and remain likely equity candidates.)

Schmidt-Fellner said all equity partners would have a seat on the board. No one entity will own 50% or more of the service, he said. The exact equity portion of the service the MSO's will own will depend on the number of their subscribers in the area. TCI's subscriber count is 550,000 and Scripps Howard's is 250,000, giving the network 800,000 subscribers to date. Schmidt-Fellner hopes the network will launch with 1.5 million subscribers. The network will be marketed in Alabama, Georgia, Mississippi, Tennessee, South Carolina and North Carolina, which covers about 5.5 million cable homes.

The top of the rate card is 35 cents per month, with discounts depending on the

region operators are in, he said. (In some portions of North Carolina, for instance, Atlanta professional teams can't be imported, and thus the rate will be reduced.) Local operators will receive two minutes of advertising each hour.

Schmidt-Fellner said the network will carry six Braves games later this year and 25 next year, along with three to five pre-

season contests. The schedule won't affect WTBS's carriage of Braves games, he said, which has been curtailed to 109 games this year because of the Goodwill Games. SportSouth Network will carry 20 Hawks games this coming season (25 more will be on WTBS), with another three to five preseason games expected.

The network will be affiliated with Prime Network, which Schmidt-Fellner estimates will bring in 600 events in the first year, including 70 college football, 120 college basketball and 30 college baseball games, including live coverage of the Metro, Southwestern, Big Eight, Western Athletic and Pac 10 conferences. The network will also carry ACC and SEC games on a tape-delayed basis. Other events will include pro beach volleyball, tennis tournaments, Senior League baseball and boxing.

SportSouth, in contrast, will produce about 120 events the first year, including 15 NASCAR races, plus other auto races, wrestling events, exhibition hockey, major high school championships and college conference hockey, gymnastics, soccer, lacrosse, softball, volleyball and tennis.

The network has an arm's length agreement with Turner, he said. It will have its own affiliation sales staff, and programming contracts will not be tied to contracts for the other national Turner services. The network will carry programming for eight hours on weekdays and 12 hours on weekends. —MS

Lifetime buys films

Lifetime has acquired the rights to a package of 20 Warner Bros. films that will bypass the syndication market, according to Pat Fili, senior vice president, programming and production. The films include "The Accidental Tourist," "Dangerous Liaisons" and "Tequila Sunrise." The bulk of the films will be shown on Lifetime in 1992 and 1993. Edward Bleier, Warner Bros. president, domestic pay-TV, said the studio also sold a package of 20 action-oriented films to syndication (including "Batman" and "Lethal Weapon II"), noting that the Lifetime deal didn't take product away from the syndication market, which looks for more male-oriented films. Bleier said that Warner's abundance of theatrical hits meant the studio "had enough pictures to meet both [cable and syndication] markets."

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Schmidt-Fellner

More talk on tap

There is another talk television cable network proponent developing a channel, with a planned launch date of next January. Ed Cooperstein, president of Talk TV Network Inc., and a long-time broadcast producer and station owner, is planning an 18-hour-a-day talk and viewer call-in cable network to launch Jan. 14.

Cooperstein plans to be at NCTA this week to pitch cable operators. The network will be based in Phoenix where three of the nine two-hour programs will be originated, live each day. Two other two-hour programs will originate live from each of three cities—New York, Washington and Los Angeles. An executive producer in each city will coordinate the shows there. Cooperstein said he has several hosts lined up for one-year contracts, but is awaiting further talent commitments before announcing their names or the specific nature of the programming.

He did said typical programming would cover business and finance, sports, show business, legal and medical issues. The programming will be personality driven, said

Cooperstein, and he intends to pay in the six-figures for top-notch interviewers. The rough format calls for the interviewer to ask questions in the first hour, with the second hour for viewer call-in segments.

The cost to cable operators is one cent per subscriber per month, said Cooperstein. The advertising split is 10 minutes national and two minutes local.

Cooperstein is providing the initial seed money of \$250,000, and he estimates the network's annual budget will be between \$10 million and \$12 million. Cooperstein said he has resources available to fund the venture beyond the initial seed, but he is open to talking to partners in the cable industry. But Cooperstein intends to remain in majority control of the network.

Cooperstein has a long history in both talk show television and broadcast station ownership. He served as director of *Open End with David Susskind* and later Mike Wallace's *Newsbeat* in the late 50's and early 60's. Cooperstein was founder and president of WNUJ-TV New York and was a 20% owner of KNXV-TV Phoenix in 1979. The station was sold to Scripps Howard for more than \$26 million in 1985.

Cooperstein is joined in the Talk TV venture by his wife, Sandy, who is vice president and treasurer. She was formerly a vice president and station manager at KNXV-TV and, before that, was director of programming and producer of special events for ON TV, an STV operation that operated in Phoenix in the early 1980's.

The talk TV venture put together by former C-SPAN executive Paul Fitzpatrick is still on course, Fitzpatrick said last week. "We're very pleased with the progress" of the channel, he said, and are "very much in the thick of things." Fitzpatrick has received some seed money from several major MSO's, including Newhouse, Continental and Cox. He declined to discuss a launch date for his service.

Cable's newest PPV player

In April, Santa Monica, Calif.-based Avalon Pictures announced that it had reached a \$31 million pay-per-view development financing agreement with Tokyo-based Horikoshi Entertainment Corp. Last week, Avalon announced it had signed a 10-year lease of a C-band

Satellite Footprints

Digital consensus at Intelsat. The 1990's will see increasingly rapid conversion from analog to digital services and substantially greater demand for International Telecommunications Satellite Organization (Intelsat) satellite capacity. So predicted 609 registered participants in the 16th annual Global Traffic Meeting hosted by Intelsat May 1-7 at its Washington headquarters. Representing 154 nations and territories, including Intelsat's newest signatory, Romania, the participants attributed the move toward digital to reduction in digital tariffs and to Intelsat pricing incentives. Television coverage of sports, including the 1990 Asian Games in Beijing, the 1992 summer Olympics in Barcelona and the 1992 winter Olympics in Albertville, France, will contribute substantially to a growth in global traffic, they said.

Intelsat VI F-2 has begun to accommodate some of that growth. Launched last October and designed to remain operable until 2003, the bird carries digital circuit multiplication systems that will allow the payload to carry up to 120,000 voice and three video signals simultaneously. Intelsat said the satellite will be used to carry television coverage of the World Cup soccer matches in Italy this June. Successful testing soon after the launch allowed temporary use of VI F-2 to carry coverage of the summit between U.S. President George Bush and Soviet President Mikhail Gorbachev in Malta last December. Late last month, 318 carriers supporting more than 35,000 channels and two TV transmissions were switched to VI F-2 from Intelsat VA F-10 when Intelsat engineers moved the two birds side-by-side. Intelsat expects VA to reach 174 degrees East longitude by July, when it will replace the older V F-3 bird, which continues to serve as the main path over the Pacific Ocean.

New transAtlantic blood. Northvale, N.J.-based Atlantic Satellite Communications Inc. (ASCI) has begun targeting entertainment, advertising and business video clients for use of its new three-continent services via Pan Am Sat's PAS-1 satellite. Inaugu-

rated last week with a two-way, New York-Lisbon medical convention video conference, then a Salt Lake City-Turin, Italy, computer training video conference, ASCI's transAtlantic service claims to reach "all of Europe and just into Turkey and all of South America, Central America and the Caribbean."

In addition to cross distribution of TV programs between the U.S. and Europe, said ASCI President Bruce Allen, "I see a time in the very near future when the new satellite service will be used by commercial producers in Europe to flash their rushes directly from their locations to advertising agency screening rooms in the U.S. In preparation for launch of the service, ASCI "doubled the size of its satellite transmission control facility," which includes seven C- and Ku-band antennas.

Meanwhile, transAtlantic veteran carrier BrightStar Communications said it provided two weeks of live telecasts of ABC's *Good Morning America* from England, Ireland and Scotland, uplinking three and a half hours each day, May 7-18. Excepting its transmissions from *GMA's* London locations, BrightStar said feeds in the United Kingdom were handled via portable receive-only dishes. "The risk of any signal interruption is reduced by avoiding a relay step in the UK, and the cost of that relaying transmission is eliminated," noted Bill Page, BrightStar's vice president, North America.

Pooled public resources. In another international development, PBS and Ontario-based Magic Lantern Communications reached an agreement to share educational programming. The deal gives PBS Education's Adult Learning Service (through its Adult Learning Satellite Service and The Business Channel) and PBS Education's Elementary/Secondary Service exclusive U.S. distribution rights to satellite-delivered Magic Lantern programming and reciprocal rights in Canada to PBS Education programs, to be delivered there via Magic Lantern's Canadian Satellite Learning Services.

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transponder aboard GTE Spacenet's Spacenet III for national delivery of a new PPV service to cable operators.

The lease, worth approximately \$10 million, said Avalon President Rick Blume, "guarantees our network the necessary transponder space through the year 2000." Blume said Avalon is negotiating for rights to feature films for launch of the service in September.

In a tight C-band satellite environment, and with launches of replacement birds in 1991-92 made uncertain by the losses of two Japanese satellites in the February explosion of an Arianespace rocket and the loss of Intelsat VI F-2 after a Martin Marietta rocket failed to put it in a viable orbit, he said, Spacenet III—"a sleeper cable bird" reaching the entire U.S. from 87 degrees west longitude, he said—was optimal.

Blume, along with Avalon co-founders Cliff Friedland and Seth Willenson, also co-founded United Satellite Communications, a medium-power direct broadcast satellite venture backed by Prudential Insurance which delivered five channels of TV programming to 10,000 subscribers in 1982 and 1983.

Age-specific

Senior American Network, aimed at the 50-plus age group, is being launched in January 1991. According to president Ron Foster, the network expects to initially penetrate 10 million households and will air mostly original lifestyle and informational

programming. While Senior American plans to launch as a 24-hour network, it also will attempt to get on systems by buying time on other networks or local origination channels. Senior American has already opened discussions with The Weather Channel, according to Foster, and hopes to approach other networks and operators at the NCTA convention this week.

Foster said the network is different from Nostalgia Network, which shows "a lot of old movies." Michael Marcovsky, chairman, Nostalgia, said his network too will be doing more lifestyle programming, but he applauds "anyone who recognizes the [value of] the demographics." He questioned the ability of Senior American, or almost any other start-up, to launch with 10 million households, however. Nostalgia currently reaches 9 million cable households.

Heavy hitters

ESPN has added 35 new advertisers to its roster of Major League Baseball sponsors, bringing the total to more than 140. The network has now sold more than 70% percent of its ad space for MLB games. The new sponsors include Chrysler-Plymouth, the tenth car manufacturer to sign on, and Labatt's Beer, the first imported beer sponsor.

PPV primer

CTAM's PPV division has announced a regional management session to be held in New York June 11 at the New York Hilton.

Tom Neville, vice president, Showtime Event TV, and Craig Wilson, an independent consultant and formerly with Request TV, will be session leaders. Neville said the workshop will help managers make operational, programming, promotional and strategic PPV decisions.

p48

The Cable Television Administration and Marketing Society, the Cable Advertising Bureau, regional marketing co-ops and marketing executives from MSO's and programming networks are uniting behind a September campaign to increase second- and third-set cable hookups.

"The Additional Outlet Marketing Campaign" will launch in September with networks carrying spots encouraging additional outlets, which will coincide with local operator, market-specific promotions. CTAM said that there are an average of 2.2 TV sets in cable homes, with only 69% of those currently wired.

September was chosen because of the high rate of installs that month. CTAM said research shows that 90% of all additional outlets are wired during initial installation.

Funny money

HBO's Comic Relief raised \$7.5 million for the homeless, approximately 30% more than it generated from last year's show. The scrambled show raised \$6.2 million in pledges, \$700,000 in ticket sales for live presentation at New York's Radio City Music Hall, \$500,000 from corporate sponsor Canada Dry, and \$100,000 from merchandising and special events the week prior to the show. The money raised from local events has not been totaled yet.

Driving miss bossy

Nashville Network is sponsoring a five-week contest that will send 10 grand prize winners and a guest on an eight day, seven night cattle drive in Montana. The contest can be entered by dialing 1-900-FUN-ON-TNN or sending in a postcard in response to TNN promotional spots.

Winners, who will be announced during *Nashville Now* on June 29, will be provided full transportation and lodging and will also participate in a Big Sky Country special to be taped during the week of the cattle drive.

PPV preview

Prevue Guide plans to launch a full-screen PPV network later this year. The new service will be similar to Prevue Guide, with daily PPV updates and system-specific information.

Prevue said its PPV channel will include point-of-purchase ordering information as well as previews. There will be 60 minutes a day of new, updated material.

Prevue said the name, pricing and launch date of the new PPV service have not been decided.

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New dawn for 'Today'?



Returning veteran Garagiola with Gumbel

Ebersol leaves morning show; Garagiola returns to host with Gumbel, Norville; also added are Daniels and Couric

NBC's *Today* show, struggling with ratings, rank and reputation since the departure of co-host Jane Pauley last year, is undergoing some major changes both behind and in front of its early morning cameras. These moves include the departure of a program executive, the return of a former host and additions to *Today's* news coverage.

Dick Ebersol, senior vice president in charge of *Today* for the past year, last week relinquished his post. "I fixed this idea in my mind six weeks ago," Ebersol told BROADCASTING, "and I felt very strongly that in order to stop the soap opera—and that's what it's become—somebody had to step up and take responsibility. The bottom line is, I made a mistake in letting these things get out of control." He has been criticized in some circles for his handling of the departure of Jane Pauley, who was replaced by Deborah Norville.

Ebersol, who characterized Norville as a "terrific, young, bright talent," said "it ate me up inside" to see her castigated by the press for a situation that was not her fault. "She didn't lobby for the job," said Ebersol, who takes "primary responsibility" for decisions made last fall concerning *Today*. He would like to see Norville given the chance he feels she deserves.

NBC News President Michael Gartner, who said in a printed statement that he was "saddened" by Ebersol's decision ("He tried to talk me out of it," Ebersol said),

announced that Ebersol will stay on as senior vice president of NBC News to work on a number of "key projects." He will also chair a new committee that Gartner is forming on program development for the news division "that will probably meet once a week." Ebersol said.

Ebersol, who retains his title of president of NBC Sports, will also be in charge of the news coverage emanating from the summer Olympics in Barcelona, Spain, and will serve as that event's executive producer. At the time of his decision to take on the *Today* duties, Ebersol said, he did not anticipate acquisition of rights to the NBA, Notre Dame Football and retaining the network's NFL rights.

"These acquisitions, coupled with our extensive preparations for the upcoming four-channel coverage of the Olympics," he said, "have created a situation where it is imperative that I spend most of my time on Sports Division activities." Ebersol's vacated *Today* position will not be filled.

Gartner also announced several additions to *Today's* on-air lineup, Joe Garagiola, Faith Daniels and Katie Couric, whose presence is intended to bolster the belea-

guered show's position. "It's no secret that in recent months *Today* has been through some troubled times," his statement said. "The departure of Jane Pauley left people with a loss of the sense of family which has been so valued throughout the years on *Today*. These additions are designed to expand the cast and build on the strengths of the program," Gartner said, and to "rekindle that sense of family."

Garagiola, who will rejoin *Today* as a co-host beginning in June, served as a host of the program from 1969 to 1973. He was also an NBC sports announcer, covering Major League Baseball from 1961 to 1988.

According to an NBC spokesperson, Garagiola will be third on the *Today* host ladder, behind Norville and Bryant Gumbel, who will remain the program's main host. Garagiola will, most likely, be in the studio three days a week, the spokesperson said, and appear in taped pieces the other two.

Daniels has been appointed as anchor of *Sunrise* (Norville's position prior to her elevation to *Today* co-host), and news anchor for *Today*. She has anchored early morning broadcasts for CBS News since joining the network in 1985. Daniels has served as co-anchor of *CBS Morning News* since that program's debut in November 1987, and is a correspondent for *48 Hours* and *Sunday Morning*. Daniels has been on maternity leave from CBS since the birth of her daughter in March.

Couric, an NBC News correspondent since July 1989 focusing primarily on the Pentagon, will become a full-time national correspondent for *Today* and will continue to be based in Washington.

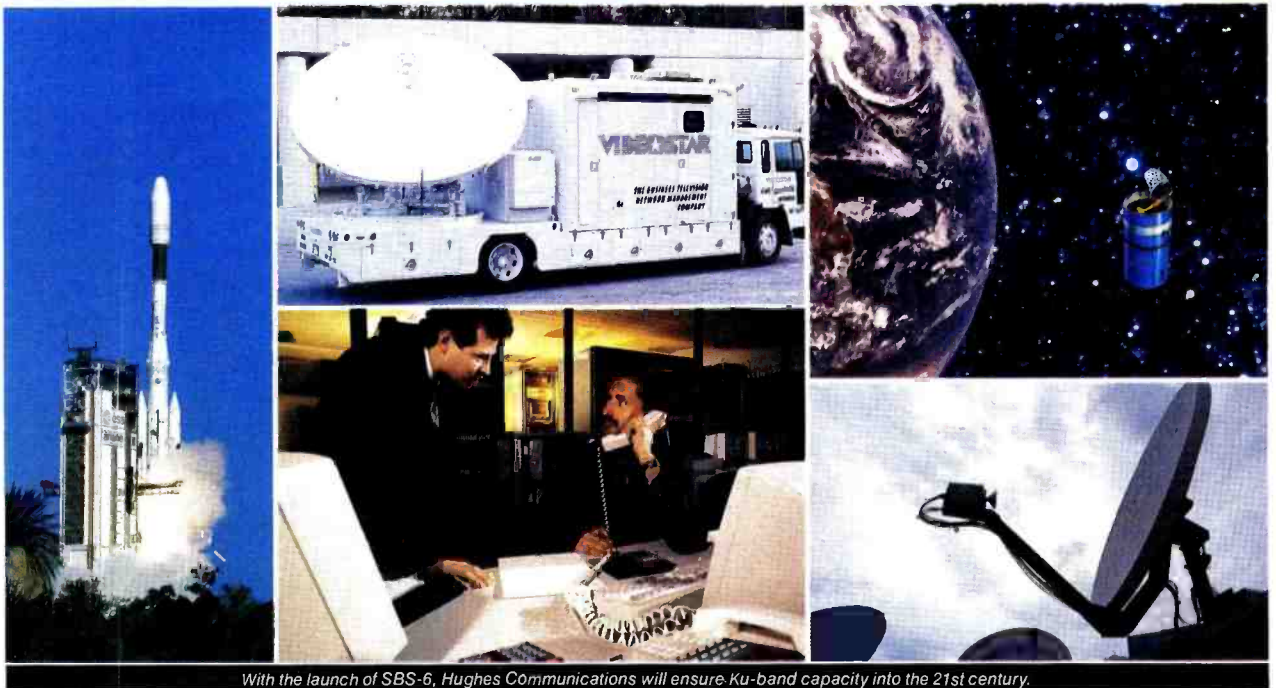
NBC will hold its affiliates meeting June 3-6 in Washington, and, based on a sampling of station reaction, the performance of *Today* will be a priority item of discussion. As of May 11, ABC's *Good Morning America* had been the number one morning show 18 weeks in a row. *Today* was also beaten earlier this month for the first time by *Good Day New York*, WNYW-TV New York's morning program.

"I think there's a unanimous outcry that affiliates would like to have improvement," said Joe Lentz, vice president-gen-

Ullman out

Tracey Ullman, whose *The Tracey Ullman Show* won four Emmy awards for Fox Broadcasting and was one of their first programs scheduled, will not return for a fifth season. "I have decided not to go on with *The Tracey Ullman Show* after four seasons in which I was constantly challenged and happily tortured by a unique group of people...I thank Fox for letting somebody no one ever heard of do a show on a network that didn't exist," said Ullman in a statement. The show, which has suffered under sagging ratings in its 9:30-10 p.m. time slot on Saturday, had been considered a long-shot to make the soon-to-be announced fall schedule.

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Broadcasting 

For 59 years, the newsmagazine of the Fifth Estate.

eral manager, WHO-TV, the NBC affiliate in Des Moines, "and we'd welcome any changes that would take us to that point. We've been disappointed with the show's performance."

Jonathan Klein, vice president-general manager, KWB-TV Philadelphia, said he feels that *Today* got "outmanaged" by Phil Beuth and *Good Morning, America*. "The

hiring of Charlie Gibson to replace David Hartman was handled in a better way than NBC's replacing of Jane Pauley with Deborah Norville," he said.

Bob Grootland, president and general manager, WOTV-TV Grand Rapids, Mich., said the *Today* show should do more road shows. "I think they're extremely important, and *Good Morning, America* is better

in that area," he said.

"The show has gone up and down in the past, as has *GMA*," according to Jon Wingate, vice president-GM, WETM-TV Elmira, N.Y., who feels the ratings wars are cyclical. "There are probably good definable patterns between the two shows that are pretty regular," he said. "This happens to be *Today's* down time." —RG

Warner to market sixth day of 'Tiny Toons' to adults

Fox-owned stations sign up for extra weekend airing

Warner Bros. Domestic Television Distribution is expanding its first-run 1990-91 strip *Tiny Toon Adventures* to sixth-day availability on Saturdays or Sundays with *Prime Toons*, a half-hour version (with the same animated elements) to take advantage of what the studio sees as a lucrative, yet untapped, adult audience for cartoons in weekend early fringe and access.

The studio kicked off the additional program push by announcing that Fox Television Stations Inc. and its seven owned-and-operated stations are the first station group to sign on for the weekend airing. Gaylord Broadcasting-owned WVTU-TV Milwaukee has also committed to *Prime Toons* for next fall.

Targeting weekend viewers at 5-8 p.m., Scott Carlin, senior vice president, first-run, Warner Bros., sees "baby boomers who grew up on Bugs Bunny and Daffy Duck" as the likely viewers tuning in to *Prime Toons* Saturdays or Sundays. Carlin said that Michael Schuch, vice president and general manager, WVTU-TV, saw a presentation tape of *Tiny Toon Adventures* and expressed interest in airing it on weekends, thus triggering the same idea among Warner Bros. syndication executives to market it nationally on a sixth-day basis.

Tiny Toon is currently cleared on 125 stations (representing 89% coverage). According to Carlin, stations are being asked to commit to *Prime Toons* for 15 weeks, after which stations can renew the program for the same 2-minute national/4½-minute local barter split in the initial agreement, according to Carlin. The weekday *Tiny Toon* version is being offered on a 3/3 barter split. The 15 weekend episodes of *Prime Toons* will be counted among the original 65 episodes of *Tiny Toon Adventures* produced (by Steven Spielberg's Amblin Entertainment) for 1990-91 syndication.

In the continuing competition to carve out a niche in children's programming, Warner Bros. Domestic TV has been marketing *Merrie Melodies*, another first-run strip, as a companion piece to *Tiny Toon Adventures*, which has now cleared just over 100 stations (approximately 83% coverage). Carlin says that *Melodies* has cleared in all of the top 45 markets, while *Tiny Toon* has cleared in all of the top 60; he estimated that 60% of the clearances for both half-hours are on Fox-affiliated stations.

Currently, Buena Vista Television and Fox Broadcasting are locked in bitter lawsuits, with the Walt Disney-owned company (BVT) trying to maintain afternoon clearances for its two-hour block of animated programming, *The Disney Afternoon*, on Fox affiliates, while those stations and FBC are trying to launch the first half-hour (*Peter Pan*) of The Fox Children's Network this fall. Although Carlin said that Warner Bros. is "looking forward" to expanding

its relationship with Fox Broadcasting Co., he would not say if that meant Warner Bros.-produced cartoons (such as the rumored cartoon version of "Batman") would make their way onto The Fox Children's Network. Warner Bros. has extended its relationship into the three-hour Saturday version of FCN with its syndicated half-hour *Fun House* (BROADCASTING, March 26), receiving a 13-episode fall commitment from FBC. —MF

Smile, you're in first-run syndication

King World gets worldwide distribution rights to 'Candid Camera' and 42-year library of series

Candid Camera, the granddaddy of reality video shows, is set to return to the airwaves as a daily syndicated series in fall 1991.

After more than a year of negotiations, King World Productions said last week it was developing a new first-run version of *Candid Camera*, planned as a half-hour strip that could play in several dayparts.

Last week, *Candid Camera* creator Allen Funt confirmed the deal, which gives worldwide distribution rights to the new property, and the 42-year-old *Candid Camera* library, to King World. Both Funt and King declined to reveal the price of the deal.

Vin Di Bona, who produces *America's Funniest Home Videos* for ABC, has been signed as executive producer of the show. A pilot is scheduled to be shot late this summer, said King World President Michael King.

"We're very excited about this project," said King last week. "With Vin and Allen on board, we feel we've lined up the Carsey and Werner of video shows."

King said the exact format of the new show has not been set. However, in general terms, it will remain true to the classic show's format, but with some updating and a quicker pace. He likened the changes in store for *Candid Camera* to the "facelift" given *Jeopardy!* when that show was brought back. "With *Jeopardy!*, we used to joke that we weren't changing anything but the host, the set and the rules," said King. "But really it was the same basic show, just updated." He said that Di Bona will work "exclusively" on the *Candid Camera* project from May 20 (when *Funniest Videos* wraps for the season) until the pilot is complete.

According to Funt, who will serve as creative consultant, the new version of the program will "be a combination of the best of the old and the best of the new," and include spontaneous as well as staged events.

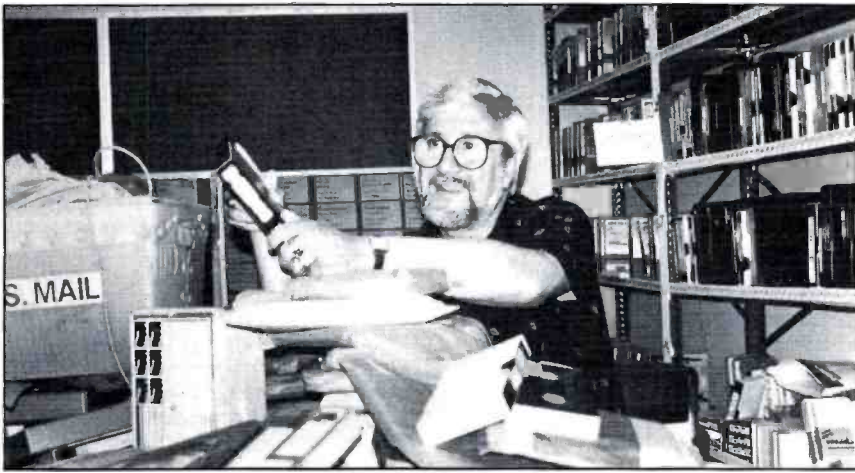
Di Bona scored an instant hit for ABC with *Funniest Videos* when it launched on the network in January, Sunday nights at 8 p.m. The show has been a consistent top-5 performer ever since, and in the top spot frequently. Last week (May 13), the show was first for the week in prime time with a 20.6/36. A special lead-out show that night, *America's Funniest Home Videos II*, was the third ranked show of the week, with an 18.3/30 share.

Despite the high ratings, Funt said he wasn't terribly impressed with the two programs, and stressed that the new version of *Candid Camera* would not incorporate elements of *Funniest Home Videos*. But Funt called Di Bona a "bright guy with a hot hand right now. We could sure use his help. I've only done this for 43 years."

However, Di Bona said last week "the possibility certainly exists" that the new candid camera might have a segment involving viewer home videos. But he also said the new show would "remain true to the concept of *Candid Camera*. It won't be mean spirited, like some of the ripoffs."

The new host of the show is yet to be determined. King said there is a list of candidates, consisting of "young, big name talent," with some type of comedy background. A decision on the host is expected in the next month, said King. What kind of on-air role Funt will have on the show is unclear. Last week, he said he would appear "sometimes," but declined to elaborate. King indicated that Funt had essentially ruled out a daily on-air role for himself.

The show will be offered to stations for cash and probably one minute of barter, according to sources that King World has



Di Bona in his element

mentioned the show to.

Segments for the new show will be shot across the country, with "bureaus" in Connecticut, Seattle and Houston, said Funt. Clips from the *Candid Camera* library will be regularly incorporated into the new show.

Funt created *Candid Microphone* in 1947 for ABC Radio. *Candid Camera*, the television show, first went on the air on ABC in August 1948. The show, in turn appeared on all three networks, and included such regulars, in addition to Funt, as Arthur Godfrey, Durward Kirby and Bess Myerson. A syndicated version, from 1974-78, featured Jo Ann Pflug and John Bartholo-

mew Tucker as co-hosts.

The most recent try for a syndication comeback was attempted by Blair Entertainment several years ago, but was pulled from the market before getting on the air. The pilot for that show was produced by Funt's son, Peter, who will also have a role in the King World version, according to Di Bona.

Since then, Funt has produced a number of *Candid Camera* specials for network television. The most recent one, *Candid Camera Vacation*, aired on CBS April 6, and finished second in its 8 p.m.-9 p.m. time period with an 11.7/22. —SM

'Bandstand' ready to rock again

Dick clark productions (DCP) is currently planning the return of the long-running *American Bandstand* series. The most recent version of the program aired on USA Network from April to October 1989.

DCP president Fran La Maina confirmed last week the company is negotiating with separate studios to develop both a prime time series and a theatrical film tying into the *Bandstand* franchise. La Maina also said DCP was talking to several cable networks about bringing a separate version of the program back to that medium.

"We think *Bandstand* is an extremely valuable franchise," said La Maina, particularly in light of what appears to be the nation's insatiable appetite for nostalgia. Up until its cancellation last fall, the show had been a television staple since 1952, when it launched as a local show in Philadelphia.

The prime time series would represent a departure from the usual *Bandstand* format. The proposed series would be a sitcom with music elements, said La Maina, and would represent the company's first foray into network sitcom production. The new cable program would adhere more to the traditional format, said La Maina.

ABC picked up the original *Bandstand* as a daytime strip from 1957 to 1963, when

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it became a weekly Saturday afternoon program. The network finally canceled the program in 1987. It then had a brief stint in syndication before going to USA.

The prime time series is slated for the 1991-92 season, which would mark the 40th anniversary of the show. One or more television specials are being planned leading up to that anniversary.

The company is also packaging segments from among the 22,000-clip *Bandstand* library for the sell-through home video market. The sell-through market bypasses the retail home video store, selling directly to consumers through direct mail, vending machines and other outlets. The 13-episode *Golden Greats* rock music retrospective series is the first package being offered in the sell-through market. That series was distributed in syndication last year.

La Maina also said the company is exploring the launch of a chain of restaurants that would tie into the *Bandstand* theme. The test restaurant, Dick Clark's American Bandstand Grill, opened in Miami in March, and features a dance floor replica of the set of *American Bandstand*.

DCP has four or five other network sitcoms and dramas in various stages of development, said La Maina. But that area of program development, he said, was really in the early stages. Besides the *Bandstand* franchise, the company's key program focuses include specials and movies of the week.

DCP has 21 television movies in development, four of which have commitments from networks, two from ABC and two from NBC. On the specials side, said La Maina, DCP produced 19 specials in fiscal year 1989 (ending June 30). Most of them, he noted, have potential as recurring specials (*Bloopers and Practical Jokes*, for example) or annual events (*American Music Awards*, *Golden Globe Awards*).

Two of this spring's specials have been optioned as series. NBC has optioned *Do It Yourself TV*, which aired as a special May 13 and finished 81st overall with a 6.3/13. The first half-hour of the show was second in network competition in the 8 p.m. time period and the second half-hour dropped to third in network competition (including Fox).

ABC has optioned *Anything for Laughs*, which aired as a lead-out to *America's Funniest Home Videos* May 6th and finished a competitive third in the time period, just one-tenth of a rating point behind Fox's popular *Simpsons*. *Laughs* finished 20th overall among prime time shows for the week. The series options on both shows expire Dec. 30.

La Maina said that DCP, which is publicly traded, will show a profit for the fiscal year ending this June 30 of roughly \$1 million (or 12 cents a share) on revenues of approximately \$27 million. That compares to profits last year of just over \$2.6 million (32 cents per share) on revenues of \$25.6 million.

La Maina said the smaller profit margin was primarily the result of having just one series in production this fiscal year, the syndicated *Trial by Jury*, which will not be renewed. The previous year, the com-

pany produced both *Bandstand* and *Camp Midnite* for USA, as well as the syndicated *Golden Greats* and a writers' strike replacement series for CBS, *Dick Clark Presents*.

With the programs currently in development, the company is projecting a minimum 10% revenue gain and possibly as

much as 40%, depending on which shows get picked up, La Maina said. Two new game shows being produced by DCP have already been cleared for air. Buena Vista Television has cleared *Challengers* for syndication in 80% of the country, while NBC will begin airing a new version of *Let's Make a Deal* starting in July. —SM

Fox gain could be syndication loss

Expanded prime time leaves less room for syndicated film packages, must be accommodated to sports coverage in scattered markets

While observers have focused their attentions on how the FCC's recent granting of a waiver to Fox will affect the network-to-be's expansion plans, that waiver could also signal a further softening of the syndication marketplace, as well as trigger conflicts with sports coverage in a few markets.

Because of the additional hours of programming that Fox affiliates will receive from the network, stations have hastened the ongoing process of cutting back on their movie libraries and will purchase less syndicated series programming than in the past.

Some observers have suggested the continuing roll-out of Fox programming will exacerbate the situation in the marketplace

that has half-hour comedies backing up in some markets, hour dramas continuing to be met with low demand and some movie packages being rejected in favor of smaller packages.

"The face of syndication is definitely going to change dramatically as we go along," said Terence Brown, vice president and general manager, KDVR(TV) Denver. "Two or three years ago we were building up our libraries and we bought conservatively, as a hedge. But now, we're buying less, and a lot of the distributors out there with features know that there is less demand."

"Because of the pending expansion of prime time, we've been gearing down in the number of features we purchase," said Bob Leider, vice president and general manager, WSVN(TV) Miami, who said his current movie library currently consists of

Columbia's creative connection



Jim Brooks

Columbia Pictures Entertainment has entered "an exclusive, long-term venture" with producer Jim Brooks and his company Gracie Films for television and theatrical film projects. The deal is effective June 1, although Brooks does have one outstanding motion picture commitment with his current studio, 20th Century Fox. On the television side, the deal will focus on developing programs for the three-series commitment Brooks has from ABC Entertainment, said Gary Lieberthal, Columbia Pictures Television chairman and chief executive officer.

Peter Guber, CPE co-chairman, said, "This culminates months of pursuit and discussion by our full management group. Jim has assembled an excellent creative team and we felt that CPE should be its logical home."

For Columbia Pictures Television, the deal is the latest development in the two-year-old strategy to sign exclusive development deals with top comedy writer/producers in the business. Others in the CPT comedy stable include Norman Lear, Ed Weinberger, Hugh Wilson, Linda Bloodworth-Thomason and Norman Steinberg.

Lieberthal also reported that *Married...with Children* producers Ron Leavitt and Michael Moye have renewed their contracts to continue producing the show. The two producers will reportedly receive \$32 million over three years.

Several months ago, the company also signed Bruce Paltrow (*St. Elsewhere*) to an exclusive pact. "Over the last two years we've built the preeminent roster of writer/producers in the television industry," said Lieberthal. He added that the studio not only strives to support its writers creatively, but also has showed them "their shows will receive their full worth in the syndication marketplace" at Columbia.

In related news, the studio tallied more than \$300 million in license fees for the off-network *Who's the Boss?*, and is expected to generate strong sales for *Married...with Children*, which just entered syndication marketplace a month ago. The selling got off to a strong start in New York, where WWOR-TV (BROADCASTING, May 14) reportedly paid around \$150,000 per week for the rights to both *Married*, and another sitcom, *227*.

about 2,000 titles but expects to pare it down to about 1,000 titles.

"This could change the landscape drastically over the next few years," said John Von Soosten, vice president, director of programming, Katz Television. "As Fox expands, Fox competitors in the market, other independent stations, will get stronger because of a greater availability of programming, from action/adventure to kids programming." He also said the continued cutback in feature purchases would lead to a buyer's market which would drive more and more movies to "cable and possibly PBS. That could have a negative effect on the lesser titles. [On the other hand], because of supply and demand, the lesser titles will be less expensive and therefore more attractive," he said.

George Back, president, All-American Television, agreed that the Fox roll-out could further erode the syndication industry. In terms of movies, he said, "generally speaking, titles are going for less and stacking up; this can only aggravate the situation." He also sees the children's programming business being adversely affected. "The effect of the Fox kids network is not on us yet. With any modicum of success, that will have a negative effect also," he said.

However, one major syndicator, who requested anonymity, disagreed with the conclusion that the syndication business would suffer, offering instead that it would be broadcast stations who would suffer long-term negative effects. "The fact that Disney, Fox and Orion sold their last movie packages to basic cable is an indication that basic cable is becoming a major place for movie packages, as it already has for off-net hour dramas, and may possibly become for half-hour sitcoms. My concern," said the syndicator, "is whether over-the-air stations will become secondary exhibitors."

The syndicator also said short-range needs of stations are the basis of decisions being made now. "It's not logical to believe that when Fox rolls out to seven nights, that all seven will be successful. And they're allowing basic cable to come in and take programming—that's short-sighted strategy. On the days that these dynamite movies are playing on cable, where do you think those viewers are going to come from?"

Another effect of the move, he added, is that "studios and distributors are user-friendly," in that if basic cable continues to become a dominant player or the dominant player in movies and series programming, the suppliers will be more likely to do business with them in the future rather than going to stations.

KDVR's Brown disagrees. "If distributors think the broadcast stations are going to dry up and blow away, they're wrong, we're not going to be saddled with second-rate features anymore. Usually, out of a movie package you get maybe 60% cream of the crop titles. If you're Fox, you go down to about 500 titles, and if they're good titles they'll play over and over," he said.

As for cable's grabbing up of programming properties, Brown doesn't believe there is cause for concern. "First, I'm not getting out of the feature business completely. And

37 People With a Purpose

This is the faculty and schedule for Broadcasting/Cable Interface IV, the fourth in an annual series of telecommunications policy seminars presented by the Federal Communications Bar Association and Broadcasting Magazine

Monday □ June 11 □ Westin Hotel □ Washington

9-9:05 a.m. ■ *Welcome:* FCBA President **Dick Zaragoza**

9:05-9:10 a.m. ■ *Introduction and Overview:* **Don West** (Broadcasting) and **Dick Wiley** (FCBA), conference co-chairmen

9:10-9:45 a.m. ■ *Congressional Keynotes:* Representatives **Tom Tauke** and **Billy Tauzin**, House Telecommunications and Finance Committee

9:45-10:15 a.m. ■ *FCC Keynote:* **Chairman Alfred Sikes**

10:15-10:45 a.m. ■ *Industry Keynotes:* **Eddie Fritts**, president of the National Association of Broadcasters, and **Jim Mooney**, president of the National Cable Television Association

10:45-11 a.m. ■ *Break*

11 a.m.-12 p.m. ■ *Broadcast/Cable CEO Panel:* **Joseph Collins**, American Television & Communications □ **Charles Dolan**, Cablevision Systems □ **Ken Elkins**, Pulitzer Broadcasting □ **Ward Huey**, Belo Broadcasting □ **Milton Maltz**, Malrite Communications □ **Robert Miron**, Newhouse Broadcasting

12-12:30 p.m. ■ *Indecency Debate:* **Tim Dyk** (Jones, Day, Reavis & Pogue) vs. **Diane Killory** (Morrison & Foerster)

12:30-2 p.m. ■ *Luncheon. Speaker:* **Ted Turner**, chairman, Turner Broadcasting

2-3 p.m. ■ *Financial Interest/Network Syndication Panel:* **Rick Cotton**, NBC □ **James Hedlund**, Association of Independent Television Stations □ **Jay Kriegel**, CBS □ **Preston Padden**, Fox Broadcasting □ **Jack Valenti**, Motion Picture Association of America (*invited*)

3-4 p.m. ■ *Key Staff Panel:* **Antoinette Cook**, Senate Commerce Committee □ **David Leach**, House Commerce Committee □ **Larry Irving**, House Telecommunications Subcommittee □ **Bob Pettit**, FCC general counsel □ **Charles Schott**, chief of staff to FCC Chairman Sikes □ **Roy Stewart**, chief, Mass Media Bureau

4-4:15 p.m. ■ *Break*

4:15-5:15 p.m. ■ *Financial/Economic Forecast Panel:* **Jerry Agema**, Tribune Broadcasting □ **Howard Anderson**, Yankee Group □ **Paul Bortz**, Bortz & Co. □ **Phil Hogue**, Daniels & Associates □ **Rick Michaels**, Communications Equity Associates □ **John Reidy**, Smith Barney Harris Upham & Co.

5:15-6 p.m. ■ *The Final Word:* FCC Commissioners **Ervin Duggan**, **Sherrie Marshall** and **James Quello**

6-7 p.m. ■ *Reception*

Registration \$450. (\$100 discount for FCBA members; second and succeeding registrants from same company or firm, \$300.)

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second, the cable people got in and I believe were willing to take some loss-leaders. With features like sports properties, the prices they're paying now will come back to bite them. They've spent with an open-wallet policy," he said.

One area that could be affected further down the road is local broadcast sports contracts currently held by many Fox affiliates. With the prime time expansion plans, many Fox affiliates will be faced with a season-long baseball or basketball schedule to juggle with the roll-out of Fox prime time network programming. Fox itself has not established a policy regarding its affiliates and their sports contracts other than "to encourage them to schedule games on days and times that don't conflict with Fox programming," according to Preston Padden, senior vice president, affiliate relations, Fox Broadcasting.

As for the network trying to dissuade affiliates from renewing their sports contracts, Padden said, "We don't go around telling our stations how to schedule."

For Fox O&O's, Steve LeBlang, Fox vice president of programming, said the only stations affected are KTVU Los Angeles, which carries the Dodgers, and KSTU Salt Lake City, which carries the Utah Jazz. "In Los Angeles, there aren't many scheduling conflicts because a predominance of the games air in early fringe, and only a hand-

More 'Living Color'

Fox has ordered an additional five episodes of *In Living Color*, and has moved the comedy series from Saturday to Sunday at 9:30 p.m. The new order brings the total number of episodes to 13 for the ensemble comedy which premiered April 15, winning the time period in its debut. In its new time slot, the show will follow Fox's most potent hour of television, *The Simpsons* from 8:30-9 p.m. and *Married...with Children* from 9-9:30 p.m. *Open House*, currently in the Sunday 9:30-10 p.m. time slot, takes over the Saturday 9-9:30 p.m. time period.

While *In Living Color* has received a positive response from viewers, the rock band Living Colour isn't quite as enthusiastic. The group has filed a lawsuit against Fox claiming the show is improperly using the band's name and logo.

ful of games air in prime time, and when they do, we've aired the Fox lineup on another night," he said. As to whether those Fox-owned stations will be interested in renewing their contracts once they expire, LeBlang would only say, "We'll address them when they become available."

For Fox affiliates with sports contracts, they have used several ways to balance the two programming sources. Mike Conway, station manager, WTXF(TV) Philadelphia, said the station's carriage of 88 Phillies baseball games only conflicts with Fox's about six times during the season. In those instances, the station, which airs nearly all of the team's away games, has an agreement with the team to make up

the game on another day by televising a home game. Conway is not sure whether the station will renew the contract with the Phillies when it expires in 1992. "We'd like to renew under circumstances that are favorable to the Phillies, to us and to Fox," he said.

KITN(TV) Minneapolis, on days that their coverage of either the Minnesota Twins or Minnesota Timberwolves of the National Basketball Association coincides with Fox's prime time lineup, will push back the network's lineup and use the sports programming as a lead-in. "The live sporting vehicle provides a strong lead-in to the network programming," said Gail Brekke, general manager.

-SC

Syndication Marketplace

Western International Syndication has forged a new alliance with co-producers Ohlmeyer Communications and G2 Entertainment to distribute four first-run half-hour specials, *My World On Video*, to appear on four NBC owned-and-operated stations and wsvn-TV Miami starting June 2. Originating from KNBC-TV Los Angeles and hosted by local news anchor John Beard, the program highlights home videos produced by high school and college students from across the country. Ron Glazer, president, Western International, says the videos will deal with "serious" topics ranging from AIDS to teen suicides. The June "test" of the four episodes in access on KNBC-TV and WKYC-TV Cleveland will also be complemented with early fringe runs on WNBC-TV New York, WRC-TV Washington and wsvn-TV. Glazer, who says *World On Video* is available to stations on a 2½-minute national and 4-minute local barter advertising basis, is hoping to make it a regular series for fall 1991 if the show reaches or eclipses a 4 rating average nationally.

Claster Television has cleared 1991-92 animation strip *James Bond Jr.* in 73% of the country, including 43 of the top 50 markets, with all markets signed for two-year commitments to the DIC Enterprises-produced series. Top stations include WWOR-TV New York, KCOP-TV Los Angeles, WPMR-TV Chicago, WPHL-TV Philadelphia, KVVH-TV San Francisco and WLVI-TV Boston. John Claster, president, Claster Television, says 10 of the top 20 stations have "guaranteed" afternoon clearances for *Bond Jr.* Heading the list are ACT III, Chase, Chris Craft, Gaylord, Koplak, Malrite, Meredith, Renaissance, Southwest Multimedia and TVX station groups. Claster is offering the show on a 2 minute national/4 local barter basis during the toy-driven fourth quarter, while first and third quarters are at a 3/3 split and the second quarter is at a 2½ national/3½ local barter split.

Professional Sports Pranks, a series of four, hour-long specials from **Steve Rotfeld Productions**, Bryn Mawr, Pa., has cleared 130 stations—including nine of the top 10 markets, covering 85% of the country. Among stations that have signed up for the show are NBC-owned WNBC-TV New York, KNBC-TV Los Angeles and WRC-TV Washington and Capital Cities/ABC-owned WPVI-TV Phila-

delphia. The barter split for the specials—*Professional Baseball Pranks*, *Professional Football Pranks*, *Professional Basketball Pranks* and *All Sports Pranks*—is seven minutes national, six local.

Turner Program Services has cleared *The Best of Color Classics One*, a color-enhanced movie package, in 130 markets (representing 94% coverage) for such titles as "A Christmas Carol," "Carbine Williams," "Father of the Bride" and "The Stratton Story." The barter package, which will release titles on a quarterly basis, triggered with the release of "Carbine Williams" last February, starring Jimmy Stewart as the inventor of the carbine rifle. TPS is also prepping *The Best of Color Classics Two* for fourth quarter 1990 release in a package of eight titles including "Sergeant York," "Yankee Doodle Dandy," "Boys Town," "Arsenic and Old Lace," "The Prince and the Pauper," "The Seahawk" and "The Fighting 69th."

Berl Rotfeld Productions has cleared *A History of Auto Racing, Part II—The Drivers* in 96 markets representing 80% coverage of the U.S., including eight of the top 10 markets. The hour-long special features interviews with the world's leading auto racing figures and footage of some of the most memorable oval events. The program has an April 28-May 27 broadcast window and continues to be offered to stations on a straight barter basis (6½ minutes local, 6 minutes national).

Video Broadcasting Corp., New York, has renewed a multiyear contract with **Associated Press** to distribute VBC's ProgramLink, an electronic newswire of information about syndicated programs for broadcast stations. VBC will pay AP more than \$7 million over the contract period to distribute Program Link and service dedicated printers installed in over 600 stations. ProgramLink is fed via AP Express. Another 300 stations receive the service via VBC's fax service. ProgramLink carries formatting, promotional, spot buying and other information about 43 syndicated shows. VBC also distributes MediaLink, an electronic press release service.

'SN (almost) L' scores with controversial Clay

NBC uses five-second delay for show, which ranks as fourth most-watched show of season

Saturday Night Live's roll of the ratings dice paid off. Its program featuring macho comic Andrew Dice Clay was watched by 12½ million viewers, who gave the series its fourth highest numbers of the season, an 8.8 rating/26 share, according to national Nielsen figures. *SNL's* top three shows for the 1989-90 season were hosted by Fred Savage, John Goodman and Andie MacDowell, respectively.

The announcement of Clay's appearance touched off a controversy when *SNL* regular Nora Dunn and scheduled musical guest Sinead O'Connor stated their intention to boycott the show as a protest against Clay's act (BROADCASTING, May 14).

NBC broadcast last week's *SNL* with a five-second tape delay, which it employed six times during the show, all during a sketch involving Clay titled "Dad, What's Sex?" According to an *SNL* spokesperson, the edits did not result from Clay taking liberties with the sketch as written. Instead, the material "did not meet NBC standards," the spokesperson said. NBC's vice president of program standards and community relations was unavailable for comment.

From 11:30 p.m. to 1 a.m., as the show aired, NBC received 234 phone calls objecting to Clay's appearance, and 13 in favor. During the week prior to the broadcast, the network's New York and Los Angeles offices received a total of 1,764 negative and 198 positive phone calls.

Clay was interrupted during his opening monologue by several people chanting "Clay, Clay, go away," and audience members waiting to enter the studio were also reportedly heckled.

WETM-TV, the NBC affiliate in Elmira, N.Y., was the only station that refused to air the Clay-hosted *SNL*, according to NBC. Jon Wingate, WETM-TV's vice president and general manager, told BROADCASTING that "the decision to cancel was based primarily on Clay's performance on MTV, plus the fact that NBC had not decided to do a delay when we made our decision." (Clay was banned for life from MTV last year when, appearing on the network's video awards show, he delivered an unscheduled, pornographic nursery rhyme.) Wingate also said he decided not to air the show due to "the degradation of women" in Clay's act.

The station received approximately 100-150 calls concerning the decision, Wingate said. Most calls received on the day before and the day of the show objected to the station's refusal to air it. Last Monday, however, Wingate said the calls were "overwhelmingly in favor" of his decision, and the final for/against count was "close to a 50-50 balance."

"As long as it's been on the air, *SNL* has been on the cutting edge of adult humor," according to Bob Groothand, vice president and general manager, WOTV-TV, the NBC affiliate in Grand Rapids. "The question here

was the wisdom of putting someone on with Clay's reputation. Obviously it was to push the [ratings] numbers," Groothand said, "which they were successful in doing."

Joe Lentz, vice president and general manager, WHO-TV Des Moines, had not seen Clay

prior to his *SNL* outing. "After seeing the product, I'd say it was a hype job to beat all hype jobs. You can't take that brand of humor and bring it into *SNL*," he said. "What makes Clay funny and what makes him popular, you can't do on TV." —RG

Here comes the Judge



Genesis Entertainment's first-run strip *The Judge* has been given a firm production commitment for a fifth season in 1990-91, and will be offering repeat episodes with new original episodes as part of an hour-long block being marketed for next season. *The Judge* is currently seen in 132 markets (representing 81% of country), and according to Wayne Lepoff, president, Genesis Entertainment, the decision to provide an hour block came after "successful" testing as a back-to-back offering on WMAQ-TV Chicago, KTVU-TV San Francisco, WSVN-TV Miami and KTVI-TV St. Louis.

Caroline Chang, program director, KTVU-TV, said the San Francisco Fox affiliate has been double-running *Judge* at 11 a.m.-12 p.m. since the beginning of this season with "reasonable success." During the February sweeps, the two runs averaged a 2.7 rating/11 share for the month, compared to a 2/9 average in February 1989 when the station aired *Live with Regis & Kathie Lee* (Buena Vista Television) in the same hour slot. Each half-hour *Judge* is being offered by Genesis with four minutes local and three minutes national barter time, in addition to an unspecified cash licensing fee.

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FCC asked to revisit short spacing

NAB, others say technical rules supporting closer stations leading to deterioration of FM service

A broadcasting group led by the National Association of Broadcasters has asked the FCC to launch a "comprehensive" review of the year-and-a-half-old rules permitting short-spaced FM stations and the underlying technical standards and to put a freeze, effective June 1, on applications for short-spaced stations until the review is complete.

"If the rules remain as they are," said Micheal Rau, NAB's senior vice president, science and technology, "interference will gradually increase over the years, leading to deterioration of FM service."

In December 1988 the FCC adopted rules freeing FM stations from strict adherence to the table of allocations, which sets minimum mileage separations for each class of stations, to give them greater flexibility in locating antennas and plotting coverage.

Under the rules, the FCC anticipated short-spaced stations would use directional antennas or reduce power or transmission

height to avoid causing interference to other stations.

According to Rau, short-spacing would be less of a problem if the FCC's standards for interference protection were "consistent and precise." Because they are not, he said, they cannot be counted on to "safeguard existing FM stations."

NAB's concerns about the short-spacing rules are not new. The trade association vigorously opposed their adoption, saying they would lead to the "AM-ization" of the FM band, but to no avail.

In a 26-page petition submitted May 11, the group made several recommendations and asked the FCC to put them out for public comment.

The recommendations:

- Launch a comprehensive proceeding to thoroughly reexamine the adequacy and accuracy of FM protection standards.

- During the proceeding, return to strict adherence of mileage separations, suspend implementation of interference standards and put a freeze as of June 1 on new applications for short-spaced stations.

- Reinstate *de minimis* waivers of mileage separations consistent with precedent and past policy.

- Tighten up the requirements for the installation, filing and maintenance of FM directional antennas.

The newly adopted contour protection scheme is "based upon outdated, inaccurate and/or imprecise technical assumptions that compel a current and comprehensive review," the petition said. "Such a review can replace these technical assumptions with ones that engender greater confidence in depicting the circumstances under which actual interference occurs. There is technology available today that permits more precise appraisal of FM coverage and interference."

The petition also said the rules limiting the stations that could apply for short spacing were "discriminatory" and "arbitrary." It suggested changes that would "provide equal but limited opportunities for short spacing among the various classes of FM stations."

According to the petition, the recommendation represents a consensus of a host of broadcasters, consulting engineers and broadcast trade groups that met on several occasions in late 1989 and early 1990.

But the petition was signed only by the parties that had formally petitioned for reconsideration of the December 1988 action: NAB, the Association of Broadcast Engineering Standards; du Treil, Lundlin & Rackley; Greater Media Inc., and Mullaney Engineering. —HAJ

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Unistar, WGA settle dispute

New York-based Unistar Radio Networks and the Writers Guild of America East have settled grievances stemming from Unistar's previously announced move of its news operation to Arlington, Va.

The WGA had filed an "unfair labor practices charge" with the National Labor Relations Board, claiming that Unistar had "refused to offer transfers to bargaining unit members unless the Guild disavowed representation of these employees," and if the employees severed their ties to the Guild (BROADCASTING, April 2). The charge also claimed that employees were dissatisfied with the severance pay offered by the network.

In the settlement, Unistar agreed to offer "enhanced" severance pay to all affected employees remaining with the network as of May 1. The "enhanced" severance amounts to 1½ weeks' pay for every week each employee worked at Unistar, instead of one week, as Unistar had offered. The pact also allowed employees to collect their salaries and severance if they left the network prior to the contract's expiration. To date, all but one employee has departed.

In all, the four WGA employees who remained at Unistar's New York headquarters during contract negotiations were deemed

eligible for "enhanced" severance, according to Unistar senior vice president, administration, Bill Lockett. Additionally, Lockett said, three employees who left Unistar prior to negotiations will receive a "modified" settlement of 25% of what they otherwise would have received.

Unistar was required by law to offer transfers to all WGA employees, but only one employee made such a request. That employee eventually did relocate to Arlington, but will not serve in a newswriting capacity and will not be represented by the Guild. Lockett said that the WGA reserves the right to petition the newswriters in the Arlington office, a nonunion shop, to join the Guild. He said that AFTRA, which represents Unistar's on-air news staff in Arlington, similarly could petition the newswriters. □

New formats

Albuquerque, N.M.-based Drake-Chenault/Jones will add two new satellite-delivered formats to its roster. An easy listening format will air next August and an oldies-based "The Drake Format" will go on the air next September.

Selling season to season is radio's last resort

Radio stations in seasonal markets are at the mercy of unpredictable climatic and economic conditions

As a rule, competitive radio stations in most markets base their annual revenue projections on such tangible factors as audience share, gross rating points, demographic target, consumer price indices, interest rates and housing starts. To these broadcasters weather is viewed strictly as a programming element that attracts listeners, enhances image and helps build cume. But for hundreds of radio stations nationwide, the weather plays a much more crucial role in the market economy—and can make or break the station's bottom line.

The stations thus affected are those located in seasonal markets—typically smaller communities with a local economy heavily reliant on the fluctuations of sun, wind, rain and snow. To these stations, ski and beach reports are not just of idle concern to listeners anticipating the weekend. They are tenuous indicators of market survival and, as such, just as unpredictable. For radio stations already burdened with excessive competition and minimal market revenue, lack of snow in the winter or too much rain in the summer can be devastating.

Marie Munday, general manager of KSPN-FM Aspen, Colo., said the unknown quantity and timing of the resort's first snowfall prevents any serious effort at budget planning. "The weather can wreak havoc on us, although it can be much harder on the town than on the media," she said. "If we get a bad December, the whole town can die. Last winter we had one of the worst Decembers on record and now a lot of businesses are going under. Right now we're suffering through the collection process and, unfortunately, I have a long list of court appointments for next week."

Munday said Aspen's high-scale profile and excess of media outlets makes the market difficult to read, much less sell. Resident population totals about 8,000, the median home price hovers around \$1.2 million, minimum wage averages \$8 an hour with health coverage and lift tickets, and 13 radio signals penetrate the market. Winter advertising is targeted to the upscale transient population, while summer visitors are divided between what Munday terms "Winnebago families" driving through the area, and "the really ritzy" who come to town for cultural events.

Aspen has made great strides in building up the summer season which, because it is less dependent on weather conditions, can generate greater revenue than the winter season. "Business slacks off in April, but picks up in late June when the music festival begins," she said. "We have a three-day wine festival, a program developed by the art institute, ballet, things that are really cultural. Without the ski season we wouldn't be able to survive, but without the summer programs we wouldn't be able to break even."

The seasonal situation in Sun Valley, Idaho, is similar. Peak months are Decem-



KSPN-FM's Marie Munday

ber to March and June to September, "with summer almost being better than winter because the season is so much less dependent on the weather," said KECH-FM General Manager Larry Mott. As with Aspen, the winter visitor is more "high-end" than summer drive-throughs, and advertising is targeted accordingly. "Summer tourists are much more family-oriented and more radio-oriented, because they come by car or camper," Mott said.

With a market population of 12,000 served by three radio stations, two local papers, four phone books, and various magazines and flyers, competition has reached a

ridiculous point, said promotion director Gayle Nelson. The station targets a 25-49 audience with an "oldies-based adult rock and roll" format, and is skewed toward a population that is becoming increasingly older. "A lot of people are relocating here from California," Nelson said.

Burgeoning two-season economies help keep stations in other resort areas above water—just barely. An example: Key West, Fla., which for years depended primarily on the January-March influx of "snowbirds" from the North, plus a second swell in April of spring break college students. The result was a tenuous seasonal market that could spell disaster for local businesses and media. Only recently have regular summer stops by cruise ships boosted the economy, allowing local businesses to "not have to hang on by their fingertips," said WKWF(AM) General Sales Manager Connie Rice.

While winter business has remained fairly consistent over the last five years, the increase in summer revenue has allowed the station to plan ad campaigns accordingly. "We have a Hemingway Days festival in July and a lot of fishing tournaments and writers' workshops, which help us through," Rice said. "Our station promotes a '99 Days of Summer' bumper sticker campaign, which ties advertisers into a three-month package." September usually is the slowest month, but business picks up again in October for Fantasy Fest,



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which Rice compares to Mardi Gras. "December is like December anywhere, which for us, leads into the peak season," she said.

The south Florida resort market is penetrated by "at least eight radio signals, countless tourist newspapers, maps, cable and ad flyers," Rice said. During peak season the area can swell to more than 50,000 people, largely "daytrippers" who spend a night or two, then go home. As a result, local radio stations target year-round residents, but advertisers primarily are interested in the older, upscale consumers who purchase high-ticket items. "We have a mix of business," Rice observed. "The car dealers target the local audience, while the restaurants and clothing stores pursue the tourists. Also, we have quite a bit of national business, such as the beer companies, but even with them a lot of it is done through the wholesalers down here."

Up north in New England, Robert Greer, president of WLNH(AM) Laconia, N.H., said even a "phenomenal" summer tourist season isn't strong enough to allow the station to coast through the rest of the year. "Our summer population swells to 10 times normal, which presents great opportunities," Greer said. It also allows for some great challenges, primarily balancing a delicate juggling act between tourists and year-round residents, he said. "The community population is about 50,000, and we try very hard to cater to that group without excluding the tourists. We focus our programming around summer events, giving beach re-



KECH-FM's general manager, Larry Mott, and promotions director, Gayle Nelson

ports for Lake Winnepesaukee, as well as air reports on how to avoid the tourist traffic."

During the slow winter months the station promotes heavily, focusing on prize catalogs and trip giveaways. "All our off-season promotions are sales promotions," Greer said. "Obviously our audience is important, but because our signal is so dominant in the area, we're not as concerned with listener promotions in the winter as we are with our local clients. Because the period is so slow, we have to translate our efforts into dollars, which means targeting our advertisers."

Winter or summer, Greer said weather and local economics determine whether a year is a boom or a bust. "So much is predicated on the weather and the real estate market," he said. "This is a big second home region, but that's been off for two years now. We take that into account when we plan our budget, but we can't expect the same numbers as we have in the past."

Still, Greer said, a slumping New England economy—coupled with tighter family budgets—might have a positive effect on the area's summer resorts. "The general wisdom is that when the economy is soft, people will vacation within four hours of their homes," he said. "And all indications are, right now, that inquiries are very strong."

Even if inquiries translate into bookings, Bonnie McCarthy, general manager at WCOD-FM Hyannis, Mass., believes economic and climatic conditions portend a tough struggle ahead. "In the '80s, the strong economy turned our business into a decent seven-month season. Now, with the slowdown in construction and real estate, we're looking at three months." McCarthy says she always looks at three major economic indicators—construction, real estate, and tourism—when projecting station revenue. "Now we're down to tourism alone, and while the numbers are the same, the dollars are down. Unfortunately, we never know until after they've gone how much they've spent."

To make up for the tenuous nature of the summer season, WCOD-FM offers special rate packages for first-quarter advertisers, and plans special events. "We develop a few fourth-quarter promotions to carry us through to the Christmas season, such as an annual hospital fair in November," McCarthy said, adding: "We also print a tabloid called *The Best of Cape Cod*, which we encourage advertisers to buy into as a point of pick-up."

As with most seasonal resort markets, Cape Cod is covered by 13 radio signals. "That's about one for every 13,000 people, and two more stations are going on air soon," McCarthy said. "We also get Boston and Providence. All the stations have targeted formats, so we've got one of about everything."

Just as the weather dictates the market's seasonal cycles, it also distinguishes its programming. "Beach and marine forecasts are the most important element that sets us off from the Boston and Providence stations," McCarthy said. "They're notoriously wrong about weather on the Cape. Also, traffic reports are important because of the traffic stacked up on the bridges both coming and going to the Cape."

The seasonal cycle is perhaps most pronounced on the outer banks of North Carolina, where a significant number of local businesses shut down completely between Labor Day and Memorial Day. For WVOD(FM) Manteo, that means a minimal core of local businesses on which to survive for nine months of the year. Because of this, preparation and service is the key to survival, said Mary Ann Williams, the station's sales manager. "A good season or bad season can make or break a business down here," she said, adding: "We sell the year with annual packages that give advertisers a rate advantage and also help increase our business during shoulder season. Prior to the season we go to our clients and put the package together. We develop a campaign, copy for the spots; we place their avails as early as possible so they can be most effective. This way, because their advertising is already in place for the busy months, they don't have to think about advertising or approve a spot. We produce spots prior to the season and add them to the rotation as the year progresses."

As in most underpopulated, over-radioed markets, competition is severe. The region supports four radio stations, three TV signals, two papers and numerous seasonal and nonseasonal publications. The winter population of 20,000 can swell at peak times to 250,000 per week. "That's a quarter of a million people, but they're impossible to measure. Most agencies buy gross rating points and don't seem to understand that gross rating points don't eat in restaurants."

Williams urges her account executives to help local businesses calculate their advertising budgets based on response, not points. "We train all our people to handle an account just like it was a major market," Williams said. "Our main goal is to make the advertising schedule effective for the client so we can earn their repeat business."

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Marketing, not programing, will be key to radio in 90's

That's what Heritage Media's Fiddick says station operators should consider

The slowdown in radio station sales and the caution on the part of lenders to the broadcast industry is only a "phase," Paul Fiddick, president of Heritage Media's radio group, told a group of broadcasters and investors in New York.

Fiddick said the radio industry is in a state of transition, not at the new marketplace yet, but "on the road to somewhere fast." Addressing the *Investing in American Radio* seminar sponsored by BIA Publications and Duncan's American Radio, Fiddick said: "Today's market is the pupa that separates yesterday's caterpillar from tomorrow's moth."

Fiddick's assessment of the industry, he said, stems from an analysis of the medium's life cycle. In his opinion, that cycle has been divided into five stages. The first stage, said Fiddick, spanned the early years of the medium through 1934. "That was the age of the inventor," he said. "The guys in charge were the engineers." The second stage extended from 1934 through the early 1950's, and that was the age of the networks, said Fiddick.

Beginning in 1952, as the networks gravitated toward television, the industry was dominated by the issue of survival, he said, and it was at this stage that format radio really evolved. The advent of the fourth stage occurred in the early 1980's and was characterized by Fiddick as the "entrepreneurial stage." A look at the leading companies in the industry at the beginning of the decade, he said, showed a markedly different group of companies than the leaders at the onset of the 1990's.

The fifth stage, according to Fiddick, is just beginning. "We are now entering the age of the operator," he said, "where the premium is on the operation of the business." For success in today's radio world, according to Fiddick, operators need to



Paul Fiddick

know "the new realities of radio."

Among those new realities, he said, is the different role of radio. "People do not listen to radio for entertainment," he noted, "they use the radio to fill the holes in their life." He added: "In our culture, silence is synonymous with loneliness." Radio has also become an out-of-home medium. Operators also know, he added, that radio is a heavy-user product (40% of the audience accounts for two-thirds of all listening). "Ratings are the engine pulling the revenue," said Fiddick.

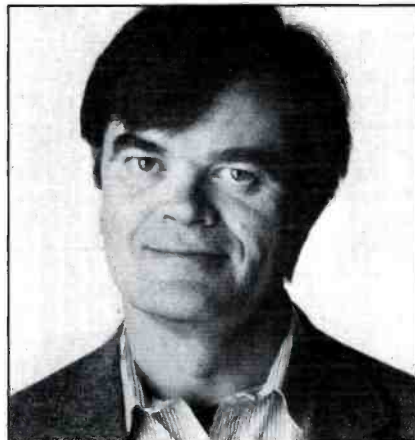
Operators need to realize, he continued, that programing differences between radio stations are almost indistinguishable to listeners. "The public can only distinguish about five radio formats," he said. The issue, he believes, is that radio stations are a commodity, and one is as good as another, so "success will hinge on marketing and not programing," he said.

According to Fiddick, radio is unique because it "relies on the report of consumption rather than the consumption itself. And operators condescend to listeners," he said, but because of the way listeners use radio, operators need to remember that "listeners are not stupid—they are just not paying attention." —LC

Keillor re-ups with MPR, 26 new ARCA shows planned

Minnesota Public Radio has announced its much-anticipated plans to produce 26 new segments of Garrison Keillor's *American Radio Company of the Air* at an estimated cost of \$3.2 million, versus the 1989-90 operating budget of \$2.6 million. This 19% increase is needed, an MPR spokesperson said, to offset higher-than-anticipated expenses resulting from producing the show in New York. MPR also is actively seeking another sponsor for the show, in addition to the American Booksellers' Association, which underwrote *ARCA*'s first season.

MPR and American Public Radio, which delivers *ARCA* to some 248 members stations, also have decided to stop alternating repeat broadcasts of Keillor's *A Prairie Home Companion* (which ceased produc-



Garrison Keillor

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tion in 1987) with new *American Radio Company of the Air* programs. Member stations found the mix confusing and said it prevented the new show from building a loyal following the way *Prairie Home Companion* did.

The 1991 *American Radio Company of the Air* season will include 19 new programs broadcast live from an unspecified Broadway theater in New York, four new shows originating from the World Theatre in St. Paul, Minn., and three new shows airing from as-yet unspecified "tour" locations.

Additionally, Keillor will broadcast several radio specials not affiliated with *American Radio Company of the Air*, which also will be available to member stations. Remaining weeks of the season will be filled with repeats of the shows from last year; *Prairie Home Companion* repeats will not be aired.

Adding to the confusion: The Saturday following the last episode of this year's *American Radio Company of the Air* (June 9), Keillor travels to Iowa City, Iowa, for the *Fourth Annual Farewell of A Prairie Home Companion*. The two-hour special show will be fed at 6 p.m. ET, June 16; stations may broadcast the program live or on the same day, plus one repeat broadcast. □

More data from Birch

Birch Radio last week introduced several new products. One, "County-America," is a report that claims to include radio measurements in all counties previously unmeasured by any rating service. The new 1990 study measures virtually every county and includes a broad range of county listening data, including:

- Average quarter hour demographic composition, including age and sex distribution for every reported station in every county;
- Format and network affiliation listings for every station;
- Frequency and day-night power for every station;
- Complete alphabetical listing of every county and reported station;
- Designated Market Area (DMA) and metro designations, and
- Persons 12-plus population and 12-plus AQH persons using radio for every county.

In addition, effective with the release of the winter 1990 Quarterly Report, Birch has added a 35-64 demographic cell to the rankers section.

Also, to assist advertisers such as grocery store chains target larger households, household size now will be based on total persons, rather than persons 12-plus. Birch will also include grocery spending information in the quantitative product usage section, beginning with spring 1990 reports.

Law & Regulation

Barrett breezes through hearing

Senate Commerce Committee lauds commissioner during meeting on appointment for second term; Senate may vote on him before Memorial Day recess

In contrast to the first confirmation hearing before the Senate Commerce Committee nine months ago, FCC Commissioner Andrew Barrett had an easy time last week at a second go-round, which lasted just 10 minutes and was laden with words of praise for the 50-year-old Illinois Republican.

The White House, which appointed Barrett last fall to an unfinished term that expires June 30, renominated him to a full five-year term last month.

Daniel Inouye (D-Hawaii), who presided at the hearing in lieu of absent Chairman Ernest Hollings (D-S.C.), said the committee would take up Barrett's confirmation tomorrow (May 22) and expressed hope that with the committee's recommendation and the assistance of Senate Minority Leader Robert Dole (R-Kan.), who testified on Barrett's behalf, the Senate would vote to confirm Barrett prior to the Memorial Day recess.

Citing Barrett's nine years on the Illinois Commerce Commission, Dole called Barrett "uniquely qualified" for the FCC post. "He's had a nine-month testing period and he has done very well," Dole said.

(In appearing on Barrett's behalf, Dole may have been repaying an old debt. According to Barrett, he worked on behalf of Dole's bid for the Republican presidential nomination in Chicago in 1984.)

Inouye also praised Barrett, leaving little doubt that the commissioner would breeze through the confirmation process. Inouye said that Barrett has proved himself to be a "fair and balanced decisionmaker" who has "worked hard to consider and understand the issues." He also said Barrett has been an "honest and forthright spokesman" for FCC policies.

Barrett got into trouble during his first confirmation last August when he appeared less than enthusiastic about enforcing the statutory prohibition against broadcast indecency (BROADCASTING, Aug. 21, 1989).

Broadcast indecency was not even mentioned last week. Indeed, little of substance was. Aside from Inouye, the only other committee member on hand was Conrad Burns (R-Mont.), who limited himself to a few general questions about Barrett's regulatory philosophy.

Since taking his seat on the commission last September, Barrett has voted along with the other commissioners on each of the FCC indecency enforcement actions.

And in his written response to questions posed by the committee, Barrett said:



Commissioner Barrett (l) with Senator Dole

"While I believe that the FCC cannot be a complete substitute for the responsibilities that parents have toward their children, I do believe that we can assist the parents of America by protecting their children from indecent broadcasts to the maximum extent allowable under the law."

He also seconded FCC Chairman Alfred Sikes's call for voluntary industry guidelines limiting broadcast indecency and violence. Such guidelines would "be an effective means of addressing" the problem of excessive violence and indecency on air, he said. Congress could help by passing legislation mitigating antitrust concerns associated with industry codes, he said. Citing such concerns, the National Association of Broadcasters has thus far declined to develop a code.

Also in the written responses, Barrett reiterated his view that the commission erred in repealing the fairness doctrine in 1987. And, he said, he would "enforce fully" a law bringing back the doctrine. "I am concerned that controversial issues receive a 'fair' airing from the media," he said. —HAJ

Just say no

Broadcasters do not want to see phone companies in the television business. NAB President Eddie Fritts wrote Senate Commerce Committee members to again express NAB's concerns about any telco amendments to a cable bill (BROADCASTING, May 7). "Without proper safeguards, such as those contained in the staff draft, telco entry will not solve broadcasters' or consumers' problems with the cable monopoly and, in fact, could make them worse," wrote Fritts.

Libel record in Pennsylvania

A Pennsylvania court jury has ordered the *Philadelphia Inquirer* to pay a prominent Philadelphia lawyer \$34 million for libeling him in stories published 17 years ago. The jury concluded that the newspaper had recklessly defamed Richard A. Sprague by publishing false statements even though it had reason to doubt their accuracy. The award—\$2.5 million in compensatory damages and \$31.5 million in punitive damages—is said to be the largest ever made by a jury in a libel case against an American news organization. Eugene L. Roberts Jr., the newspaper's executive editor, said the *Inquirer*, owned by Knight-Ridder, will appeal.

The stories alleged that, as first assistant district attorney 27 years ago, Sprague had quashed a police investigation into a homicide as a favor to a police official who was to resign in the aftermath of a police scandal in 1972. The police official's son reportedly had been in the apartment of the murder victim, who was a homosexual. The jury verdict was the second in favor of Sprague since litigation began. An award of \$4.5 million in 1983 was overturned by an appellate court, and the Supreme Court refused to review the case. Four years ago, the state superior court ordered the case retried.

Quello says FCC will face challenge in regulating regulators

FCC's Fox waiver was 'statesmanlike compromise,' says FCC commissioner

If Congress once again subjects cable systems to municipal rate regulation, said FCC Commissioner James Quello in a speech prepared for delivery at a Kentucky Broadcasters Association convention in Louisville last Tuesday (May 15), the FCC will face the "challenging task" of setting guidelines for such regulation that "prevent undue escalation of rates, but still provide reasonable incentives for growth and technological development."

And commenting on the FCC's grant of a waiver of the financial interest and syndication rules to Fox Broadcasting three weeks ago (BROADCASTING, May 7), Quello called the waiver "an earnest statesmanlike compromise" and gave the FCC's rationale for the grant.

Quello continues to see cable regulation in terms of its impact on broadcasting. "In my opinion, the crucial public interest issue is whether cable reregulation or telco entry will be a threat or a boon to preserving free local television for all the public," he said.

"Telco entry," as Quello and others call it, is shorthand for allowing telephone companies to offer cable services in the same places they provide telephone service. The Cable Communications Policy Act of 1984 bans telco entry. The telco industry has been pushing to lift the ban; the broadcasting and cable industries want to keep it in place.

As Quello pointed out in the speech, Congress and the FCC are looking at putting municipalities back in the business of regulating rates.

The 1984 Cable Act limits municipal rate regulation to cable systems that are not subject to "effective competition" and leaves the definition of "effective competition" to the FCC.

The FCC's original definition—three broadcast signals—was so easily met that it freed most cable systems from regulation.

The Senate Commerce Committee is currently considering a proposal that would make most systems subject once again to municipal regulation by redefining "effective competition" as another "multichannel video service." The proposal, however, would temper that regulation by giving the FCC authority to oversee and set guidelines for the regulation.

Even if the Congress fails to change the definition to broaden the scope of municipal regulation, the FCC may. It initiated a rulemaking to that end early this year.

Quello and at least three of the four other commissioners are on record (Chairman Alfred Sikes, Sherrie Marshall and Ervin Duggan) as expressing concerns about turning cable systems over to municipal regulators without some federal oversight (BROADCASTING, April 2).

Unclear at this point, however, is how far the FCC could go in providing the oversight without legislation giving the agency more authority.

Noting that Fox now offers just nine hours of programming per week (actually nine and a half) compared to 83 hours or more by each of the big three networks, he said: "It seems more appropriate to characterize Fox as a temporary one-fourth network rather than the fourth network."

Quello also ticked off the FCC's reasons for granting the waiver. "It serves the public interest by encouraging development of a fourth national network that FCC studies the past 20 years have determined to be in the public interest," he said.

"It strengthens 112 mostly under-privileged UHF stations that are part of the 129-station Fox network in keeping with a long established FCC policy of encouraging UHF development," he said. "It provides for additional...children's programming," he said. And, he said, "it...encourages competitive network coverage of news events, as live news events of national importance will not count against the 18½-hour limit." —HAJ

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Changing Hands

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

WHBB(AM)-WDXX(FM) Selma, Ala.; **KLCL(AM)-KHLA(FM) Lake Charles, La.;** **WNAU(AM)-WWKZ(FM) Albany, Miss.,** and **WRLT(AM) Franklin and WRLT(FM) Madison, both Nashville, Tenn.** □ Sold by GMX Communications Inc. to Zenox Inc. for approximately \$6 million. **Seller** is headed by Jack Norman and Joe Shaw and has no other broadcast interests. **Buyer**, headed by Richard English, is Atlanta-based company that owns Pay Less automobile rental company, food and beverage and health care companies. **WHBB(AM)** is fulltimer on 1490 khz with 1 kw. **WDXX(FM)** is on 100.1 mhz with 3 kw and antenna 327 feet. **KLCL(AM)** is on 1470 khz with 5 kw day and 500 w night. **KHLA(FM)** is on 99.5 mhz with 100 kw and antenna 371 feet. **WNAU(AM)** is daytimer on 1470 khz with 500 w. **WWKZ(FM)** is on 103.5 mhz with 100 kw and antenna 1,004 feet. **WRLT(AM)** is on 1430 khz with 5 kw day and 1 kw night. **WRLT(FM)** is on 100.1 mhz with 3 kw and antenna 1,160 feet.

WCTW(AM)-WMDH(FM) New Castle, Ind. □ Sold by Mohr-Engledow Broadcasting of North Carolina Inc. to WTL Indiana Inc. for \$2.6 million ("In Brief," May 14). **Seller** is headed by Stephen Mohr and has no other broadcast interests.

Buyer is headed by Stephen J. Taylor, Donald L. Wiggins, John A. Lich and Edward L. and Suzanne J. Taylor IV, husband and wife, and is licensee of **WTLZ(FM)** Saginaw, Mich. Stephen J. Taylor is 52% owner of **WIKS(FM)** New Bern, N.C., and **WACT-AM-FM** Tuscaloosa, Ala. Edward and Suzanne Taylor each own 24% of those stations. **WCTW(AM)** is fulltimer on 1550 khz with 250 w. **WMDH(FM)** is on 102.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Thoben-Van Huss & Associates Inc.**

KHOZ-AM-FM Harrison, Ark. □ Sold by Harrison Broadcasting Corp. to New Century Broadcasting Co. for \$2 million. **Seller**, headed by W.J. Wheeler, has interest in **QQLV(AM)** Sheridan, Ark. **Buyer** is headed by John Rodriguez in partnership with Sunbelt Media Inc. and Omni Communications Inc. Sunbelt Media is headed by Bill and Linda Cate, husband and wife. Bill Cate is president of Chapman Associates media brokers. Linda Cate has interest in **WMOG(AM)** Brunswick, Ga. Rodriguez is general manager of **WGUS-AM-FM** Augusta, Ga. **KHOZ(AM)** is daytimer on 900 khz with 1 kw. **KHOZ(FM)** is on 102.9 mhz with 100 kw and antenna 984 feet above average terrain.

KNUI-AM-FM Kahului, Hawaii □ Sold by Elkins Broadcasting to CD Broadcasting Corp of Maui for \$1.6 million. **Seller** is headed by Tom Elkins, who purchased AM in 1980 and put FM on air in 1984. **Buyer** is subsidiary of CD Broadcasting of

Minnesota, headed by Christopher T. Darl, which owns **KKBJ-AM-FM** Bemidji, **KQHT(FM)** Crookston and **KLGR-AM-FM** Redwood Falls, all Minnesota; **KRRZ(AM)-KZPR(FM)** Minot, N.D., and **KBBB(AM)-KRCS(FM)** Sturgis and **KJLQ(AM)-KKQQ(FM)** Volga, both South Dakota. **KNUI(AM)** is fulltimer on 900 khz with 5 kw. **KNUI-FM** is on 99.9 mhz with 100 kw. **Broker: Broadmark Capital Corp.**

KLAV(AM) Las Vegas □ Sold by Wagenvoord Advertising Group Inc. to Holder Broadcasting Services of Nevada for \$1.3 million. **Seller** is headed by Jeff Revette and has no other broadcast interests. **Buyer** is headed by Harold Holder Sr., and has interest in **KPUR-AM-FM** Amarillo, Tex., and in **GMX Communications Inc.** (see lead item above). **KLAV(AM)** is fulltimer on 1230 khz with 1 kw.

WKLM(FM) Millersburg, Ohio □ Sold by Graphic Publications Inc. to Coshocton Broadcasting Co. for \$490,000. **Seller** is headed by Abe L. and Frances A. Mast, husband and wife. **Buyer** is headed by Bruce W. Wallace and owns **WTNS-AM-FM** Coshocton, Ohio. **WKLM(FM)** is on 95.3 mhz with 3 kw and antenna 328 feet above average terrain.

WZIX(FM) Artesia, Miss. □ Sold by WYS Inc. to Bravo Communications Inc. for assumption of debt valued at \$460,000. **Seller** is headed by James D. Wheeler and has no other broadcast interests. **Buyer** is headed by G. Michael and Avis Comfort, husband and wife, and has no other broadcast interests. **WZIX(FM)** is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

WCEF-FM Ripley, W.Va. □ Sold by Thomas Communications Corp. to McWhorter Communications Corp. for \$420,000. **Seller** is headed by Wayne A. Thomas and Pat R. and Helen M. Hamilton, and has interest in **WETZ(AM)-WATQ(FM)** New Martinsville and **wkkw(FM)** Clarksburg, both West Virginia. **Buyer** is headed by Robert D. McWhorter, Ronald W. Hill and Roger J. Morgan, and has no other broadcast interests. **WCEF-FM** is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

KMIO(FM) Espanola, N.M. □ Sold by The Holt Corp. of New Mexico to Enchantment Media Inc. for \$400,000. **Seller** is headed by Arthur H. Holt, Phyllis Holt, Gordon Holt and Christine Borger, and has interest in **wusg-AM-FM** Winchester, Va.; **wzZO(FM)** Bethlehem, **wkap(AM)** Allentown and **wBNE-FM** Barton, all Pennsylvania; **KMXQ(FM)** Socorro and **KEVQ-FM** Espanola, both New Mexico; **wBOP(AM)-WTKX(FM)** Pensacola, Fla., and **wGCM(AM)-WTKI(FM)** Gulfport and **wOAD(AM)-wUMI(FM)** Jackson, both Mississippi. **Buyer** is headed by William R. Sims and Cheri S. Potter. Sims owns **KMIK(AM)** Santa Fe, N.M. **KMIO(FM)** is on 102.3 mhz with 820 w and antenna 636 feet above average terrain.

WSRZ(AM) Sarasota, Fla. □ Sold by Sarasota AM Inc. to Sarasota Bay Broadcasting Inc. for \$250,000. **Seller** is subsidiary of Wilks Schwartz Broadcasting, which is headed by Donald Wilks and Michael Schwartz, and has interest in **WSRZ-FM** Sarasota; **WHYN-AM-FM** Springfield, Mass.; **wNVZ(FM)** Norfolk, Va.; **wVEZ(AM)-wWKY(FM)** Louisville, Ky.; **KKNG(FM)** Oklahoma City; **wKIM(AM)** Fulton and **wFBL(FM)** Syracuse, both New York, and **wVBB(FM)** Providence, R.I. **Buyer** is headed by Richard and Jesse Lynne Harris, husband and wife. Richard Harris is retiring Group W Radio chairman (BROADCASTING April 2). **WSRZ(AM)** is on 1450 khz with 1 kw day, 250 w night.

For other proposed and approved sales see "For the Record," page 75.

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CPB adopts \$307.87 million FY 1991 budget

Board aims to finalize public TV restructuring in time for June annual meeting; board also debates CPB roles in radio expansion and HDTV

In a May 14-15 meeting in Washington that saw swift approval of a \$307.87 million budget for the next fiscal year beginning Oct. 1, the Corporation for Public Broadcasting board of directors also discussed the longer term future, debating in open session CPB's role in development of high-definition television (HDTV) and direct broadcast satellite (DBS) and in the expansion of public radio's still meager core audience.

The board also agreed to try to complete negotiations with PBS by June that will determine just how half of the CPB Public TV Program Fund will be transferred into the hands of the newly created chief programming executive at PBS. PBS Chairman Ted Capener and President Bruce Christensen (both present at the May 15 CPB session) and National Association of Public Television Stations (NAPTS) Chairman Richard Ottinger had requested the June deadline the previous evening, said CPB Chairman Ken Towery, who added that he did "not propose a rush to judgment, but [reaching an agreement by June] would be helpful."

Agreeing with CPB director Henry Cauthen that "timing is so important" in announcing the final contract, NAPTS President David Brugger told BROADCASTING that emerging united from noncommercial TV's first joint meeting of station, programming, development and promotion managers June 17-21 in Dallas would send a positive message to Capitol Hill that the system has "taken care of its internal business" and has a unified plan for the 1990's. No one on the board objected to Towery's proposal that members meet by telephone over the ensuing weeks to discuss the subject.

CPB's FY 1991 operating budget includes \$56.8 million earmarked for satellite replacement. PBS and National Public Radio have signed contracts with separate satellite vendors to acquire satellite capacity to replace Westar IV, which could become inoperable in early 1991. CPB has requested that Congress appropriate a final installment of \$66.94 million satellite funding in 1993.

In other business, the board voted to retain outside auditor Peat Marwick Main & Co. and adopted fiscal 1991 Radio Program Fund priorities for projects that "yield quality programming, take programmatic risk and advance public radio's mission of serving an increasing number of Americans."

Market exclusivity in public radio programming also took center stage. An 18-year-old CPB policy prohibiting limited access to CPB funded programs has become "both a public policy and marketing issue." CPB

radio development expert Richard Madden told the board. Although the National Federation of Community Broadcasters believes market exclusivity would limit program access for most of its small station members, Madden said, many station managers believe exclusivity raises the value of a program and, consequently, the station's investment in it.

A "de facto exclusivity" exists, Madden acknowledged, noting that, when WHY(FM)'s *Fresh Air* instituted a separate carriage fee covering 25% of its costs, the "audience went up," but carriage dropped by 25%. WAMU(FM)'s *Sound Print* also experienced a 25% drop in the number of stations carrying it after initiating a fee that covered only 8% of its costs. The board deferred action on the access policy issue, taking under advisement Madden's suggestion that a market exclusivity experiment might be tried.

In reaction to a report from Ted Coltman, CPB director of policy, development and planning, that noncommercial TV stations in the Northeast, southern California and along the Canadian border might not win

the battle for HDTV channel assignments, members agreed that fighting for spectrum allocation for noncommercial programmers, as well as for federal research and development funds, should remain high on the corporation's HDTV and DBS agendas. "In spectrum," said director Lloyd Kaiser, "public broadcasting is first to be cheated."

Ledwig reminded the directors that House Telecommunications Subcommittee Chairman Congressman Ed Markey (D-Mass.) has said he is open to a proposal that some federal funds might be channeled through CPB for HDTV development.

But several members expressed skepticism about the promise of HDTV, particularly director Daniel Brenner who questioned CPB's "putting yet another oar in the water" to invest in HDTV. Several directors pointed to estimates that consumer equipment will run above \$2,000 and that HDTV production and broadcast equipment may prove out of reach for many noncommercial stations. One avenue through which CPB might "help stations make the transition," said Coltman, is to "join forces with

April 15, 1990

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small independent [commercial] stations" to drive manufacturers to build "flexible, low cost equipment." But, said Cauthen, because of "very high costs, I don't see us as funding [HDTV] development beyond protecting our spectrum."

In any case, Brenner warned, a "likely scenario" is that, rather than investing in a "terrestrial rebuild," noncommercial TV programmers may find themselves delivering services via cable and satellite.

It may be too late to battle at the FCC for direct broadcast satellite spectrum. Ledwig said he had approached FCC Chairman Al Sikes, asking whether DBS spectrum will be reserved for public broadcasters. Sikes, he said, told him to "talk to NBC," partner with Cablevision Systems, Hughes Communications and Rupert Murdoch's News Corp. in Sky Cable, which plans to offer up to 108 direct-to-home channels beginning in 1994.

-PDL

Poltrack pans passive peplemeter

David Poltrack, senior vice president, planning and research, CBS, said last week he didn't think the concept of the so-called passive peplemeter would fly. The process, he said, is too intrusive, much more so than the current peplemeter system, which is rejected by about half the homeowners Nielsen approaches to participate.

"I don't think people are going to accept it," said Poltrack. "There is a lot of hardware and there is a big brother aspect that will turn people off as well," he said.

The passive system, he said, would not improve cooperation rates of viewers, which is probably key to improving the accuracy and efficiency of peplemeters, he suggested. "About the only thing the passive system would do is increase our costs," he said.

Poltrack said the current ratings system falsely presumes to represent viewing preferences of everyone, while CBS studies show "substantial differences" in viewing choices among so-called "noncooperators." The CBS study indicates wide fluctuations in prime time viewing levels

Spurring DBS development

Representative Billy Tauzin (D-La.) has written the FCC, urging it to reconsider moving to a three degree orbital spacing plan as a means of spurring the development of DBS. Tauzin said the satellite industry has changed since the commission decided in 1983 to require a two degree orbital spacing. "A three degree spacing is imperative if three-to-four-foot dishes are to be used. Consequently, current commission spacing requirements serve as a barrier to smaller satellite dishes," wrote Tauzin. He suggested that the FCC institute a rulemaking proceeding on a new spacing plan and that it revise an earlier decision not to protect dish owners against interference.

among cooperating peplemeter homes and noncooperating homes, he said.

Poltrack said the networks are working with Nielsen to try to boost the level of viewer cooperation with the present system.

Poltrack also said television programmers today are faced with another dilemma—the increasingly complex task of serving the viewing tastes of both younger and middle-aged adults that make up the key selling demographics of adults 18-49 and 25-54.

"Advertisers are willing to pay a premium for programs that deliver young adults," he said. "However, many of the programs preferred by these young adults do not do well with over-35 adults. The

result is less than commanding household ratings."

Complicating the situation is the fact that the 18-34 segment is declining as the baby boom generation continues to age. While Fox has done well in serving the 18-34 crowd, said Poltrack, the network's program strategy will have to get broader in order to meet the overall circulation demands of advertisers.

Married...With Children, for example, is ninth in network prime time among adults 18-34, but 57th among adults 35-54, said Poltrack. "Even the current premium from advertisers is likely to shrink as more and more advertisers realize that the action is with the adult 35-plus segment," he said. □

Technology

K Prime chooses S-A's B-MAC

Videocipher's status as de facto C-band standard fails to extend to Ku-band, but SBCA and GI see no threat to VC-II owners

K Prime Partners settled a crucial element of its plans to launch a 10-channel Ku-band direct-to-home satellite TV service in early 1991, announcing last week that, at an initial investment of more than \$25 million, it will use Scientific-Atlanta's B-MAC—rather than the de facto standard Videocipher II—satellite transmission and encryption

system to scramble its service.

"The K Prime service will employ an advanced version of B-MAC...capable of delivering a broad range of services and at a quality unmatched by traditional NTSC technology," said S-A Chief Executive Officer William Johnson, who described the direct broadcast satellite (DBS) system as compatible with S-A's high-definition HDB-MAC, which is capable of receiving broadcast quality HDTV in a 4-to-3 aspect, he said. K Prime's initial order calls for an unspecified number of uplinks, downlinks, integrated receiver-decoders and subscriber authorization computers.

According to Vasant Pai, vice president and general manager of S-A's Digital Video Systems division, "The system includes state of the art security technology that is different from anything currently deployed in the marketplace."

David Bellow, vice president and general manager of K Prime, said that no single element of either B-MAC or competing proposals tipped the scale. "We were looking at an entire system," he said, including cost, security, consumer friendliness, terms of the contract and features and functions, such as audio and text services and the potential for handling digital video compression.

Given the widely held view that any encryption system is breakable, K Prime sought a proposal offering multiple elec-

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tronic, software and hardware remedies to recover control of program authorization if it is lost to pirates. One such remedy said to be included in the B-MAC proposal is a "smart card" option that will allow K Prime to distribute recyclable cards for insertion into the descrambling hardware. New cards with changed authorization codes could be distributed to subscribers at costs lower than required to replace hardware.

Consumers will pay a single subscription price for the programming and a leased B-MAC descrambler, to receive K Prime's medium-power (45-watt) Ku-band service of seven superstations and three pay-per-view channels. The equipment lease approach, said K Prime, will save existing dish owners (now authorized to receive programming via their Videocipher-II descramblers) the expense of buying a second box.

However, although B-MAC and VC-II receiver-decoders will work side-by-side, in choosing B-MAC, the K Prime consortium (made up of American Television & Communications, Comcast Cable, Continental Cablevision, Cox Cable Communications, GE American Communications, Newhouse Broadcasting, Tele-Communications Inc., United Artists Entertainment, Viacom Cable and Warner Cable) declined to extend Videocipher's status as de facto C-band standard into the new Ku-band DBS market, and for the first time introduced a second manufacturer to the satellite videoencryption mix.

Noting that the Satellite Broadcasting and Communications Association has always sought to "reduce consumer confusion," SBCA President Chuck Hewitt predicted that "many dealers will be discouraged about having to explain another system." However, he added, "our policy has been that we've wanted compatibility" with VC-II, so that more than 300,000 authorized home satellite subscribers will not be disenfranchised or forced to replace their VC-II's with another unit. K Prime's equipment lease approach does not appear to threaten the compatibility standard, he said.

Indeed, he added, "We see a day when one receiver might have two or three descrambling systems. We see that as healthy competition [and] we welcome S-A back into the industry."

Although B-MAC has not been used in the consumer market, it has dominated delivery of closed circuit off-track betting and corporate satellite TV for clients including Fortune 500 companies General Motors, General Electric, Merrill Lynch and IBM.

Scientific-Atlanta believes that B-MAC has yet to be broken by signal pirates, despite high incentives to steal betting and corporate information. An illegal off-track betting book, said one source, can gross \$50,000 a day.

However, one of the largest networks using B-MAC (a horse race betting system in the United Kingdom) includes only 10,000 downlinks, and the company faces the challenge of translating its security record to a less expensive mass market version of the B-MAC decoder that will be exposed to a far greater number of potential "hackers."

The Videocipher II descrambler proved all too easy to break, in the eyes of many cable programmers, who began to apply pressure on GI's Videocipher division in 1987, when estimates of how many Videocipher-II's had been altered to receive services without authorization rose to half a million. Sources said K Prime principals were not prejudiced against General Instrument and that VC-II Plus remained in the running until the end.

K Prime did, however, seek to apply lessons learned from VC-II's troubles. Following moderately successful efforts in law enforcement and electronic countermeasures on the part of GI and the SBCA's Anti-Piracy Task Force in 1988 and 1989, GI ceased manufacture of VC-II earlier this year, replacing it on the assembly line with VC-II Plus. On May 1, GI instituted a voluntary trade-in program (a returned VC-II plus \$129 and shipping costs will gain a subscriber a VC-II Plus).

Returning to its roots

The board of directors of the Society of Professional Journalists has voted to move the society's headquarters from Chicago, where it has been based for more than 50 years, to DePauw University in Greencastle, Ind. The society was founded in 1909 as a journalism fraternity (Sigma Delta Chi) at DePauw and evolved into a professional society in the 1920's.

The board said the move would reduce SPJ's overhead expenses, allowing it to concentrate on its programs for journalists.

A majority of cable programmers agree that VC-II Plus is more pirate-proof. But some industry players believe that VC-II Plus's "backward compatibility" is only an interim step toward the ultimate dissolution of VC-II. Owners of more than 300,000 currently authorized VC-II's in the marketplace continue to access signals transmitted via VC-II Plus channels, but the design of VC-II Plus allows programmers to eventually transmit their signals on channels inaccessible to VC-II, making VC-II Plus potentially incompatible with VC-II.

In any case, K Prime plans to begin limited uplinking of one or more superstation signals in July using B-MAC. Limited test marketing is to begin in October, full-blown launch of the service, early next year. -PDL

April 1990

This announcement appears as a matter of record only.

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Gearing up

Federal Communications Bar Association is seeking a fulltime executive director "because of its increasing activities in the areas of seminars, continuing legal education and other programs." FCBA Treasurer Ramsey Woodworth of the Washington firm Wilkes, Artis, Hedrick & Lane is accepting applications.

Gillett again in talks with creditors

Recapitalization revisited, this time for Gillett Holdings; station sales one possibility

George Gillett has begun restructuring talks with major bondholders of Gillett Holdings Inc. (GHI), group owner of four affiliate TV stations, including WTVT(TV) Tampa, Fla., and WMAR-TV Baltimore. In question is roughly \$1 billion in debt, including \$130 million in bank debt payable at the beginning of July. Possible outcomes of the discussions include GHI's replacing the bank debt with another "senior" loan, selling some TV stations or other assets or making an "exchange offer" that would reduce the claims of debtholders. Only half a year ago Gillett completed an exchange offer with creditors of SCI Television, his other TV station group.

Although George Gillett, the company's sole stockholder, said his lawyers would not permit him to comment on the ongoing negotiations, GHI's recently completed financial statement, a copy of which was obtained by BROADCASTING, makes reference to the July 1 bank repayment and said the company is "actively evaluating the company's alternatives with respect to its capital requirements at and subsequent to that date." Even if the banks were to agree to a delay in the repayment deadline, some bondholders think a financial restructuring will be necessary because operating results, at least through 1989, for some of GHI's television and meatpacking operations had narrowed coverage of the company's cash interest requirements, which last year were roughly \$80 million.

Once before Gillett dipped into GHI's TV station group to pay down debt. Just

less than a year ago he sold WSMV(TV) Nashville for \$125 million and used the proceeds essentially to pay down part of the bank loan. No tax has yet been paid on the substantial gain recorded on the sale; GHI earned a deferral, having sold WSMV to a minority-controlled entity, Cook-Inlet.

Those commenting said that selling the other TV stations, especially either WMAR-TV or WTVT(TV), is not necessarily the most likely option. For one thing, the latter, 79%-owned (Clarence McKee has a majority of the voting stock but can be bought out at Gillett's option), may be directly secured by roughly \$420 million face value in debt securities that GHI issued to help buy the station in 1987. Thus, proceeds might not be available to pay the banks. WMAR-TV may not be so encumbered, but selling the station in the current buyer's market might deprive the company of more cash flow than would be saved in reduced interest payments.

While technical, the extent of "security" held in the stations and other GHI assets by creditors is among the most important subjects currently being discussed. An exchange offer might possibly consist of bondholders trading in existing debt for a new issue of lower-interest, but more directly secured, GHI bonds.

For some time observers have considered GHI less risky in terms of capitalization than co-owned SCI Television. Unfortunately, the latter's problems have rubbed off on GHI, which was a half owner in SCI, having invested more than \$100 million that most observers have since written off.

Several other factors have helped reduce bondholders' comfort. Some of that comfort has nothing to do with GHI, but rather

with pressure on insurance companies—which initially bought about half the GHI bonds—and savings and loans to reduce their exposure to the "junk" bond market.

First Executive, the troubled Los Angeles-based insurance company, was one of the largest purchasers of GHI bonds and held roughly \$200 million worth, face value, at the beginning of last year, according to A. M. Best & Co. Other purchasers of the debt, which traders said is currently priced at a sharp discount to face value, include American Financial Corp., which ironically has controlling ownership of a competing Tampa TV station, WTSP-TV. Robert M. Bass, who has been attempting to buy control of the co-located *St. Petersburg Times*, is also believed to hold some of the bonds.

Operating results have done little to ease creditor worries. Net revenue at WTVT, the largest of the four GHI stations, was down 6% to \$38.3 million in 1989, according to financial statements. Although the station kept technical and programing costs flat, "selling, general and administrative" expenses increased so that operating income, before depreciation and amortization, fell by almost \$4 million, to \$17.9 million. As a result, the cash WTVT was able to transfer to GHI fell by \$18.9 million, an amount short of the \$23.6 million cash interest GHI had to pay on bonds issued to buy WTVT—there was also \$18.3 million in non-cash "accrued" interest on the WTVT bonds in 1989.

At the other three GHI stations—KSBW(TV) Salinas and KSBY(TV) San Luis Obispo, both California, and WMAR-TV—revenue decreased 3%, not as surprising since political revenue and Olympic-related revenue—all three are NBC affiliates—boosted results of the prior year. Costs were held so that despite the revenue decline, TV operations showed almost \$1 million in income, compared to a small loss the prior year. But in 1990 GHI's station group is likely being affected by the weak advertising market facing most affiliate TV stations. The Baltimore market, in particular, is said to be weak.

The majority of GHI's revenue comes from meat packing operations. In 1989 revenue was up 5%, to \$616.6 million, but costs increased by a similar amount and so the division showed a slight loss, as it did in 1988. The company's resorts, consisting of the Colorado ski operations of Vail and Beaver Creek, showed strong increases in revenue and operating income. Overall net revenue for fiscal 1989 was \$773.5 million, while operating income. Whether GHI will be able, and willing, to cover its cash interest payments for 1990 may be known soon since roughly \$27 million is due in August. Either way, most observers expect George Gillett to have something to say soon about the company's future direction. —GF

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Dun & Bradstreet FCB	First	\$1,150,038	8.5%	\$110,310	-23%	\$0.60
	Fourth	\$91,358	9.25%	\$4,236	673%	\$0.78
	Year	\$326,075	6%	\$14,764	32%	\$1.94
Grey Advertising	Fourth	\$113,170	0.25%	\$4,067	-17%	\$3
	Year	\$411,083	10%	\$13,920	-10%	\$10.44
Interpublic Omnicom	First	\$89,313	-13%	\$8,636	7.8%	\$0.17
	First	\$274,309	21%	\$10,849	21%	\$0.42

Dun & Bradstreet Corp. reported that Marketing Information Services saw 11.5% increase in first quarter revenue to \$452,183,000. Nielsen Media Research increase was, company said, "modest." Company said overall decline of 22% from year ago was "due in part to a decrease in revenue at U.S. Credit Services and substantial increases in costs relating to the company's repositioning actions at that division." ■

Grey Advertising said operating net income was \$13,920,000 compared to last year's \$11,713,000, which excludes one-time gain of \$3,730,000 from sales of two subsidiaries, LBS and ARC. ■ Net income for **Interpublic** includes net losses from exchange and translation of foreign currencies for 1990 and 1989, respectively, of \$2,939,000 and \$825,000 for quarter.

TVB's Jim Joyella hopes to make a marketing mark

Association's president feels he's at the end of transition from his predecessor and ready to move aggressively to strengthen organization and improve its services

When Jim Joyella took over as president of the Television Bureau of Advertising last October from Bill Moll, he said: "This is a moment not of change but of very careful transition." Joyella spent the next two months in meetings with TVB executives working on the association's strategy for the new decade. Joyella's transition period has included consolidating TVB's forces, re-evaluating earlier promotional ideas and coming up with new marketing methods. Included in this was the announcement last week that the TVB has targeted for "extensive development" 47 major advertisers in five retail categories. This effort, Joyella told BROADCASTING, is the final action that completes his transition from president-elect to president.

The advertiser-specific targeting plan is the finale of what Joyella describes as the "refocusing of the TVB." It all started, Joyella said, with a series of meetings he called the "New Year's Eve strategy" designed to move the staff of the TVB away from in-station visits and forming regional sales teams in New York, Chicago and Los Angeles. That meant, among other things, closing down the TVB's offices in Atlanta and Dallas and relocating employees.

With the restructuring finished, Joyella said that the TVB hopes to double its business development. Under the new regime, Lynn Fairbanks moved from Atlanta to New York as vice president, regional market development; Charles Hanson was named vice president, station relations, and Patrick Ryan was named vice president, membership. They have their work cut out for them. Hanson spent last week in New Orleans meeting with station sales executives from about 55 stations. Ryan will be in charge of getting TVB's membership back to its all-time high of the low 600's in the early 1970's and Fairbanks will be point man on TVB's target development campaign.

The categories selected for targeting by TVB's Sales Advisory Committee (SAC) are department, discount and specialty stores; auto aftermarket; home centers/hardware stores; drugstores and furniture/home furnishing stores. TVB said categories were chosen "based on their potential to impact over 90% of the nation's markets." The plan was modeled after TVB's national sales development unit, a division that Joyella ran prior to being named president and one which he says raised \$200 million in new business over the past two years. Joyella described TVB's target account plan as TVB's "response to our members' requests that we focus our manpower on specific sales targets, getting to the key decision-makers that individual stations and groups are unable to reach, and selling them on the



Jim Joyella

effective use of television."

The consolidation of forces, according to Joyella, has allowed TVB to "put cost control into place" so it can concentrate on boosting revenue and attract more members. Said Joyella: "We want stations to budget for TVB. We also want them to participate in TVB." With some markets going through tough times and with a flat revenue market for the TV industry overall, Joyella knows that this will be no small task. "The ironic thing is that when the

business is not as good as you want it to be is probably the time you need TVB the most and the time when you find it most difficult to justify writing that check." Joyella said that he is "scared" by the "tremendous number of broadcasters out there who, because of the nature of the marketplace, are not investing in their own future. And TVB is an investment in the future."

New TVB clients include the remaining two Meredith Broadcasting stations (the

April 1990

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Live from New York. A conference held in New York this month, on the future of world telecommunications and information technology, utilized satellite technology to bring the conference to businesses and government organizations in Western Europe, South America, Central America, the U.S., Canada and Mexico.

The 18-hour conference, sponsored by *Business Week*, was broadcast live by National Conference Network (NCN) and fed via PanAmSat and SBS 5 communications satellites. The broadcast was anchored by Jim Hartz (above), formerly with NBC. Shown on the monitor is Jeffrey Sudikoff, president of IDB Communications.

Technically, adaptations for the broadcast included running almost two miles of cable 50 stories to the roof of the McGraw-Hill building in New York. Production planning aside, NCN also hooked up with 50 corporations and governmental units that contracted program licenses to receive the broadcast. Advertiser support for the broadcast included PanAmSat, IDB Communications, Booz Allen & Hamilton, Comsat and MCI.

Speakers included Al Sikes, FCC chairman; John Eger, CBS Inc. senior vice president and current chairman, Foreign Policy Association Committee on Telecommunications and Information Technology, and Richard Wiley, former FCC chairman and current managing partner of Wiley, Rein and Fielding. At the conference, Sikes told attendees and viewers: "We live in a world where satellite networks are dedicated to delivering advanced engineering courses...Where children in rural areas can be taught foreign languages by master teachers while in the same area general practitioners receive remote diagnoses from talented specialists in far away medical centers."

NCN is the creation of Eger and Scott Robb, a communications attorney and senior partner of Robb & Henning in New York. Eger is chairman and Robb is president of NCN.

other five were already members), and Cosmos Broadcasting Corp. (seven TV's).

Joyella also had to decide the fate of projects announced before his presidency. Last January he decided to pull the plug on the TVB's ambitious "Turn on the Power" promotional campaign. Announced last July by former TVB president-general manager, WNBC-TV New York, the campaign's aim was to improve the image of the effectiveness of broadcast television. TVB had asked stations to donate air time to the association which it could then resell, using the income from the spots to finance the promotion. However, only 250 stations out of the approximately 550 TVB members signed up. Looking back on the promotion, Joyella said the association "stumbled in our ability to come up with a funding mechanism that would satisfy a sufficient number of broadcasters to make our promotion a success."

Joyella, still considered to be in his

"honeymoon period" of the presidency, has impressed some with his restructuring. "Joyella is right on target with what he is doing," said Reynard Corley, WXII(TV) Winston-Salem, N.C. Besides the target marketing development plan, Corley pointed to a change in the way the TVB sends information to clients via satellite feeds. "If they continue this," Corley said, "hopefully it will be useful to us again as it was a few years ago."

WRC-TV Washington General Manager Allan Horlick said that "broadcasting is making a transition from being a sales-oriented industry to a marketing-based industry and that TVB understands the need for this change." Horlick, recalling Joyella's speech at the National Association of Broadcasters convention in April, called the TVB president an "eloquent spokesman."

Another area where Joyella has improved relations is in the rep business. Seltel President Ray Johns said that Joyella has made an effort to improve station/rep relation-

ships and has also improved TVB's substructure. Describing the overall TVB picture, Johns said that the association "still has a long way to go...but I've seen strides."

Joyella joined TVB in April 1988 as senior vice president, national sales. Before that, Joyella spent almost 20 years at CBS, starting as an account executive at CBS Radio in 1969 and leaving as CBS Television Network vice president, market development. "There is no question with his background that Joyella is sales driven," said Seltel's Johns.

Joyella hopes that this latest campaign will serve notice to the broadcasters that have not been happy with TVB's service. "By going public with this campaign," Joyella said, "we are prepared to live and die by our own abilities." —JF

Great American and MCA: animated conversations

Lindner considers selling bedrock of entertainment operations: Hanna-Barbera, Ruby-Spears may be for sale

Great American Communications Corp. (GACC) is said to have added Hanna-Barbera Productions and Ruby-Spears Enterprises to the various assets it is considering selling. The report comes as public speculation increased about how the Cincinnati-based company would raise money before October, when it faces possible repayment of roughly \$160 million in bonds. MCA is among those said to be currently in discussions about buying GACC subsidiaries Hanna-Barbera and Ruby-Spears.

To shop the two animation companies, GACC controlling shareholder Carl Lindner has reportedly retained Merrill Lynch, which late last year was retained by Spelling Entertainment to consider alternatives, including a sale. GACC owns 46% of Spelling, a stake GACC swapped in exchange for Worldvision Enterprises, which is now a part of Spelling. GACC kept its holdings in Hanna-Barbera and Ruby-Spears as separate wholly owned subsidiaries. The combined price tag for Spelling and the existing GACC entertainment operations could approach \$1 billion.

A well-placed source privy to ongoing talks between GACC and MCA speculated that MCA's interests are centering on acquiring Hanna-Barbera's animated production facilities, its ownership of a tract of land that abuts Universal Studios Hollywood (a division of MCA) and Hanna-Barbera's extensive library of marquee-name cartoon characters that are syndicated by Worldvision Enterprises. "In order to acquire Hanna-Barbera, a key element of the deal would be to obtain the library rights licensed by Worldvision," the source said. "I am not sure if that means acquiring

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Worldvision will be necessary if MCA buys Hanna-Barbera [which ultimately holds rights to its own library], but taking Worldvision could be the easiest solution."

Published reports said that incoming GACC Chairman George Castrucci and his retiring predecessor, Charles Mechen, met with MCA President and Chief Operating Officer Sidney Sheinberg, among other senior MCA executives, last week in Universal City, Calif. Those talks could be rather prolonged, said the source, who expects GACC to have "conversations" with "several" companies over the next few weeks.

According to the source, MCA had been "flirting" with Hanna-Barbera Productions about a potential acquisition from former owner Taft Broadcasting Co. dating back to the 1960's, but those efforts "never fully jelled."

Now GACC has more incentive to make a deal. Attempts to sell Spelling have gone nowhere, and the company's other assets, six AM's, 11 FM's and five TV stations, currently face a weak acquisition market. Published reports ("Closed Circuit," May 14) indicated Lindner has hired radio broker Gary Stevens to sell all or part of the radio properties of Great American Broadcasting Co., a subsidiary of GACC.

Meanwhile, the company must deal with the sizable debt GACC took on as part of the going private of predecessor company Taft Broadcasting. Of GACC's \$1.2 billion in long-term debt, as of the beginning of the year, \$160 million consists of 13¼% notes, which have to be retired next October unless GACC extends their maturity for five years and resets their interest rate so that they trade at 101% of their principal amount. Reestablishing the interest rate of these "reset" notes would burden the company with larger interest payments the company could not likely afford.

The Hanna-Barbera and Ruby-Spears subsidiaries may be more attractive now than ever before. GACC has been following Disney and other entertainment companies in licensing, merchandising and otherwise "exploiting" the value of the animated cartoons. At a recent bondholders conference Castrucci was said to have bragged about the increased earnings being generated from the operations. Separately, Hanna-Barbera Productions, a media analyst estimated, is worth more than \$300 million, while GACC's remaining interest in Spelling and other properties are worth close to \$500 million.

"The introduction of Hanna-Barbera to an acquisition deal really makes the whole thing more attractive," said the source. "Even though Spelling Entertainment has high marquee value, ironically, Worldvision and Hanna-Barbera have the best positive cash flow. Ruby-Spears [an animation production house] isn't really part of the equation. Spelling Entertainment has been on the market for quite a while [BROADCASTING, Oct. 2, 1989], and I really don't know how hard Lindner will pitch it to be included in a lump package deal. I am sure MCA will be taking a hard look at [Spelling], though."

Lindner and other GACC officials, along with Hanna-Barbera, Worldvision, Spelling Entertainment and Ruby-Spears Enterprises executives, were unavailable for comment

Going to the top

Striking CBS stagehand head Ronald Vitelli, president-elect of International Alliance of Theatrical Stage Employees, Local One, sent CBS Inc. Chairman William S. Paley a letter asking the CBS founder to "save the network from the self-destructive course set for it by its current president, Laurence Tisch." Vitelli said that Paley "always negotiated fairly with us," and went on to write: "I am faced with the unenviable task of dealing with someone [Tisch] who cares neither for programming nor for people. Like me, you must have winced when Laurence Tisch tried reasoning with angry stockholders by stating: 'We are a total disaster only in prime time.'" About 200 union members have been on strike since April 12.

N.Y. advertiser analysis

NYMRAD/RER Advertiser Analysis for January-September 1989 reveals that the top five radio advertising categories in the New York market are automotive (\$21.77 million); travel and resorts (\$20.77 million); food and beverage manufacturers (\$19.71 million); publishing and media (\$15.96 million), and home furnishings and home improvement retailers (\$15.61 million).

Advertiser Analysis also said the top advertisers in the New York market are Seaman's Furniture (\$2.09 million); McDonald's (\$1.883 million); New York State Lottery (\$1.88 million), and Anheuser-Busch (\$1.61 million).

on this story. Senior MCA officials were unreachable to confirm or deny the possible interest in acquiring units of Great American Broadcasting.

MCA Television Group, headed by Chairman Al Rush, does not currently have a separate children's programming division. However, the appointment of Jeff Segal (formerly a senior Hanna-Barbera programming executive) to the newly created position of executive vice president of programming and animation (BROADCASTING, April 30), points to MCA's interest in entering the children's programming market and may provide the studio giant with a key liaison to senior GACC officials. (Apparently, a business relationship between both parties seems to be developing comfortably, with Hanna-Barbera producing a theatrical version of *The Jetsons* that MCA's Universal Pictures will release this summer.) At the time of Segal's hiring, an MCA spokesman stressed that the company "is not forming a separate children's programming division," but would incorporate potential projects under existing television operations, where Segal will report to group chairman Rush.

It is unclear what kind of role the MCA TV syndication unit, which is headed by President Shelly Schwab, could play if the company acquired Hanna-Barbera Productions and possibly altered H-B's existing distribution channel with Worldvision. The

source speculated that if the discussions came to fruition, both could remain separate operating entities. Certainly, if MCA acquired H-B's stable of cartoon characters, MCA could finally enter competition (or forge potential alliances) with established animation powers Warner Bros., The Walt Disney Co.'s Buena Vista Television and Fox Broadcasting Co. (which is planning *Fox Children's Network* this fall) to win the hearts and minds of cartoon loving children in syndication. According to the source, MCA's key interest lies in the Hanna-Barbera library, "rich in proven franchise cartoon characters," the use of those characters in Universal Studios theme parks (the Orlando park has a just-completed Hanna-Barbera attraction) and H-B's overseas animation facility in the Philippines (Manila).

Worldvision's catalog of Hanna-Barbera programming lists *The Flintstones*, *The Jetsons*, *Yogi Bear*, *Huckleberry Hound*, *Scooby Do*, *The Smurfs* (on NBC's Saturday schedule and distributed to Britain and Canada) and *The Fantastic World of Hanna-Barbera*, among other established cartoons. Set for first-run distribution this fall is Hanna-Barbera's morning strip *Wake, Rattle & Roll*, to be syndicated by Worldvision, which will also offer *After Hours* as a late fringe weekly offering in 1990-91. (Worldvision was planning on syndication first-run talk show *Scruples* for the 1990-91 season, but lack of clearances apparently led to abandoning the project.)

Spelling Entertainment's slate of prime time network series is far below its heyday of original episodic production, with its most recent production, *Twin Peaks* (produced by Lynch/Frost Productions in association with Spelling and Worldvision), ending its eight-episode midseason run on ABC this Wednesday. In terms of network pilot commitments for next season, Spelling's hour drama *Class of Beverly Hills* is being considered by FBC, and *Just Life*, an hour drama starring Victoria Principal, is said to have a 13-episode fall commitment from ABC. Meanwhile, Spelling's crop of former network programs, including *The Love Boat*, *Barnaby Jones*, *Streets of San Francisco*, *The Mod Squad*, *That Girl* and *Charlie's Angels*, is also distributed by Worldvision in the off-network syndication market.

One other prime motivator in MCA seeking to make a play for Hanna-Barbera, as cited by the source, is the chance to acquire an adjoining 5½-acre plot of land that is part of Hanna-Barbera's office headquarters next door to Universal Studios Tour Hollywood and MCA in Universal City, Calif. The land acquisition could help MCA plan an enlargement of the already crowded Universal lot. In its annual shareholders report for fiscal year 1989, MCA generated \$142.9 million from its tour operations, and handling the overflow of tourists has led to the addition of several site attractions and amusement rides at the park. Also, an expansion of Universal's off-tour soundstages could be imminent, since producers using the existing stages have complained that the noise from passing tour buses causes halts in shooting every 20 minutes, increasing production costs. —MF

As compiled by BROADCASTING from May 10 through May 16 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presurprise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

- **WRLD(AM)** Lanett, AL (BTC90043JEC; 1490 khz; 1 kw-D)—Seeks assignment of license from Roy F. Matthews to Alford M. Pearce for no financial considerations. Seller has no other broadcast interests. Buyer is general manager of WRLD(AM) Lanett, AL. Filed April 13.
- **KLAM(AM)** Cordova, AK (BAL90043JEG; 1450 khz; 250 w-U)—Seeks assignment of license from Denali Broadcasting Company to TCT Communications Inc. for \$450,000. Sale includes KENY(AM) Kenai and KRXA(AM) Seward, both Alaska. Seller is headed by John Lindauer and has interest in KAJD(AM) Junea and KVA-K(AM) Valdez, both Alaska. Buyer is headed by Thomas C. and Patricia Tierney, husband and wife. Filed April 13.
- **KENY(AM)** Kenai, AK (BAL90043JED; 980 khz; 1 kw-U;)—Seeks assignment of license from Denali Broadcasting Company to TCT Communications Inc. for \$450,000. Sale includes KLAM(AM) Cordova and KRXA(AM) Seward, both Alaska. Seller is headed by John Lindauer. Buyer is headed by Thomas C. and Patricia Tierney, husband and wife. Filed April 13.
- **KRXA-AM** Seward, AK (BAL90043JEH; 950 khz; 1 kw-U;)—Seeks assignment of license from Denali Broadcasting Company to TCT Communications Inc. for \$450,000. Sale includes KENY(AM) Kenai and KLAM(AM) Cordova, both Alaska. Seller is headed by John Lindauer. Buyer is headed by Thomas C. and Patricia Tierney, husband and wife. Filed April 13.
- **KVOR(AM)-KSPZ(FM)** Colorado Springs, CO (AM: BAL900416EA; 1300 khz; 5 kw-D, 1 kw-N; FM: BALH900416EB; 92.9 mhz; 53 kw; ant. 2,130 ft.)—Seeks assignment of license from PCC of Colorado C.T. Robinson, William C. Moyes, Nicholas J. Verbitsky and Robert W. Clark for \$3.25 million. ("Changing Hands," April 16). Seller is headed by Richard Penn, William H. Leighner and Morgan Penn and its parent company, Penn Communications Corp., owns PCC of New Mexico Inc., licensee KQEO(AM)-KMGA(FM) Albuquerque, NM. Buyers have no other broadcast interests. Filed April 16.
- **KRKY(AM)** Granby and KRKM(FM) Kremmling, both Colorado (AM: BTC900409EA; 930 khz; 4.5 kw-D; FM: BTCH900409EB; 106.3 mhz; 152W; ant. 1,096 ft.)—Seeks assignment of license from Grand Lake Broadcasting Inc. to Coit Drapery and Cleaners Inc. for \$110,000. Seller is headed by Cathy A. Lasswell, William J. and Carolyn Kitchen, husband and wife. Buyer is headed by Louis J. Kearn, Robert L. Kearn, Shirley C. Kearn, John Dedrick, Jeanne Speckman, Carmelo Celestre and Janet L. Kearn, and is 100% stockholder of Amsterdam Broadcasting Inc., licensee WOCHD(TV) Amsterdam, NY. Filed April 9.
- **KCSJ(AM)** Pueblo, CO (BAL900405EE; 590 khz; 1 kw-U)—Seeks assignment of license from Rainbow Communications of Pueblo Inc. to Sunbrook Broadcasting Inc. for \$1.1 million. Sale includes KGRO(FM) Pueblo, CO ("Changing Hands," May 7). 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, Alan Cooper, Edward Cooper and Barbara McIntyre, and has interest in KBLG(AM)-KRXX(FM) Billings, KGRZ(AM)-KDXT(FM) Missoula, KXTL(AM)-KQUY(FM) Butte, and KXGF(AM)-KAAK(FM) Great Falls, all Montana.
- **WAPR(AM)** Avon Park, FL (BAL900416EE; 1390 khz; 1 kw-D)—Seeks assignment of license from Florida Broadcasting Corp. to Andrew L. Banas for \$100,000. Seller is headed by William A. Stokes and Charles Cattle, who have interest in Okeechobee Broadcasters Inc., licensee of WOKC-AM-FM Okeechobee, FL. Buyer owns WRQT-FM Bear Lake, MI. Filed April 16.
- **WNUE(AM)** Fort Walton Beach, FL (BAL900417EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Smith Radio Inc. to Jerry D. Braswell and H.C. and Carolyn M. Van Buskirk for \$10,000. Seller is headed by Elizabeth Jones Smith, Smith Radio is subsidiary of Smith Broadcasting Inc., which is parent of SJK Inc., licensee of WAAV(AM) Huntsville, AL, and Rocket Television Inc., licensee of WAAV(TV) Huntsville, AL. Buyers have no other broadcast interests. Filed April 17.
- **WQIK-AM-FM** Jacksonville, FL (AM: BAL900416GW; 1320 khz; 5 kw-U; FM: BALH900416GX; 99.1 mhz; 100 kw; ant. 1,050 ft.)—Seeks assignment of license from Jacor Broadcasting of Florida Inc. to Capstar Communications Inc. for \$13.5 million ("Changing Hands," April 16). Seller is headed by Terry S. Jacobs and owns WGST(AM)-WPCH(FM) Atlanta, WLW(AM)-WEBN(FM) Cincinnati, WMYU(FM) Sevierville (Nashville), KOA(AM)-KRFF(FM) Denver and WFLZ(FM) Tampa. Buyer is headed by Robert F.X. Sillerman, R. Steven Hicks, Kimberly Borron, Thomas Hicks, Jeff Blanchard and David F. Manning, R. Steven Hicks is 100% owner of Capstar Inc., which through various subsidiaries is licensee of WSSL(AM) Greenville and WSSL-FM Gray Court, both South Carolina; WSIX-AM-FM Nashville, TN; 33 1/3% stockholder in Hicks Broadcasting Corp., licensee of KLVJ(AM) Beaumont, KYKR-FM Port Arthur, WTAW(AM)-KTSR(FM) College Station, all Texas. Thomas O. Hicks is 33 1/3% voting stockholder in Hicks Broadcasting Corp. Filed April 16.
- **WNFT(TV)** Jacksonville, FL (BALCT900416KE; ch. 47; 5,000 kw-V; 120 kw-A; ant. 980 ft.)—Seeks assignment of license from North Florida 47 Inc. to Krypton Broadcasting Corp. for \$3.3 million ("Changing Hands," April 23). Seller is headed by Thomas McGhee and Frank S. McGhee, brothers. Buyer is headed by C.E. Felner Jr. and has no other broadcast interests. Filed April 16.
- **WPSL(AM)** Port St. Lucie, FL (BAL900416EJ; 1590 khz; 5 kw-D)—Seeks assignment of license from St. Lucie Radio Corp. to Belmont Street Broadcasting Inc. for \$325,000. Seller is headed by Ray L. Sherwood, Donna Sherwood Meginnis and James Sheehan. Buyer is headed by Roger Ailes and Robert Gordon, and has no other broadcast interests. Filed April 16.
- **WHKR(FM)** Rockledge, FL (BAPH900412GI; 102.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from D.V.R. Broadcasting to Roper Broadcasting Inc. for no financial consideration. Seller is headed by Valaree Ann Peralta, Douglas Lee Peralta and Robert Thomas Rowland Jr., and has no other broadcast interests. Buyer is headed by Robert T. Rowland, Gwendolyn G. Rowland, Valaree Ann Peralta, Douglas L. Peralta and Robert T. Rowland Jr., and is licensee of WITS(AM)-WCAC(FM) Sebring, FL. Filed April 12.
- **WCTW(AM)-WMDH(FM)** New Castle, IN (AM: BAL900416EC; 1550 khz; 250 w-U; FM: BALH900416ED; 102.5 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Mohr-Englewood Broadcasting of North Carolina Inc. to WTL Indiana Inc. for \$2.6 million ("In Brief," May 14). Seller is headed by Stephen Mohr and has no other broadcast interests. Buyer is headed by Stephen J. Taylor, Donald L. Wiggins, John A. Lich, and Edward L. and Suzanne J. Taylor IV, husband and wife, and is licensee of WTLZ(FM) Saginaw, MI. Stephen J. Taylor is 52% owner of WIKS Inc., licensee of WIKS(FM) New Bern, NC, and New South Radio Inc., licensee of WACT-AM-FM Tuscaloosa, AL. Edward and Suzanne Taylor each own 24% of WIKS Inc. and New South Radio Inc. Filed April 16.
- **KGZF(FM)** Emporia, KS (BAPH900416GY; 99.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Charles D. Coffelt to Twin Rivers Communications Inc. for \$7,500. Seller has no other broadcast interests. Buyer is headed by Kenneth W. Russell and Mike Law. Russell is 100% owner of Television Properties Inc., licensee of WUXA-TV Portsmouth, OH. Filed April 16.
- **WKQZ-FM** Midland, MI (BALH900409GM; 93.3 mhz; 39.2 kw; ant. 554 ft.)—Seeks assignment of license from Josi Broadcasting Corp. to Windward Communications Inc. for \$2,011 million. Seller is headed by Thomas J. Beauvais and Gregory R. Theokas. Buyer is headed by R. Charles McLravy, George H. Arbaugh Jr. and G. Woodward Siover II. McLravy is 70% owner of Benko Broadcasting Co., permittee of WLAI-TV Lansing, MI. Filed April 9.
- **KZKC-TV** Kansas CITY, MO (BALCT900420KE; ch. 62; 1.660 kw-V; 166 kw-A; ant. 1,120ft)—Seeks assignment of license from KZKC Television Inc. to Kansas City TV 62 Ltd. for \$10.525 million ("Changing Hands," May 7). Seller is owned by bankrupt group owner Media Central, which is headed by Morton Kent and has interest in WOAC(TV) Canton, OH and WKCH-TV Knoxville, TN. 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 Abry Communications III Ltd., which is headed by Royce Yudkoff and Andrew Banks. It has interest in Cincinnati TV 64 Ltd., licensee of WIII(TV) Cincinnati, OH; WNUV-TV-54 Ltd. licensee of WNUV-TV Baltimore, MD, and TV translator W66AQ Dayton, OH. Filed April 20.
- **KHAT-AM-FM** Lincoln, NE (AM: BAL900413EE; 1530 khz; 5 kw-D; FM: BAPLH900413EF; 106.3 mhz; 2.9 kw; ant. 145 ft.)—Seeks assignment of license from Marathon Communications Inc. to Tate Communications Inc. for \$1.325 million ("Changing Hands," Apr. 23). Seller is headed by Patrick Shaughnessy and owns KBUL(FM) Carson City, NV, and WAVH(FM) Mobile, AL. Buyer is headed by Harvey J. Tate, George Hochman, Philip Blake, Istvan Vekony and Richard and Carol Florence, husband and wife, and is licensee of KIKN(AM) Pharr and KTXF-FM Brownsville, both Texas, and KMCK-FM Siltco Springs, AR. Harvey J. Tate is 45% shareholder of Big Sioux Broadcasting Inc., permittee of KSML-FM Salem, SD. Filed April 13.
- **KYNF(FM)** South Sioux City, NE (BAPH900403GT; 107.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Larry S. Magnuson to Michael Ventiura for no financial interests. Seller has interest in KSCJ(AM) Sioux City, IA, and KQHU(FM) Yankton, SD. Buyer has no other broadcast interests. Filed April 3.
- **WJIC(AM)** Salem and WNNN(FM) Canton, both New Jersey (AM: BAL900413HA; 1510 khz; 2.5 kw-D; FM: BALH900413HB; 101.7 mhz; 3 kw; ant. 263 ft.)—Seeks assignment of license from P.J.F. Broadcasters Inc. to Ambrose Byside Communications Inc. for \$1.25 million ("Changing Hands," Apr. 30). Seller is headed by Gloria Jennings and Ben Ferguson, who own WESR(AM) Onley and WESR-FM Onancock, both Virginia. Buyer is headed by Robert A. and Miriam Klein, and Robert Mendelsohn, Robert A. Klein was minority shareholder in Max M. Leon Inc., former licensee of WDAS-AM-FM Philadelphia, PA. Filed April 13.
- **WLQE(FM)** Villas, NJ (BAPH900413HC; 98.7 mhz; 3 kw; ant. 292 ft.)—Seeks assignment of license from Great Scott Broadcasting to Marc Scott Communications Inc. for \$175,000. Seller is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and has interest in WKST(AM) New Castle and WKST-FM Ellwood City, and WPAZ(AM) Pottstown, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ WSEA(AM)-WZBH(FM) Georgetown, DE; WMBO(AM)-WPCX(FM) Auburn, NY; and holds CP's for WLIZ(FM) Elizabethtown, PA; WVIL(FM) Villas, NJ; WSEA(AM) Georgetown, DE; and WCHR(FM) Trenton, NJ. Buyer is headed by Marc Scott and has no other broadcast interests. Filed April 13.
- **WNNR(FM)** Sodus, NY (BAPH900416HD; 103.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Craig L. Fox to Wayno Radio for \$10,000. Seller has no other broadcast interests. Buyer is headed by Robert J. Pfuntner and John M. Tickner. Pfuntner is 100% owner of Pembrook Pines Inc., licensee of WELM(AM)-WLTV-FM Elmira and WACK(AM) Newark, both New York. Filed April 16.

■ **WMJI-FM** Cleveland, OH (BALH900416GU; 105.7 mhz; 2.25 kw; ant. 900 ft.)—Seeks assignment of license from Jacor Communications Inc. to LBI of Cleveland Inc. for \$31.25 million ("Changing Hands," April 16). Seller is headed by Terry S. Jacobs (see WQIK-AM-FM Jacksonville, FL). Buyer is headed by Robert F.X. Sillerman, Carl E. Hirsch, Harold Dean Thacker, Howard J. Tytel, Gary Chetkof and Richard Anderson. Sillerman owns 5.3% of class B stock in Group W Radio Acquisition Corp., licensee of WMMR-FM Philadelphia, PA; KFWB(AM)-KTWV-FM Los Angeles and KFBK(AM)-KAER(FM) Sacramento, both California; WINS(AM)-WNEW(FM) New York; KILT-AM-FM Houston; WLLZ-FM Detroit; WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; KDKA(AM) Pittsburgh and KYW(AM) Philadelphia, both Pennsylvania; KQZY-FM Dallas; KMEO-AM-FM Phoenix; WMAQ(AM) Chicago, IL; and WBZ(AM) Boston, MA. Sillerman owns 100% Northampton Corp., licensee of WHMP-AM-FM Northampton, MA, Sillerman Assets Corp., which has 50% interest WNEW(AM) New York. Filed April 16.

■ **WKLAM(AM)** Millersburg, OH (BALH900410GU; 95.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Graphic Publications Inc. to Coshocton Broadcasting Co. for \$490,000. Seller is headed by Abe L. and Frances A. Mast, husband and wife. Buyer is headed by Bruce W. Wallace and is licensee of WTNS-AM-FM Coshocton, OH. Filed April 10.

■ **WYSH(AM)** Clinton, TN (BAPL900327EA; 1380 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Ann Mostoller, trustee, to Clinton Broadcasters Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by George Guertin and Jim Stair. Guertin has interest in WBNT-AM-FM Oneida, TN. Filed March 27.

Actions

■ **KBBQ(AM)** Santa Barbara, CA (BAL900221EH; 990 khz; 1 kw-D)—Granted app. of assignment of license from Anapaca Broadcasters Inc. to Cutler Productions Inc. for \$335,000. Seller is headed by Allen J. Potts and Fred M. Hall. Potts has 95% and Hall 5% interest in Communications Investment Co., licensee of KTEE(AM) Idaho Falls, ID. Buyer is headed by Ron and Lori Cutler, and has no other broadcast interests. Action May 2.

■ **KJME(AM)** Denver, CO (BAL900131EK; 1390 khz; 5 kw-D)—Granted app. of assignment of license from Hutter Health Network to Jo-Mor Communications Inc. for \$350,000. Seller is headed by Donald Huttner, and has no other broadcast interests. Buyer is headed by Andres Meidig and has no other broadcast interests.

■ **KFEL(AM)** Pueblo, CO (BAL900105EF; 970 khz; 1 kw-D)—Granted app. of assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499 (purchase includes WCCD[AM] Parma, OH; WFEL[AM] Towson, MD; WTSJ[AM] Cincinnati, OH; and KKIM[AM] Albuquerque, NM). Seller is headed by John M. Boyd who has interest in KTSJ(AM) Pomona, CA. Buyer is headed by Mark F. McNeil and Richard A. David and has interest in KKCM(AM) Skakopee (Minneapolis), MN, and KTSJ(AM) Pomona, CA. Action May 7.

■ **WIIS-FM** Key West, FL (BALH900322HG; 107.1 mhz; 3 kw; ant. 200 ft.)—Granted app. of assignment of license from Drexel Hill Associates of Florida to Albert Louis Swainston for \$400,000. Seller is headed by Peter Arnow and has interest in WMTR(AM) Morristown and WDHA(FM) Dover, both New Jersey. Buyer has no other broadcast interests. Action May 1.

■ **WKIZ(AM)-WEOW(FM)** Key West, FL (AM: BAL891019GY; 1500 khz; 250 w-U; FM: BALH891019GZ; 92.5 mhz; 100 kw; ant. 600 ft.)—Granted app. of assignment of license from Florida Keys Broadcasting Corp. to Fotonic of Florida Inc. for \$2,050,000 ("Changing Hands," Oct. 30). Seller is headed by Gayle D. Swofford, who has no other broadcast interests. Buyer is headed by Peter Arnow. Fotonic of Florida Inc. is wholly owned subsidiary of Drexel Hill Associates Inc., licensee of WMTR(AM) Morristown and WDHA(FM) Dover, both New Jersey. Action April 24.

■ **WSOS-FM** St. Augustine, FL (BALH900216HB; 105.5 mhz; 2.25 kw; ant. 380 ft.)—Granted app. of assignment of license from Rowland First City Radio Inc. to WSOS-FM Inc. for \$1.62 million. Seller is headed by Marshall W. and Carol C. Rowland, husband and wife, and has interest in WGUF(FM) Marco, FL. Buyer is headed by Luis Albertini and has interest in WTIS-AM Inc., licensee of WTIS(AM) Tampa, FL. Action May 2.

■ **WLKC(FM)** St. Mary's, GA (BALH900119GN; 93.5 mhz; 3 kw; 300 ft.)—Granted app. of assignment of license from Casey Broadcasting Company Inc. to Rowland First City Radio Inc. for \$1.85 million. Seller is headed by Lois V. Casey and has interest in WECL(AM) St. Mary's, GA.

Buyer is headed by Marshall W. Rowland, Carol C. Rowland and Marshall W. Rowland Jr. Rowland First City Radio Inc. is licensee of WSOS(FM) St. Augustine and permittee of WGUF(FM) Marco, both Florida. Marshall W. Rowland and Carol C. Rowland each own 50% of Rowland Gulf Radio Inc., licensee of WBG(AM) Waycross, GA. Action May 1.

■ **KKCI(FM)** Goodland, KS (BAPH900214GW; 102.5 mhz; 100 kw; ant. 1,387 ft.)—Granted app. of assignment of license from Bott Communications Inc. to Kays Inc. for \$40,000. Seller is headed by Richard and Shirley Bott and has interest in Richard and Shirley Bott, husband and wife, and has interests in KCCV(AM) Independence and KSIV(FM) Clayton, both Missouri; KQCV(AM) Oklahoma City, OK; WFCV(AM) Fort Wayne, IN; WCRV(AM) Collierville, TN, and KCIV(FM) Mt. Bullion, CA. Buyer is headed by Ross Beach, Robert E. Schmidt, Norman W. Jeter and Kenneth R. Braun, who own KAYS(AM)-KHAZ(FM) Hays, KHOK-FM Great Bend, KSWT-TV Liberal, KWBW(AM)-KHUT(FM) Hutchinson, KLOE(AM) Goodland, all Kansas; KVOP(AM)-KATX(FM) Plainview, TX; KFEQ(AM) St. Joseph, MO; KCOW(AM)-KAAQ(FM) Alliance and KOOQ(AM)-KELN(FM) North Platte, both Nebraska. Action April 25.

■ **KYEA(FM)** West Monroe, LA (BALH900202GN; 98.3 mhz; 3 kw; 300 ft.)—Granted app. of assignment of license from Phoenix Broadcasting Co. to Broad Based Communications Inc. for \$3 million. Seller is headed by Frank D. and Cynthia Stimley and has no other broadcast interests. Buyer is headed by Vincent A. Henry, son of Ragan Henry. Action April 20.

■ **WFEL(AM)** Towson, MD (BAL900105EI; 1570 khz; 5 kw-D)—Granted app. of assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499 (purchase includes WCCD(AM) Parma, OH; KKIM(AM) Albuquerque, NM; WTSJ(AM) Cincinnati, OH; and KFEL[AM] Pueblo, CO). Seller is headed by John M. Boyd (see KFEL[AM] Pueblo, CO). Buyer is headed by Mark F. McNeil and Richard A. David (see KFEL[AM] Pueblo, CO). Action May 7.

■ **WRUP(FM)** Marquette, MI (BALH900216GM; 103.3 mhz; 100 kw; ant. 544 ft.)—Granted app. of assignment of license from WRUP Ltd. to Vista Point Inc. for \$445,000. Seller is headed by E. Nicholas and Marilyn Bridges, husband and wife, and has no other broadcast interests. Buyer is headed by William J. Young and Kris Erik Stevens, and has no other broadcast interests. Action April 25.

■ **KKIM(AM)** Albuquerque, NM (BAL900105EG; 1000 khz; 10 kw-D)—Granted app. of assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499 (purchase includes WCCD[AM] Parma, OH; WFEL[AM] Towson, MD; WTSJ[AM] Cincinnati, OH; and KFEL[AM] Pueblo, CO). Seller is headed by John M. Boyd (see KFEL[AM] Pueblo, CO). Buyer is headed by Mark F. McNeil and Richard A. David (see KFEL[AM] Pueblo, CO). Action May 7.

■ **WPXY-AM-FM** Rochester, NY (AM: BAL900315HD; 1280 khz; 5 kw-U; FM: BALH900315HE; 97.9 mhz; 50 kw; ant. 456 ft.)—Granted app. of assignment of license from Kiss Ltd. Partnership to Rich Communications Corp. for no financial considerations. Seller is headed by Brian Stone and has interest in WXKS-AM-FM Medford, MA; WPIT-AM-FM Pittsburg; WHTT-AM-FM Buffalo, and WPGR(AM)-WSNI(FM) Philadelphia. Buyer is headed by David A. Rich, Robert E. Rich Sr., Charles W. Banta, John P. Robshaw Jr., Robert E. Rich Jr., James B. Klock and Charles Kreiner, and is licensee of WGR-AM-FM Buffalo, NY. Action May 1.

■ **WRMT(AM)** Rocky Mount, NC (BTC900220EH; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Shareholders of WRMT Inc. to E. Wayne Gibson for no financial considerations. Seller is headed by Robert G. Finney. WRMT Inc. is amending its articles of incorporation that will convert stock from class B to class A. As result, E. Wayne Gibson will have 80% while Robert G. and Barbara Finney, husband and wife, will each own 10%. Action May 7.

■ **WTSJ(AM)** Cincinnati, OH (BAL900105EJ; 1050 khz; 1 kw-D 278 w-N)—Granted app. of assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499 (purchase includes WCCD[AM] Parma, OH; WFEL[AM] Towson, MD; KKIM[AM] Albuquerque, NM; and KFEL[AM] Pueblo, CO). Seller is headed by John M. Boyd (see KFEL[AM] Pueblo, CO). Buyer is headed by Mark F. McNeil and Richard A. David (see KFEL[AM] Pueblo, CO). Action May 7.

■ **WRMR(AM)** Cleveland, OH (BAL891228EA; 850 khz; 10 kw-D, 5 kw-N)—Granted app. of assignment of license from Booth American Company to Independent Group Ltd. for no financial considerations (see "Changing Hands" Jan. 1). Seller is headed by John L. Booth, Louise C. Booth, John L. Booth Jr., Ralph H. Booth II, Quitmeyer

and Paul Shefferly. Booth American Company owns WJLB(FM) Detroit, MI WSGW(AM) Saginaw and WIOG(FM) Bay City, both Michigan; WZZP(FM) South Bend, IN; WTOD(AM)-WKKO(FM) Toledo, OH; WSAI(AM)-WNNK(FM) Cincinnati and WRMR(AM)-WLT(FM) Cleveland, both Ohio. Booth American owns Genesis Broadcasting Inc., licensee of KBTS-FM Killen and KONO(AM)-KITY(FM) San Antonio, all Texas; KRZN(AM) Thornton and KXLT(FM) Denver, both Colorado; KSMJ(AM) Sacramento and KSFM(FM) Woodland, both California. John L. Booth, John L. Booth II and Ralph H. Booth II own WZPL(FM) Greenfield, IN. Buyer is headed by Thomas J. Embrescia, Tom Wilson and Larry Pollack and is licensee of WWWE(AM) and WDOK(FM) Cleveland, OH. Application for consent to assign WWWE(AM) is pending. Action April 30.

■ **WWWE(AM)** Cleveland, OH (BAL891228EB; 1100 khz; 50 kw-U)—Granted app. of assignment of license from Independent Group Ltd. Partnership to Booth American Company for no financial consideration (see WRMR(AM) Cleveland above). Buyer is headed by John L. Booth, Louise C. Booth, John L. Booth Jr., Ralph H. Booth II, Quitmeyer and Paul Shefferly. Seller is headed by Thomas J. Embrescia, Thomas J. Wilson and Lawrence I. Pollock (see WRMR[AM] Cleveland above). Action April 30.

■ **WXVK(FM)** Coal Grove, OH (BTCH900216GG; 97.2 mhz; 3 kw; 100 ft.)—Granted app. of assignment of license from Tri-State Broadcasting to J. Giuliani, Gene E. McCoy and David Schoumacker for \$145,000. Seller is headed by Arthur V. Belendink and has no other broadcast interests. McCoy has interests in WPMW(FM) Mullens and WXVA-AM-FM Charles Town, both West Virginia; WIRO(AM)-WMLY(FM) Ironton, OH; and WMDN(FM) Rehoboth Beach, DE. Schoumacker and Giuliani have interest in WXVA-AM-FM Charles Town, WV and WMDN(FM) Rehoboth Beach, DE. Action April 26.

■ **WCCD(AM)** Parma, OH (BAL900105EH; 1000 khz; 500 w-D)—Granted app. of assignment of license from American Sunrise Communications to Guardian Communications Inc. for \$5,612,499 (purchase includes KKIM[AM] Albuquerque, NM; WFEL[AM] Towson, MD; WTSJ[AM] Cincinnati; KFEL[AM] Pueblo, CO). Seller is headed by John M. Boyd (see KFEL[AM] Pueblo, CO). Buyer is headed by Mark F. McNeil and Richard A. David (see KFEL[AM] Pueblo, CO). Action May 7.

■ **WOSE(FM)** Port Clinton, OH (BALH900226GW; 94.5 mhz; 3 kw; ant. 630 ft.)—Granted app. of assignment of license from WRWR Inc. to Venice and Donald L. Michel for \$2,370,238 ("Changing Hands," April 2). Seller is headed by Wendall A. Triplett, who has interest in Triplett Broadcasting Co., licensee of WWAT(TV) Chillicothe, OH. Buyers have no other broadcast interests. Action May 4.

■ **KVOO-AM-FM** Tulsa, OK (AM: BAL900206EC; 1170 khz; 50 kw-U; FM: BALH900206ED; 98.5 mhz; 100 kw; 650 ft.)—Granted app. of assignment of license from First Stuart Corp to Tulsa Great Empire Broadcasting Inc. for 168,585 shares of buyer's common stock, plus a \$1.6 million non-compete agreement. Seller is headed by Harold S. and Joan S. Stuart and has no other broadcast interests. Buyer is subsidiary of Great Empire Broadcasting and is headed by F.F. Mike Lynch and Michael Oatman and is licensee of KFDI-AM-FM Wichita, KS; KTS-AM-FM Springfield, MO; WOW-AM-FM Omaha, NE; and KWKH-AM-FM Shreveport, LA. Action May 4.

■ **WPIC(AM)** Sharon, PA (BTC900109GQ; 790 khz; 1 kw-D)—Granted app. of assignment of license from Regional Group Inc. to Sharon Broadcasting Co. for no financial consideration. Transfer is pursuant to will of Edith P. Martin which assigns her share in Region Group to her husband, Alastair B. Martin, as well as shares held for her in trust by Howard Phipps Jr. to Norman H. Volk and Susan Phipps Cochran as co-trustees to Dorothy B. Martin and Robin B. Martin, siblings. Regional Group Inc. is parent of Sharon Broadcasting and is licensee of WRS(AM)-WAAL(FM) Binghamton, NY and WKTH(AM)-WGRD(FM) Grand Rapids, MI. Action March 27.

■ **WFIL(TV)** Florence, SC (BAPCT900221KF; ch. 21; 5,000 kw-V; ant. 1,989 ft.)—Granted app. of assignment of license from Magara Communications Corp to Tri-Star Communications for \$124,700. Seller is headed by Dorothy Aranda and has no other broadcast interests. Buyer is headed by C. Lenoir Sturkie and Paul Creel, and has no other broadcast interests. Action April 30.

■ **WJZM(AM)** Clarksville, TN (BAL900227EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Radio Station WJZM to WJZM Inc. for \$210,000. Seller is headed by John H. Bailey and Charles Malone and has no other broadcast interests. Buyer is headed by Richard Albright, Dodson Gregory Guinn and Trent C. Knott, and has no other broadcast interests. Action May 7.

■ WENO(AM) Nashville, TN (BAL900216EC: 760 khz; 1 kw-D)—Granted app. of assignment of license from Radio Corp of Nashville to WENO Inc. for \$300,000. Seller is headed by William R. Hunt and has no other broadcast interests. Buyer is owned by Trevecca Nazarene College, which is headed by Homer Adams, and is licensee of WNAZ-FM Nashville, TN. Action May 7.

■ KLCU(FM) Brownfield, TX (BALH900223HF: 103.9 mhz; 3 kw; ant. 320 ft.)—Granted app. of assignment of license from Brownfield Broadcasting Corp. to Southwestern Broadcasting Corp. for \$250,000. Seller is headed by James D. Denison and has no other broadcast interests. Buyer is headed by Thomas Joseph Crane and is licensee of KMUL-AM-FM Muleshoe, TX. Action May 4.

■ KTRH(AM)-KLOL(FM) Houston, TX (AM: BAL891120EB: 740 khz; 50 kw-U; FM: BALH891120EC: 101.1 mhz; 97 kw; ant. 1,425 ft.)—Dismissed app. of assignment of license from Rusk Corp. to Jacor Communications Inc. for \$68.5 million ("Changing Hands," Nov. 20). Purchase also includes KSMQ(FM) Seguin (San Antonio), Tex. Seller is headed by Jay Jones and also owns KWES(FM) Odessa, TX. Buyer is headed by Terry Jacobs and Frank Wood and is also licensee of WMJI-FM Cleveland; WGST(AM)-WPCF-FM Atlanta, WLW(AM)-WBEN(FM) Cincinnati; WYHY(FM) Nashville; KOA(AM)-KRFX-FM Denver and WFLA(AM)-WFLZ-FM Tampa, FL. Action April 27.

■ KZHT-FM Provo, UT (BTCH900222GP: 94.9 mhz; 48 kw-V; ant. 853 ft.)—Granted transfer of 85 shares of ownership stock from Adcomm of Great Falls Inc. to Stephen Marriott for \$1,000. See KZTR(AM) Santa Paula and KZTR(FM) Camarillo, both California, above. Action May 1.

■ WXXX-FM South Burlington, VT (BALH900222GQ: 95.3 mhz; 3 kw; ant. 225 ft.)—Granted app. of assignment of license from Atlantic Ventures of Vermont Ltd. to James Broadcasting Co Inc. for \$3.95 million. ("Changing Hands," March 5.) Seller is headed by Steve Dodge who has interests in WRKO(AM)-WROR(FM) Boston, WEZO(AM)-WRMM(FM) Rochester and WAQX(FM) Syracuse, both New York. Buyer is headed by Simon and Paul Goldman, father and son, and is licensee of WVMT-AM Burlington, VT and WJTN(AM)-WWSE(FM) Jamestown, NY. Action April 30.

■ New FM Salem, VA (BAPED891204HZ: 91.3 mhz; 5.369 kw; ant. 903 ft.)—Granted app. of assignment of license from Unity of Roanoke Valley to Positive Alternative Radio Inc. for no financial considerations. Seller is headed by Kathryn A. Rowbotham and has no other broadcast interests. Buyer is headed by Vernon H. and Virginia L. Baker, husband and wife, and has interests in WBZL(AM) Xenia, OH; WKGM(AM) Smithfield, VA; WSGH(AM) Lewisville, WNOW(AM) Mint Hill and WTKG(AM) Wake Forest, all North Carolina; WTGR(AM) Pt. Pleasant, WV; licensee of WPAR-FM Claremont, NC; and holds construction permits for WCLF-FM Culpepper and WCQR-FM Waynesboro, both Virginia. Action April 25.

■ WVAB(AM) Virginia Beach, VA (BAL891292EB: 1550 khz; 5 kw-D)—Granted app. of assignment of license from Willis Broadcasting Corporation to Message Ministry and Management Inc. for \$150,000. Seller is owned by L.E. Willis (see WVAB[AM] above). Buyer is headed by Ronnie D. Joyner and has no other broadcast interests. Action April 27.

■ KBAM(AM) Longview, WA (BTC900122EC: 1270 khz; 5 kw-D)—Granted app. of assignment of license from Nancy L. Kynaston, executrix, to Howard T. Kynaston for \$166,719. Sale is transfer of shares between stockholders of Armak Broadcasting Inc., licensee of KBAM(AM). Seller is executrix for her father, Arne G. Peterson, deceased. Buyer is headed by Howard T. and Nancy L. Kynaston, husband and wife, Robert Muchow, Harold L. Mahne and Maurine Peterson, wife of Arne G. Peterson. Action May 3.

■ WBES(FM) Dunbar, WV (BAPH900301GX: 94.5 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Mills Broadcasting Inc. to Thomas Communications Corp. for \$1.1 million. Seller is headed by Donald Mills and holds CP for WXXI(FM) New Salem, WV. Buyer is headed by Wayne and Patricia Thomas, husband and wife, her parents Pat and Helen Hamilton, and Philip D. Mooney, and has interests in WETS(AM)-WATQ(FM) New Martinsville, WKKW(FM) Clarksburg and WCEF(FM) Ripley, all West Virginia. Action May 1.

■ WTCR(AM) Kenova and WTCR(FM) Huntington, both West Virginia (AM: BAL900208HV: 1420 khz; 5 kw-D, 500 w-N; FM: BALH900208HW: 103.3 mhz; 50 kw; ant. 490 ft.)—Granted app. of assignment of license from CRB of Kentucky Inc. to Alpine Media Inc. for \$7.65 million. Seller is headed by Edward G. Rogoff and has interests in WAEB-AM-FM Allentown, PA; WJBR-AM-FM Wilmington, DE; WZZR(FM) Stuart, FL; WFAA-AM-FM

White Plains, NY, and WNLK(AM)-WEFX(FM) Norwalk, CT. Buyer is headed by Michael and Norma Nigris, husband and wife, Dean Landsman, and Kathleen P. McCarthy, and is proposed assignee of WBZA(AM) Glens Falls and WAYI-FM Hudson Falls, both New York. Norma Nigris owns 100% of Alpine. Action April 19.

■ KYXE(AM) Selah and KHYT(FM) Toppenish, both Washington (AM: BAL900301EB: 1020 khz; 5 kw-D, 500 w-N; FM: BALH900301EC: 92.9 mhz; 21.4 kw; ant. 750 ft.)—Granted app. of assignment of license from Sunshine Valley Inc. to Tad Broadcasting Inc. for no financial considerations. Tad Broadcasting has replaced Bank of California as lender and is declaring Sunshine Valley in default. Seller is headed by Martin Hamstra and has no other broadcast interests. Buyer is headed by Donald Thienberg and has no other broadcast interests. Action April 30.

■ WBZN-AM-FM Racine, WI (AM: BAL891221ED: 1460 khz; 500 w-D; FM: BALH891221EE: 100.7 mhz; 50 kw; ant. 500 ft.)—Granted app. of assignment of license from Adams Radio of Milwaukee to Three Chiefs Company Inc. for \$3,500,000. Seller is headed by Stephen Adams who owns 14 radio and 11 TV stations. Buyer is headed by Ragan A. Henry, who through various companies is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clemens, MI; WMXB(FM) Richmond, VA; WFIN-AM-FM Baltimore, and WXTR(FM) Marlow Heights, both Maryland; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WJOS-AM-FM Columbia, SC; KCCV(AM) Independence, MO; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJOJ(FM) Conroe, TX, and WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both Virginia. He also has interest in WHYI-FM Philadelphia; WHYI-TV Wilmington, DE, and WGER-FM Saginaw, MI. Action April 23.

New Stations

Applications

■ Chatom, AL (BPH900315MH)—Larry A. Payne seeks 106.1 mhz; 18.165 kw; ant. 380 ft. Address: 230 Shallowford Dr., Gainesville, GA 30501. Payne has no other broadcast interests. Filed March 15.

■ Chatom, AL (BPH900314MM)—Hap-Hazard Broadcast Co. seeks 106.1 mhz; 25 kw. Address: P.O. Box 1479, Cross City, FL 32628. Principal is headed by Charles A. Esposito, and has no other broadcast interests. Filed March 14.

■ Fruithurst, AL (BPED900301MF)—Steven L. Gradick seeks 102.7 mhz; 6 kw; ant. 328 ft. Address: P.O. Box 32, 12 First Ave. W. Fruithurst, AL. Gradick owns 100% of WKNG Inc., licensee of WKNG(AM) Tallapoosa, GA. Filed March 11.

■ Fruithurst, AL (BPH900301MG)—Evergreen Communications Co. seeks 102.7 mhz; 3 kw; ant. 347 ft. Address: 705 N. Main St., Roanoke, AL 36274. Principal is headed by James C. and Kay C. Vice, who have interest in Eagle's Nest Inc., licensee of WELR-AM-FM Roanoke, AL. Filed March 11.

■ Georgiana, AL (BPH900329MN)—Sharon A. Seifert seeks 107.7 mhz; 6 kw; ant. 328 ft. Address: 4755 White Willow Ln., Orlando, FL 32808. Seifert has no other broadcast interests. Filed March 29.

■ Prescott, AZ (BPED900416)—Grand Canyon Broadcasters Inc. seeks 90.9 mhz; 55 kw; ant. 2,486 ft. Address: P.O. Box 11274, Phoenix, AZ 85061. Principal is headed by John Ferree Jr., James B. Thweatt, Jere J. Brommer, Leland Shaffner and Herman J. Gebert, who have interest in Christian Communications Inc., licensee of KHEP(AM) Phoenix, AZ. Filed April 16.

■ Indio, CA (BPED900328ME)—Santa Monica Community College seeks 89.3 mhz; 775 kw; ant. 590 ft. Address: 1900 Pico Blvd., Santa Monica, CA 90405. Principal is headed by Pat Nicholson, Blayden Boyle, James M. Bambrick, Fred L. Beteta, Carolyn Curry, Ilona Katz, Colin Petrie and Richard Moore, and operates KCRW-FM Santa Monica, CA. Filed March 28.

■ Magalia, CA (BPED900315MF)—Educational Media Foundation Inc. seeks 88.3 mhz; 1.45 kw; ant. 1,184 ft. Address: 2290 Airport Blvd., Santa Rosa, CA 95403. Principal is headed by K. Richard Jenkins, Edward Skultety, Thomas McCarthy, Carole Garvin and Dick Swain, and is licensee of KLVPR(FM) Santa Rosa, CA. Filed March 15.

■ Victorville, CA (BPED900417MD)—Shepherd Communications Inc. seeks 89.5 mhz; 1.25 kw; ant. 1,410 ft. Address: P.O. Box 1000 Yucaipa, CA 92399. Principal is headed by David Ferrier, Jon Fugler, Bruce Hibma, Walter Linn, Nancy Fugler, Eric Show, William Kimball and Richard Scott, and has no other broadcast interests. Filed April 17.

■ Christiana, DE (BP900405BZ)—Steven Hare seeks 870 khz. Address: P.O. Box 372 Wilmington, DE 19899. Hare has no other broadcast interests. Filed April 5.

■ St. Augustine, FL (BPED900423MA)—Ocala Radio Ministries Inc. seeks 91.9 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 2, Ramey, PR 00604. Principal is headed by Noe Chaparro, Evelyn Chaparro and Epifanio Dueno, and has no other broadcast interests. Filed April 23.

■ Cedartown, GA (BPED900315MG)—Immanuel Educational Broadcasting Inc. seeks 88.3 mhz; 6 kw; ant. 328 ft. Address: 206 Main St., Cartersville, GA 30120. Principal is headed by Ed Tuten, Brian Barnett, Jane Tuten, Wayne Cline, Terry Elrod, Alan Harris, Debbie Turner and Garner Wilkins Jr., and is licensee of WCCV(FM) Cartersville, GA. Filed March 15.

■ Coosa, GA (BPH900226MC)—Donald L. Jones seeks 95.3 mhz; 485 kw; ant. 767 ft. Address: 3017 Piedmont Rd. NE, Suite 200, Atlanta, GA 30305. Jones has interest in CPs for LPTVs in Daytona Beach, Cocoa Beach, Titusville and Sebastian, all Florida, and has interest in WNNQ(AM) Ashburn and WNNQ(AM) Austell, both Georgia. Filed Feb. 26.

■ Coosa, GA (BPH900226MD)—Jean M. Gradick seeks 95.3 mhz; 3 kw; ant. 328 ft. Address: 32 Saddle Mountain Rd., Rome, GA 30161. Gradick has no other broadcast interests. Filed Feb. 26.

■ Coosa, GA (BPH900226ME)—Screaming Eagle Communications Inc. seeks 95.3 mhz; .55 kw; ant. 767 ft. Address: 2180 Lyons Bridge Rd. SW, Cave Spring, GA 30124. Principal is headed by Jon R. Ware II, Wade C. Hoyt Jr., Dudley B. Magruder Jr., Joseph M. Seigler Jr. and Karl M. Kothe, and has no other broadcast interests. Filed Feb. 26.

■ Haiku, HI (BP900405BY)—Latitude 21 Broadcasting seeks 1570 khz. Address: 490 Ulumalu Rd., Haiku, HI 96708. Principal is headed by Richard Lee Miller and has no other broadcast interests. Filed April 5.

■ Volcano, HI (BPH900220MK)—Mary Miho-Finley seeks 107.7 mhz; 3 kw. Address: P.O. Box 367 Volcano, HI 96785. Miho-Finley has no other broadcast interests. Filed Feb. 20.

■ Volcano, HI (BPH900221MG)—Trader Broadcasting Ltd. seeks 107.7 mhz; 4.5 kw; ant. 373 ft. Address: 14 Furneaux Ln., Hilo, HI 96720. Principal is headed by Gustave D. Forsythe, Daniel Breverman, Michael Sirkis and Robin Rothschild. Rothschild is 89% owner of WVAY-FM Wilmington, VT. Filed Feb. 21.

■ American Falls, ID (BPH900319ML)—Jerome J. Dobson, Carolyn M. Goss, Neil A. Rones and Luann C. Dahl seeks 104.1 mhz; 3 kw; ant. 328 ft. Address: 906 Olive, suite 9800, St. Louis, MO 63101. Rones holds 1% of Clayton Communications Inc., licensee of KKBB(FM) Shafter, CA. Filed March 19.

■ Howe, IN (BPED900413MJ)—Howe Military School seeks 89.7 mhz; .10 kw. Address: Academy Pl., Howe, IN 46746. Principal is headed by Brenn E. Arkle, Raymond J. Boaks, Lawrence F. Bouton, Francis C. Gray, Fred M. Greenwood, Charles E. Gross, Todd W. Herrick, Thomas A. Gerow, Kenneth G. Herrick, H. David Houser, Jack W. Impey, John W. Kirsch, Thomas S. Merritt, Gordon J. McMullen Jr., Thomas L. Parker, Tavis W. Pearce Jr., Edgar M. Perrott, John C. Peterson, Melvin L. Vulgamore and John C. Wattles, and has no other broadcast interests. Filed April 13.

■ Bloomington, IN (BPED900416MA)—Bloomington Community Radio Inc. seeks 91.3 mhz; 1.2 kw. Address: P.O. Box 1973, Bloomington, IN 47402. Principal is headed by Brian Kearney, Jeffrey Morris and Richard Fish, and has no other broadcast interests. Filed April 16.

■ Calvert City, KY (BPH900308MI)—Kean R. and Linda S. McKinney seeks 95.7 mhz; 3 kw; ant. 328 ft. Address: Rte. 3, Box 228, Calvert City, KY 42029. McKinneys have no other broadcast interests. Filed March 8.

■ Calvert City, KY (BPH900308MJ)—Stice Communications Inc. seeks 95.7 mhz; 3 kw; ant. 328 ft. Address: 647 Main St., Calvert City, KY 42029. Principal is headed by Dwayne L. Stice, King C. Stice, Dorris L. Stice, Elizabeth E. Stice and Stanley K. Walton, and has no other broadcast interests. Filed March 8.

■ Madisonville, KY (BPH900220MI)—Conev Communications Inc. seeks 106.9 mhz; 6 kw; ant. 328 ft. Address: 1042 W. Center St., Madisonville, KY 42431. Principal is headed by Dwayne Evans, William M. Cox, Kim L. Nelson and W. Logan Calvert, and has no other broadcast interests. Filed Feb. 20.

■ Madisonville, KY (BPH900220MJ)—Madisonville Media seeks 106.9 mhz; 6 kw; ant. 328 ft. Address: 265 S. Main St., Madisonville, KY 42431. Principal is headed by Conway M. Smith, who has 60% interest in Hopkins County Broadcasters, licensee of WTTL(AM) Madisonville, KY. Filed Feb. 20.

■ Marion, KY (BPH900329MH)—Crittenden County Broadcasting Co. seeks 102.7 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 68, Marion, KY 42064. Principal is headed by Samuel L. Crawley, George Patmor, Janie Crawley Killian, S.D.W. Crawley Jr. and James B. Crawley Jr., and has no other broadcast interests. Filed March 29.

■ Buras, LA (BPED900417MM)—Deep Delta Radio Inc. seeks 91.9 mhz; 3 kw. Address: P.O. Box 1307, Buras, LA 70041. Principal is headed by Maxwell E. Latham Jr., Rhonda Latham and Walter B. Latham. Maxwell E. Latham Jr. is director of Dry Prong Educational Broadcasting Foundation, licensee of noncommercial KVDP(FM) Dry Prong, LA. Filed April 17.

■ Manistee, MI (BPH900410MH)—American Broadcast Financial Corp. seeks 107.9 mhz; 3 kw. Address: 4359 S. Howell Ave., #106, Milwaukee, WI 53207. Principal is headed by Patrick L. and Jennifer A. Lopeman. Patrick L. Lopeman is permittee of WZUU(FM) Galva, IL. Filed April 10.

■ Cloquet, MN (BPH900315MI)—WCLK Inc. seeks 96.5 mhz; 6 kw; ant. 328 ft. Address: 15 Tenth St., Cloquet, MN 55720. Principal is headed by John E. Carl, Larry P. Lund, Brent L. Slay and Robert H. Seldon. Carl is 33.34% stockholder of WCLK Inc., licensee of WCLK(AM) Cloquet, MN; 33.33% stockholder of Dare Radio Inc., licensee of KERE(AM) Atchinson, KS; 74.36% owner of KCOB-KLVN Inc., licensee of KCOB(AM)-KLVN(FM) Newton, IA. Lund is 18.18% stockholder of WCLK Inc. Seldon is 24.24% stockholder of WCLK Inc.; 24.24% stockholder of Dare Radio Inc. Filed March 15.

■ Lutesville, MO (BPH900306MK)—Lutesville Broadcasting Inc. seeks 105.1 mhz; 1.75 kw; ant. 426 ft. Address: P.O. Box 855, Ironwood Dr., Mayfield, KY 42066. Principal is headed by Gary and Michele Kidd, husband and wife, Roth Stratton and Charles W. Stratton. Kidds each own 50% of WMOK Inc., licensee of WMOK(AM) Metropolis, IL, and each own 50% of WKDZ Inc., licensee of WKDZ(AM)-WBZD(FM) Cadiz, KY. Charles Stratton is president and owns 33.3% of West Kentucky Broadcasting Co., licensee of WNGO(AM)-WXID(FM) Mayfield, KY. Filed March 6.

■ Hanover, NH (BPED900403MF)—Granite State Public Radio Inc. seeks 91.3 mhz; 1.5 kw; ant. 1,239 ft. Address: 26 Pleasant St., Concord, NH 03301. Principal is headed by Margaret O. Cain, Edward Kaplan, Kirk B. Leoni and Ellie Porter, and owns WEVO-FM Concord, NH. Filed April 3.

■ Lansing, NY (BP900405BX)—Romar Communications Inc. seeks 1270 khz. Address: 175 Gray Rd., Ithaca, NY 14850. Principal is headed by Robert A. and Marcia E. Lynch, and has no other broadcast interests. Filed April 5.

■ Potsdam, NY (BPED900402MJ)—University Communications seeks 91.9 mhz; 110 kw. Address: Box 5535, Snell Hall, Potsdam, NY 13699. Principal is headed by Clarkson University Board of Directors, which is headed by Gordon W. Babcock, John P. Campbell, Renso L. Caporali, Bayard D. Clarkson, Edmund M. Davis, Nicholas M. Donofrio, Thomas H. Dooley, Richard Dulude, Frederick W. Garry and A. Beecher Greenman, and has no other broadcast interests. Filed April 2.

■ Warsaw, NY (BPED900405)—Family Life Ministries Radio Inc. seeks 88.3 mhz; 7 kw; ant. 492 ft. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is headed by Richard M. Snavely, Rick Snavely, Charles Alsheimer, Levi Weaver, Lee Ryan and Bob Burdick, and is licensee of WCIC-FM New York; is permittee of noncommercial WCIF(FM) Elmira, WCID(FM) Friendship and WCII(FM) Spencer, all New York. Filed April 5.

■ Brockway, PA (BP900328AE)—Tri-County Broadcasters seeks 800 khz. Address: 611 W. Cliveden St., Philadelphia, PA 19119. Principal is headed by Mark Graves and has no other broadcast interests. Filed March 28.

■ Giddings, TX (BP900405CA)—Radio Lee County seeks 1600 khz. Address: P.O. Box 78716, Austin, TX 78716. Principal is headed by Paul M. Jamar, William M. Jamar Jr., and is licensee of KGID(FM) Giddings, TX. William Jamar has 50.5% interest in Brown County Broadcasting Co., licensee of KBWD(AM)-KXOE(FM) Brownwood, TX; has 10% interest in Snyder Broadcasting Co., licensee of KSNY(AM) Snyder, TX; is 100% shareholder of KFIT Inc., licensee of KFIT(AM) Lockhart, TX; and has interest in KCRM Broadcasting, licensee of KCRM(FM) Cameron, TX. Paul Jamar has interest in Brown County Broadcasting Co. and KCRM Broadcasting. Filed April 5.

■ Levelland, TX (BPED900402MI)—South Plains College seeks 91.7 mhz; 20 kw. Address: 1401 College Ave., Levelland, TX 79336. Principal is headed by Johnnie Keen, Mike Box, Larry Beseda, G.F. Poage, Charles W. Miller, Nathan Tubb and Alton C. Pettiet, and has no other broadcast interests. Filed April 2.

■ Colonial Heights, TN (BPH900220MM)—Murray Com-

munications seeks 105.9 mhz; 6 kw; ant. 328 ft. Address: 1028 Woodstone Dr., Colonial Heights, TN 37663. Principal is headed by David T. and Martha R. Murray, and has no other broadcast interests. Filed Feb. 22.

■ Colonial Heights, TN (BPH900220MN)—Evelyn Holt Parker seeks 105.9 mhz; 1.31 kw; ant. 688 ft. Address: 428 Highridge Rd., Kingsport, TN 37660. Parker has no other broadcast interests. Filed Feb. 20.

■ Colonial Heights, TN (BPH900220MO)—Sullivan County Broadcasting Inc. seeks 105.9 mhz; 583 kw; ant. 1,020 ft. Address: Rte. 3, Misty Waters, Apt. A-1, Blountville, TN. Principal is headed by Robert I. and Dorothy H. Ratcliff, Cecil R. Bishop, Norman J. Sobel, Joe W. Wimberly, Charles P. Duke IV, Howard Dorton, Alec P. Looney, William T. Taff, Barry Walton and Wiley E. Ring III, and has no other broadcast interests. Filed Feb. 20.

■ Colonial Heights, TN (BPH900220MP)—Colonial Broadcast Systems Inc. seeks 105.9 mhz; 738 kw; ant. 227 m. Address: 124 Bloomingdale Pike B-15, Kingsport, TN 37660. Principal is headed by H. Lee Harmon, Barry Taylor, J.L. Harmon and Brenda Lawson, and has no other broadcast interests. Filed Feb. 20.

■ Newport, TN (BPH900222MP)—WLK Inc. seeks 92.9 mhz; 6 kw. Address: P.O. Box 340, Lenoir City, TN 37771. Principal is headed by Arthur Wilkerson, Dwight D. Wilkerson and Joanne Greenway, and is licensee of WLK(AM) Newport, TN. Arthur Wilkerson is president and 100% stockholder of WLIL Inc., licensee of WLIL-AM-FM Lenoir City, TN, and WLJ(AM) Shelbyville, TN. Filed Feb. 22.

■ Newport, TN (BPH900222MQ)—W.N.P.C. Inc. seeks 92.9 mhz; 6 kw; ant. 328 ft. Address: 1308 Graham St., Newport, TN 37821. Principal is headed by C. Wayne Harris and Johnny Sue Wilds, and is licensee of WNPC(AM) Newport, TN. Filed Feb. 22.

■ Salt Lake City, UT (BPED900321MF)—Community Wireless of Park City Inc. seeks 95.3 mhz; 55 kw; ant. 767 ft. Address: 2180 Lyons Bridge Rd., SW, Cave Spring, GA 30124. Principal is headed by Jon R. Ware II, Wade C. Hoyt Jr., Dudley B. Magruder Jr., Joseph M. Seigler Jr. and Karl M. Kothe, and has no other broadcast interests. Filed Feb. 26.

Actions

■ Attalla, AL (BPH900122NC)—Dismissed app. of T.C. Monte Inc. for 102.9 mhz; 3 kw H&V; ant. 328 ft. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood, and has no other broadcast interests. Action April 27.

■ Lowell, AR (BPH871105MC)—Granted app. of Douglas R. and Pamela K. Whitman for 101.9 mhz; 50 kw H&V; 492 ft. Address: 2640 Sharon St., Fayetteville, AR 72703. Whitmans have no other broadcast interests. Action April 24.

■ Bayside, CA (BPED880708MC)—Dismissed app. of Community of Humboldt Educational Enhancement Radio Service for 91.5 mhz; 500 w. Address: 2803 Greenwood Heights Rd., Kneeland, CA 95549. Principal is headed by Monica L. Olsen, and has no other broadcast interests. Action May 3.

■ Essex, CA (BPH900201MI)—Returned app. of Ruben Ramirez for 98.9 mhz; 32.7 watts; ant. 587 ft. Address: 25151 Frank St., Barstow, CA 92311. Ramirez has no other broadcast interests. Action May 7.

■ White City, FL (BPH890914NR)—Returned app. of White City Communications Inc. for 104.7 mhz; 3 kw. Address: 3733 University Blvd. W., #114, Jacksonville, FL 32217. Principal is headed by George R. Reed, James L. Brewer and James L. Clemons. Brewer owns 16% of Jetcom Inc., licensee of WJTT-FM Red Bank, TN. Brewer is 25% stockholder of Brewer Broadcasting Corp., licensee of WTOT(AM)-WJAQ(FM) Marianna and WDCFIAM) Dade City, both Florida; WHON(AM) Centerville and WQLK(FM) Richmond, both Indiana. Clemons is 37% owner of Jetcom Inc.

■ Coosa, GA (BPH900226MB)—Dismissed app. of T.C. Monte Inc. for 95.3 mhz; 329 kw; ant. 298 m. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood, and has no other broadcast interests. Action April 27.

■ Princeville, HI (BP890313AD)—Granted app. of North Shore Radio Inc. for 630 khz. Address: 435 South Lafayette Park Place, Suite 105, Los Angeles, CA 90057. Principal is headed by Iris E. Lindstedt, Charles Carrell, Forrest Ramos, Judith A. Ramos, Newton Bellis and Rita Bellis, and has no other broadcast interests. Action May 7.

■ Volcano, HI (BPH900220MH)—Dismissed app. of T.C. Monte Inc. for 107.7 mhz; 6 kw; ant. 328 ft. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Prin-

cipal is headed by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood, and has no other broadcast interests. Action April 27.

■ Santa Claus, IN (BPH900108NY)—Dismissed app. of T.C. Monte Inc. for 103.3 mhz; m. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood, and has no other broadcast interests. Action April 27.

■ Nashville, IN (BPH891012MZ)—Returned app. of Jacqueline D. Watson for 95.1 mhz; 3 kw. Address: R.R. #6, Box 203, Columbus, IN 47201. Watson has no other broadcast interests. Action May 3.

■ Sioux Rapids, IA (BPH880630MB)—Granted app. of Donald A. Swanson for 102.9 mhz; 50 kw H&V; 492 ft. Address: Box 102-A, Rte. 2, Sioux City, IA 51106. Swanson is licensee of KTFM(FM) Sioux City, IA, and KVSR(AM) Rapid City, SD, and is permittee of KTFJ(AM) Dakota City, NE. Action April 3.

■ Sioux Rapids, IA (BPH880701MG)—Dismissed app. of Sioux Rapids Communicators for 102.9 mhz; 50 kw; 492 ft. Address: 1620 Hiawatha Trail, Sioux City, IA 51104. Principal is headed by C. Kenneth Kjeldseth, and has no other broadcast interests. Action May 3.

■ Milbridge, ME (BPH880810MQ)—Granted app. of Henry Chausse for 93.7 mhz; 50 kw; 492 ft. Address: 105 Main St., Machias, ME 04654. Chausse has no other broadcast interests. Action April 27.

■ Grand Rapids, MI (BPH860507PT)—Granted app. of Haith Broadcasting Corp. for 98.9 mhz; 3 kw; ant. 1,075 ft. Address: 2511 Normandy Dr. SE, Grand Rapids, MI 49506. Principal is headed by Lynda Haith and Lanita R. Haith, and has no other broadcast interests. Action April 30.

■ Cloquet, MN (BPH900315ME)—Dismissed app. of T.C. Monte Inc. for 96.5 mhz; 6 kw; ant. 328 ft. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood, and has no other broadcast interests. Action April 27.

■ Great Falls, MT (BPH890313MW)—Dismissed app. of T.C. Monte Inc. for 107.3 mhz; 100 kw; ant. 300 m. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood, and has no other broadcast interests. Action April 27.

■ Hubbard, OH (BPH900122MZ)—Dismissed app. of T.C. Monte Inc. for 101.9 mhz; 3 kw H&V; 328 ft. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood, and has no other broadcast interests. Action April 27.

■ Colonial Heights, TN (BPH900220ML)—Dismissed app. of T.C. Monte Inc. for 105.9 mhz; 6 kw; ant. 328 ft. Address: 2500 Cincinnati Commerce Center, Cincinnati, OH 45202. Principal is headed by Benjamin L. Homel, Robert L. Lawrence, and Frank E. Wood, and has no other broadcast interests. Action April 27.

■ Littlefield, TX (BPH890123MS)—Granted app. of Stebbins Broadcasting Co. for 95.5 mhz; 3 kw; ant. 328 ft. Address: Box 192, Littlefield, TX 79339. Principal is headed by Dave and Janet Lee Stebbins, husband and wife. Dave Stebbins is licensee of KZZN(AM) Littlefield, TX. Janet Lee Stebbins is sales manager of KZZN(AM) Littlefield, TX. Stebbins will sever all ties and relationships with KZZN(AM) as result of action. Action May 7.

■ Galax, VA (BPED861229MB)—Granted app. of Golden Rule Organization Workshop Inc. for 91.1 mhz; 1 kw; 495 ft. Address: 201 Progress St., Blacksburg, VA 24060. Principal is headed by Virginia L. Baker, Vemon H. Baker and Larry C. Cobb. Bakers have interest in Virginia-West Virginia Community Radio Inc. which has been granted new FM in Bluefield, WV (see below). Action May 3.

■ Bluefield, WV (BPED860509ME)—Granted app. of Virginia-West Virginia Community Radio Inc. for 90.9 mhz; 1 kw; ant. 1,135 ft. Address: P.O. Box 889, Blacksburg, VA 24060. Principal is headed by Virginia L. Baker and Vemon H. Baker, who have interest in Golden Rule Organization Workshop Inc. which has been granted new FM in Galax, VA (see above). Action May 3.

Facilities Changes

Applications AM's

■ Black Canyon City, AZ KUET(AM) 710 khz—April 5 application for mod. of CP (BP8700330AL) to add night

service with 4.2 kw and make changes in ant. system.

- Apple Valley, CA KITH(AM) 1550 khz—April 5 application for mod. of CP (BP860405AF) to increase day power to 5 kw and make changes in ant. system.
- Burbank, CA KRCK(AM) 1500 khz—April 5 application for mod. of CP (BP20111) to make changes in ant. system.
- Carmel Valley, CA KPUP(AM) 540 khz—April 5 application for CP to increase day power to 50 kw and make changes in ant. system.
- Pomona, CA KTSJ(AM) 1220 khz—May 4 application resubmitted nunc pro tunc: for mod. of CP (BP870105AB) to increase day power to 930 watts and make changes in ant. system.
- Rancho Mirage, CA KCPC(AM) 1200 khz—April 5 application for mod. of CP (BP811015AC as Mod) to make changes in ant. system and change TL: 3.9 km NW of Ramon Rd. on Varner Rd., Thousand Palms, CA 33 50 35N 116 25 39W.
- Soledad, CA KSUR(AM) 700 khz—March 23 application for CP to increase night power to 700 watts and day power to 2,500 watts.
- Thousand Oaks, CA KMDY(AM) 850 khz—April 5 application for CP to increase power to 1 kw night, 50 kw day and make changes in ant. system.
- Brush, CO KKGZ(AM) 1010 khz—April 5 application for CP to increase daytime power to 10 kw and 5 kw-CH.
- Englewood, CO KRZN(AM) 1150 khz—April 3 application for mod. of CP (BP870908AE) to make changes in ant. system.
- Fort Collins, CO KCOL(AM) 1410 khz—April 5 application for mod. of CP (870624AB) to increase power to 5 kw; make changes in ant. system; change TL: to approximately .5 km S. of E. Prospect St., along Cache La Poudre River, Fort Collins, CO; 40 33 45N 10 01 18W.
- Cypress Gardens, FL WGTO(AM) 540 khz—April 5 application for mod. of CP (BP880706AB) to make changes in ant. system and modify daytime and nighttime standard radiation pattern.
- Deerfield Beach, FL WJNO(AM) 1230 khz—April 5 application for CP to make changes in ant. system.
- Fort Myers, FL WCRM(AM) 1350 khz—April 5 application for CP to increase day power to 5 kw.
- Jacksonville, FL WOKV(AM) 600 khz—April 5 application for CP to modify nighttime directional pattern.
- Jacksonville, FL WPDQ(AM) 690 khz—April 5 application for CP to change day TL: at site of station WQBR(AM) Atlantic Beach, FL and Rte. 10, Jacksonville, FL; 30 19 29N 81 25 48W.
- Naples, FL WNOG(AM) 1270 khz—April 5 application for mod. of CP (BP890426AE as Mod) to change ant. system and change daytime site 1.1 miles S. of Hwy. 846 (Imkokalle Rd.) and .8 mile E. of Hwy. 951, Naples, FL; 26 15 26N 81 40 33W.
- Oviedo, FL WCAG(AM) 1030 khz—April 5 application for mod. of CP (BP870629AJ) to change TL: 2 km E. of Oviedo, FL and S. of State Rte. #426 and make changes in ant. system 28 40 31N 81 10 01W.
- Atlanta, GA WAEC(AM) 860 khz—April 5 application for mod. of CP (BP891101AD as Mod) to make changes in ant. system and change TL: Fayetteville Rd. at Graham Circle, .2 km W. of Atlanta City limits, Atlanta, GA; 33 43 45N 84 19 19W.
- Hilo, HI KIPA(AM) 620 khz—April 5 application for CP to increase power to 10 kw.
- Honolulu, HI KAIM(AM) 870 khz—April 5 application for CP to make changes in ant. system ant. change TL: 3.7 km on bearing of 73 degrees from intersection of H-2 at Mililani, HI; 21 28 41N 157 58 23W.
- Wallace, ID KWAL(AM) 620 khz—April 4 application for CP to increase day power to 5 kw.
- Huntington, IN WPDJ(AM) 1300 khz—April 5 application for CP to reduce power to 250 watts and make change in ant. system.
- Florence, KY WMLX(AM) 1180 khz—April 5 application for major amendment to increase proposed day power to 10 kw (05BW).
- Houlton, ME WHOU(AM) 1340 khz—April 3 application for CP to make changes in ant. system and change TL: approximately 1 mile W. of Houlton, ME; 46 07 19N 67 51 53W.
- Gaithersburg, MD WMET(AM) 1150 khz—April 5 application for mod. of CP (BP24AB) to add augmentation to daytime standard radiation pattern.
- Leicester, MA WVNE(AM) 760 khz—April 5 application for mod. of CP (BP881003AD) to increase day power to 10 kw day, 9.2 kw-CH; make changes in ant. system and change TL: to Town Farm Rd. NR intersection of Donovan

Rd., N. Brookfield, MA; 42 14 57N 72 04 41W.

- Middleborough Center, MA WCEG(AM) 1530 khz—April 5 application for mod. of CP (BP880812AC) to increase power to 1 kw.
- Zeeland, MI WBWX(AM) 640 khz—April 5 application for mod. of CP (BP810330AG) to change city of license to Merrillville, IN; make changes in ant. system and change TL: to corner Whitcomb St. and Rte. 30, Merrillville, IN; 87 22 52N 41 28 10W.
- Minneapolis, MN KTCJ(AM) 690 khz—April 27 application resubmitted nunc pro tunc: for CP to add night service with 500 watts; increase day power to 1,500 watts; make changes in ant. system and change TL: to 10.7 km E. of Rosemount, MN; 44 44 58N 92 59 35W.
- Columbus, MS WJWF(AM) 1400 khz—April 5 application for CP to change freq: 860 khz.
- Fulton, MS WFTO(AM) 1330 khz—April 5 application for CP to change freq: 900 khz; and reduce power to 3,000 watts.
- Yazoo City, MS WAZF(AM) 1230 khz—April 5 application for CP to make changes in ant. system and change TL: 1.9 km Yazoo City, MS; 32 52 00N 90 23 28W.
- Perryville, MO KRAA(AM) 106.7 mhz—March 14 application for mod. of CP (BP8861124MK) to change ERP: 1.606 kw H&V; ant.: 189.9 m H&V; TL: 11.5 km SW of Perryville on Hwy. 51, then 1.8 km E. of County Rd. 603.
- Bellevue, NE KKR(AM) 1180 khz—April 5 application for CP to increase day power to 25 kw.
- Newport, NH WNTK(AM) 1020 khz—April 5 application for CP to increase power to 10 kw and make changes in ant. system.
- Newark, NJ WSKQ(AM) 620 khz—April 5 application for CP to make changes in ant. system and change TL: site is bounded by Hackensack River, Berrys Creek, NJ. Turnpike & Conrail RR tracks, Rutherford, NJ; 40 47 22N 74 05 10W.
- Pleasantville, NJ WONDA(AM) 1400 khz—April 3 application for mod. of CP (BP870625AB) to increase day power to 1 kw.
- Seaside Park, NJ WJNO(AM) 1550 khz—April 5 application for mod. of CP (BP89010AF) to change city of license to Toms River, NJ; reduce power to 3 kw night; 6 kw day; make changes in ant. system and change TL: to Hwy. 37 approximately 1 km SSW of Pine Lake Park, NJ; 39 59 15N 74 16 07W.
- Vineland, NJ WWBZ(AM) 1360 khz—April 4 application for mod. of CP (BP871005AG) to change city of license to Washington Township, NJ; increase day power to 5 kw; make changes in ant. system and change TL: to Kingsley Landfill Rte. 41, Deptford, NJ; 39 47 24N 75 06 04W.
- New York, NY WMCA(AM) 570 khz—April 5 application for mod. of CP (BP05CB) to make changes in ant. system and modify daytime DA pattern.
- Champlain, NY WCHP(AM) 760 khz—April 5 application for CP to add night service with 230 watts.
- New York, NY WADO(AM) 1280 khz—April 5 application for CP to increase power to 50 kw and make changes in ant. system.
- New York, NY WLIB(AM) 1190 khz—April 5 application for CP to change hours of operation to unlimited by adding night service with 5 kw on freq: 1200 khz (remain on 1190 khz during day) and make changes in ant. system.
- New York, NY WMCA(AM) 570 khz—April 5 application for CP to increase power to 30 kw night, 50 kw day and make changes in ant. system.
- Trumansburg, NY WPIE(AM) 1160 khz—April 5 application for mod. of CP (BP871026AE) to increase day power to 5 kw and night power to 310 watts.
- Black Mountain, NC WFGW(AM) 1010 khz—April 5 application for CP to increase night power to 500 watts day, 19 kw-CH and make changes in ant. system.
- Eden, NC WEDE(AM) 830 khz—April 4 application for CP to increase day power to 5 kw; add night power with 250 watts; make changes in ant. system and change TL: to Bowles Farm, Dick Bowles Rd., 2 miles NW of Eden, NC; 36 32 00N 79 47 50W.
- Lumberton, NC WTSB(AM) 580 khz—April 5 application for CP to make changes in ant. system and change TL: proposed site is located at N315 degrees E. and .68 km from intersection of Rte. 72 and State Rd. 2202 Lumberton, NC; 34 35 15N 78 59 30W.
- Chardon, OH WCDN(AM) 1560 khz—April 5 application for CP to change freq: 870 khz; add night service with 250 watts and make changes in ant. system.
- Oklahoma City, OK KQCV(AM) 800 khz—April 5 application for CP to increase day power to 2.5 kw; add night service with 500 watts; change from non-DA to DA and

change TL: W. side of County Line Rd., .72 km, NNW of intersection of County line Rd. and 59th St., Oklahoma City, OK; 35 24 45N 97 40 26W.

- Doylestown, PA WBUX(AM) 1570 khz—April 5 application for CP to increase night power to 950 watts.
- San Juan, PR WAPA(AM) 680 khz—April 5 application for CP to make changes in ant. system and change TL: .75 mile E. Pajora on Rte. 861 at site of station WVOZ(AM) San Juan, PR; 18 22 18N 66 12 21W.
- San Juan, PR WIAC(AM) 740 khz—April 4 application for CP to reduce night power to 3 kw and make changes in ant. system.
- Charleston, SC WZKG(AM) 1390 khz—April 5 application for CP to make changes in ant. system.
- Collierville, TN WCRV(AM) 640 khz—April 5 application for CP to increase day power to 50 kw and make changes in ant. system.
- Germantown, TN WEZI(AM) 1430 khz—April 5 application for CP to increase day power to 2.8 kw and relocate daytime site to .2 km S. of Mineral Wells, MS and make changes in ant. system 34 59 22N 89 51 45W.
- Lawrenceburg, TN WCMG(AM) 1520 khz—April 4 application for CP to change City of License to Columbia, TN; make changes in ant. system and change TL: to 615 E. End St., Columbia, TN; 35 36 24N 87 01 30W.
- Cypress, TX KYND(AM) 1520 khz—April 5 application for CP to increase power to 3.2 kw (2.8 CH) and make changes in ant. system.
- San Antonio, TX KSLR(AM) 630 khz—April 5 application for CP to make changes in ant. system.
- Waxahachie, TX KBEC(AM) 1390 khz—April 4 application for CP to add night service with 270 watts and change TL: to Waxahachie, TX; 32 26 45N 96 48 15W.
- Alexandria, VA WCPT(AM) 730 khz—April 5 application for CP to increase power to 380 watts and make changes in ant. system.
- Bassett, VA WODY(AM) 900 khz—April 5 application for CP to increase day power to 2 kw day.
- Sumner, WA KFRS(AM) 1560 khz—April 4 application for CP to add night service with 1 kw.
- Green Valley, WV WAMN(AM) 1040 khz—April 5 application for CP to increase day power to 1.43 kw; add night service with 250 watts and make changes in ant. system; change freq: 1050 khz.

FM's

- Brush, CO KKDD(FM) 107.1 mhz—April 2 application for CP to change ERP: 85 kw H&V; ant. 941 ft.; TL: 5.6 km E. of Wiggins, CO. change to class C1 (per docket #88-605).
- Chattahoochee, FL 105.3 mhz—13 application for mod. of CP (BP880601MR) to change ERP: 6 kw H&V; change TL: NNE of Chattahoochee 9 miles (14.5 km).
- Monmouth, IL WMOI(FM) 97.7 mhz—April 9 application for CP to change ERP: 3.36 kw H&V; ant. 439 ft.; change TL: proposed site is S. of Monmouth Rd., 3 km E. of Ormonde Rd., 2.4 km SE of Monmouth, IL.
- Creston, IA KITR(FM) 101.7 mhz—March 29 application for mod. of license to increase ERP: 2.357 kw H&V (pursuant. to docket # 88-375).
- New Hampton, IA KCZE(FM) 95.1 mhz—April 4 application for mod. of CP (BP890104MB) to change ERP: 5.50 kw H&V; and to change TL: off Logan Ave., approximately 2 km SE of New Hampton, IA; 43 02 43N 92 18 06W.
- Spirit Lake, IA KUOO(FM) 103.9 mhz—April 11 application (BPH11B) for CP to change ERP: 50 kw H&V; change ant.: 492 ft.; TL: R.R. 6781, Spirit Lake, IA; class: C2 (per docket-#89-315).
- Emporia, KS KGZF(FM) 99.5 mhz—April 16 application for mod. of CP (BPH890419MC) to change TL: 928 Graphics Arts Rd., Emporia, KS.
- Paris, KY WCOZ(FM) 96.7 mhz—April 9 application for CP to change freq: 96.9 mhz; ERP: 50 kw H&V; change ant.: 492 ft.; class: C2; other: correct coordinates of WCOZ-FM ant. site (per docket #88-31).
- Tompkinsville, KY WTKY-FM 92.1 mhz—April 12 application for CP to change ERP: 6 kw H&V.
- Houlton, ME WHOU-FM 100.1 mhz—April 3 application for CP to change ERP: 3 kw H&V; ant. 328 ft.; change TL: Westford Hill, approximately 9 km S. of Houlton, ME.
- Caro, MI WIDL(FM) 104.9 mhz—April 2 application for CP to change ERP: 6 kw H&V; ant. 320 ft.; change freq: 92.1 mhz (per docket # 89-325).
- St. Cloud, MN KVSC(FM) 88.1 mhz—April 5 application for mod. of CP (BPED861006SZ) to change ERP: 16.5 kw V; change ant. 446 ft.; TL: Hwy. 15, 3 km SW of St.

Cloud, MN; class: C2.

■ Garden City, NY WDRE-FM 92.7 mhz—April 18 petition to deny (BPH9002011J).

■ Plattsburgh, NY 91.9 mhz—April 18 application for mod. of CP (BPED890110MC) to change ERP: .19 kw H&V; change ant. 2,200 ft.; TL: near Avcrill Peak on Lyon Mountain Summit 4.3 SE at 140 degrees of the village of Lyon Mountain, NY.

■ Belpre, OH WNUS(FM) 107.1 mhz—April 3 application for CP to change ERP: 4.2 kw H&V; ant. 300 ft.

■ Millersburg, OH WKLM(FM) 95.3 mhz—April 10 application for CP to install DA pattern.

■ Oakridge, OR KSDC(FM) 92.1 mhz—April 17 application for mod. of CP (BPH860612MA as Mod) to change ERP: 3.1 kw H&V; ant. -816 ft.

■ Rapid City, SD 104.3 mhz—April 12 application for mod. of CP (BPH850712MC) to change ant.: 100 kw H&V; change TL: .35 mile S. of the intersection of Horse Creek & Happy Hollow, approximately .3 mile S. of Rapid City limits; 44 01 50N 103 15 34W; to change freq: 104.1 mhz; and to change class: C1 (per docket #88-540).

■ Hendersonville, TN WQQK(FM) 92.1 mhz—April 12 application for CP to change ERP: 3 kw H&V.

■ Ripon, WI WYUR-FM 95.9 mhz—12 application for CP to change ERP: 3.94 kw H&V.

TV's

■ Jacksonville, FL WJEB-TV ch. 59—April 23 application for mod. of CP (BPET860922KF) to change ERP: 4966 kw (vis); ant. 947 ft.; ant.: AndrewATW30H2-HSP5-9SDA(BT); 30 16 34N 81 33 53W.

■ Venice, FL WBSV-TV ch. 62—March 29 application for

mod. of CP (BPCT840920KF) to change ERP: 4650 kw (vis); ant. 547 ft.; TL: corner of Green Cove Rd. and E. Venice Ave., Venice, FL; ant.: Dielectric Comm.TFU-36-JDAS(BT); 27 06 01N 82 22 18W.

■ Klamath Falls, OR KOTI(TV) ch. 2—March 14 application for CP to change ERP: 85.0 kw (vis).

■ Martin, SD KZSD-TV ch. 8—May 3 application for CP to change ERP: 24.3 DBK269 kw; ant. 869 ft.; change TL: 3 miles S. of Long Valley, SD; 43 26 06N 101 33 14W.

Actions

AM's

■ Jackson, MN KKOJ(AM) 1190 khz—May 1 application (BP891213AD) granted for CP to make changes in ant. system.

■ Winona, MN KAGE(AM) 1380 khz—May 1 application (BP891101AE) granted for CP to increase day power to 4 kw.

■ Nashua, NH 900 khz—April 30 application (BMP890816AD) granted for mod. of CP (BP890816AB as Mod) to make changes in ant. system and change daytime power to .91 kw; change TL: 3.7 km N. of Henri A. Borgeue Hwy. and Manchester St., intersection, Nashua, NH; 42 47 12N 71 28 47W.

■ Cabo Rojo, PR WEKO(AM) 930 khz—May 1 application (BP880526AD) dismissed for CP to increase night power to 4.4 kw.

■ Spartanburg, SC WORD(AM) 910 khz—May 2 application (BP890706AA) granted for CP to reduce power to 890 watts night and 3,600 watts day; change TL: 2.3 km E. of interstate Rte. 26, 10.5 km NW of Spartanburg, SC, and make changes in ant. system 35 01 10N 82 00 36W.

■ Plano, TX KSSA(AM) 1600 khz—May 2 application

(BP900124AE) granted for CP to change synchronous night; change TL: 320 ft. S. of interstate Rte. 35 W. and Missouri Pacific Railroad, Fort Worth, TX; and reduce night power to .215 khz; 32 47 16N 97 19 16W.

FM's

■ Oceanside, CA KGMG-FM(FM) 102.1 mhz—April 27 application (BPH890511IC) dismissed for CP to change ERP: 50.0 kw H&V; ant. ant. 492 ft.; TL: 2310 Rancho Santa Fe Rd., San Marcos, CA.

■ Sacramento, CA KAER(FM) 92.5 mhz—April 27 application (BPH900302IB) granted for CP to build Aux. ERP: 39 kw H&V; ant. 360 ft.; TL: 606 Delano St., Elverta, CA.

■ San Fernando, CA KMGX(FM) 94.3 mhz—May 7 application (BMPH890919IE) granted for CP to change ant.: 112 ft.

■ Castle Rock, CO KYBG(FM) 92.1 mhz—April 27 application (BPH891201IA) dismissed for CP to change ERP: 1.65 kw H&V (per docket # 88-375).

■ Pueblo, CO KGRQ(FM) 107.1 mhz—May 3 application (BMPH900102IE) dismissed for mod. of CP (BPH871006ID as mod.) to change to class: C2 (per docket #88-30).

■ Widefield, CO KKLJ(FM) 106.3 mhz—May 2 application (BPH891005IF) granted for CP to change ERP: 1.6 kw H&V; change ant. 2,223 ft.; TL: Cheyenne Mountain, Broadmoor, CO; change to class C2 (per docket # 88-178).

■ Enfield, CT 97.9 mhz—April 30 application (BMPH891218IE) granted for mod. of CP (BPH860918OJ) to change ERP: 1.11 kw H&V; ant. 529 ft.; TL: located in Hamden County, MA, approximately 1 km NNW of junction between N. St. and N-W St.

■ Monroec, CT WMNR(FM) 88.1 mhz—May 3 application

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(BPED9002271A) granted for CP to change ERP: 5 kw H&V.

■ New Britain, CT WFCS(FM) 97.9 mhz—May 3 application (BPED881205MC) dismissed for CP to change freq: 107.7 mhz and install new ant.

■ South Kent, CT WGSK(FM) 90.1 mhz—May 3 application (BPED8912281B) dismissed for CP to change ant.: 124 ft.; TL: Bulls Bridge Rd., South Kent, Litchfield, CT.

■ Key West, FL WOZN(FM) 98.7 mhz—April 30 application (BMPH8911061D) granted for CP to change ant.: 124 ft.; change TL: Junior College Rd. across from Dump, Stock Island, FL; class: C1.

■ Madison, FL WWBA(FM) 104.9 mhz—May 4 application (BPH9009211J) granted for CP to change freq: 102.7 mhz; (per docket #88-379).

■ Douglas, GA WDMG-FM 99.5 mhz—April 24 application (BPH8912281D) granted for CP to change ant.: 157 ft.; change TL: Georgia 32 2.9 km E. of Douglas, GA; change to class C1.

■ Martinez, GA WMTZ(FM) 94.3 mhz—May 3 application (BPH9003081C) returned for CP to change freq: 93.9 mhz; change ERP: 25 kw H&V; ant. 328 ft.; TL: proposed site is 0.35 km NNE of intersection of Old Louisville Rd. and GA Rte. 232, GA; change class: C3 (per docket #88-51).

■ St. Marys, GA WLKC(FM) 93.5 mhz—April 25 application (BPH8912041E) granted for CP to change ERP: 50 kw H&V; ant. 462 ft.; TL: Private Rd. just N. of Lofton Point, Nassauville, FL; freq: 93.3 mhz; class: C2; 30 33 22N 81 33 13W (per docket #87-77).

■ Marshall, IL WMMC(FM) 105.9 mhz—May 8 application (BPH9002211A) returned for CP to change TL: N. side of U.S. 40, Clark Center, IL.

■ Mt. Carmel, IL WRBT(FM) 94.9 mhz—May 3 application (BPH8909201C) dismissed for CP to change ERP: 25 kw H&V; change ant. 328 ft.; TL: 550 W. in Union Township, approximately 3 miles S. of Owensville, IN; change to class B1.

■ Fort Wayne, IN WBNI(FM) 89.1 mhz—April 30 application (BPED9001161F) dismissed for CP to change ERP: 33 kw H&V; ant. 613 ft.; TL: 3632 Butler Rd., Fort Wayne, IN.

■ Hartford City, IN WWWO(FM) 93.5 mhz—April 30 application (BPH8912061B) dismissed for CP to change ERP: 3.06 kw H&V.

■ Baton Rouge, LA WBRH(FM) 90.3 mhz—May 3 application (BPED8902271MA) granted for CP to change ERP: 7 kw H&V.

■ Erath, LA KRAR(FM) 107.7 mhz—April 30 application (BMPH8908311C) granted for mod. of CP (BPH8512311M) to change TL: 5.1 km S. of Youngsville, Lafayette Parish, LA.

■ Tioga, LA KISY(FM) 98.3 mhz—April 30 application (BMPH8909121C) granted for mod. of CP (BPH8903031B) to change ERP: 50 kw H&V; TL: Williams Rd., 1.5 km ENE of center of Ball, Rapids Parish, LA; other: application to specify new transmitter site and ant. system.

■ West Monroe, LA KYEA(FM) 98.3 mhz—May 3 application (BPH8909251G) granted for CP to change ERP: 50 kw H&V; change ant.: ant. 492 ft.; class: C2; TL: 3 miles NE of Hammock, LA.

■ Beaver Dam, KY WVPV(FM) 102.7 mhz—May 2 application (BMPH8912311F) granted for mod. of CP (BPH8703121MA) to change ERP: 3.0 kw H&V; ant. 328 ft.

■ Jeffersonton, KY WLSY-FM 101.7 mhz—April 25 application (BPH8912071C) granted for CP to change ERP: 1.89 kw H&V.

■ Hyannis, MA WPXC-FM 103.1 mhz—April 26 application (BMLH066KA) returned for mod. of license to increase ERP: 6 kw H&V (pursuant. to docket #88-375).

■ Muskegon Heights, MI WQFN(FM) 101.7 mhz—May 3 application (BPH9002221C) dismissed for CP to change ant.: 328 ft.; change TL: 2 miles E. of Muskegon Heights, MI; 43 13 34N 86 10 49W.

■ Crosby, MN KTCF(FM) 101.7 mhz—May 7 application (BMPH9001311B) granted for mod. of CP (BPH8806011NE) to change TL: 3.8 km on bearing of 63 degrees (T) from Cuyuna, MN, water tower site; 46 32 05N 93 52 41W.

■ Minneapolis, MN WCTS-FM 100.3 mhz—April 24 application (BPED8912291C) granted for CP to change ERP: 97 kw H&V; change ant. 905 ft.

■ Pequot Lakes, MN KTIG(FM) 100.1 mhz—April 27 application (BPH9001121C) granted for CP to change ERP: 6 kw H&V.

■ Spring Grove, MN KQYB(FM) 98.3 mhz—April 24

application (BPH8908111J) granted for CP to change ERP: 50 kw H&V; change ant. 492 ft.; TL: on Town Rd. T-40; 2.2 km SW of State Hwy. 43; Township of Norway, MN; change class to C2 (per docket #88-141).

■ Waite Park, MN KXSS-FM, 103.7 mhz—April 25 application (BMLH8912281D) returned for mod. of license to increase ERP: 6 kw H&V (pursuant. to docket #88-375).

■ Natchez, MS WQNZ(FM) 95.1 mhz—May 7 application (BMPH8908091B) granted for mod. of CP (BPH8702261A) to change ant. 1.056 ft.; TL: 625 Beltline Hwy., Natchez, Adams, MS.

■ Carrollton, MO KMZU(FM) 101.1 mhz—April 24 application (BPH9001031C) granted for CP to change freq: 100.7 mhz; change ERP: 98.6 kw H&V; class: C1 (per docket #89-96).

■ Harrisonville, MO KCFX(FM) 100.7 mhz—April 24 application (BPH9001031D) granted for CP to change ant.: 993 ft.; change ERP: 97.3 kw H and 79.6 kw V; change freq: 101.1 mhz; change class to C1 (per docket #89-96).

■ Kirksville, MO KRXL(FM) 94.5 mhz—April 23 application (BPH9001231D) granted for CP to change ERP: 90.4 kw H&V; change to class C (per docket #88-574).

■ Amsterdam, NY WKOL-FM 97.7 mhz—April 20 application (BPH9001231E) dismissed for CP to change ERP: 3 kw H&V; change ant. 134 ft.; TL: Midland Rd., Amsterdam, NY; 42 57 40N 74 10 35W; and to relocate to existing WCSS(AM) tower.

■ Cape Vincent, NY WKGK(FM) 102.7 mhz—May 7 application (BMPH8906011A) granted for mod. of CP (BPH870819ND) to change ant.: 328 ft.; TL: Stone Quarry Rd., Cape Vincent, NY; 44 06 58N 76 20 21W.

■ Plainview, NY WPOB(FM) 88.5 mhz—May 3 application (BMPED8905111A) granted for mod. of CP (BPED7912311B) to change TL: 1 Fairchild Ave., Plainview, NY; change ant. 259 ft.; and replace DA; 40 47 48N 73 27 44W.

■ Syosset, NY WKWZ(FM) 88.5 mhz—May 3 application (BMPED8905161C) granted for CP to change ant. 259 ft.; change TL: 1 Fairchild Ave.; other: replace DA.

■ Charlotte, NC WFAE(FM) 90.7 mhz—April 25 application (BMPED9002151A) granted for mod. of CP (BPE-D8901041A) to change ant.: 747 ft.

■ Salem, OH WQXK, 105.1 mhz—April 23 application (BMPH8909111D) granted for mod. of CP (BPH8702091C) to change TL: 1700 Franklin Ave., Salem, OH; 40 53 08N 80 49 55W.

■ Ontario, OR KSRV-FM 96.1 mhz—April 20 application (BMPH8906011E) granted for mod. of CP (BPH8703020L) to change ERP: 100 kw H&V; ant. 482 ft.; TL: located on Clay 2.7 km SE of Payett, ID at 130 degrees (T).

■ Honea Path, SC WRIX-FM 103.1 mhz—April 23 application (BPH9001081C) dismissed for CP to change ERP: 5.75 kw H&V; ant. 328 ft.; TL: W. side of Milford 1.13 km N. of Bethany Church Rd. in Rural Anderson County, SC.

■ Elizabethton, TN WUSJ-FM 99.3 mhz—April 25 application (BMLH9001231KE) returned for mod. of license to increase ERP: 6 kw H&V (pursuant. to docket #88-375).

■ South Pittsburg, TN WKXJ(FM) 97.3 mhz—April 23 application (BMPH8909151B) granted for mod. of CP (BPH8706291L) to change ERP: 11 kw H&V; ant. 1,043 ft.; TL: .65 km at 315 degrees (T) from intersection of Porter Bluff Rd. and Hwy. 73, AL.

■ Gatesville, TX KRYL(FM) 98.3 mhz—April 30 application (BPH8907241H) granted for CP to change ant.: 316 ft.

■ Temple, TX KPLE(FM) 104.9 mhz—May 2 application (BPH8811151C) granted for CP to change freq: 104.3 mhz; ERP: 26.3 kw H&V; ant. 701 ft.; TL: 2.5 miles W. of intersection of IH-35 and Texas FM-2484, near Salado, TX; class: C2 (per docket #86-442).

■ Stowe, VT WRFB(FM) 101.7 mhz—May 2 application (BPH8908241B) granted for CP to change ERP: .043 kw H&V; change ant. 2,653 ft.; TL: "The Nose", near top of Mount Mansfield in Mount Mansfield State Park, VT.

■ Fredericksburg, VA WBQB(FM) 101.5 mhz—April 26 application (BPH8906261F) granted for CP to change ERP: 50 kw (H); 49.28 kw (V); ant. 492 ft.; change dir. pattern.

■ Mount Jackson, VA WSG-FM 96.9 mhz—30 application (BPH8912191G) dismissed for CP to change ERP 17.2 kw H&V; ant. 393 ft.; TL: approximately 1.1 km NNE of junction between Rte. 613 and 881 in Rockingham County, VA; class: B1 (per docket #88-520).

■ Ashland, VA WYFJ(FM) 100.1 mhz—April 25 application (BMLED900105KA) returned 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 25 application (BMLH900105KE) returned for mod. of license to increase ERP: 3.3 kw H&V (pursuant. to docket #88-375).

■ West Point, VA WPTG(FM) 107.9 mhz—April 30 application (BMPH8912211F) dismissed for mod. of CP (BPH870615MP) to change ERP: 6 kw H&V; ant. 328 ft.; TL: 2.5 km ESE of Barhamsville, .72 km S. of Rte. 601, VA; install DA.

■ Rudolph, WI WIZD(FM) 99.9 mhz—April 30 application (BMPH8909141B) granted for mod. of CP (BPH880107NE) to change TL: on County Hwy. PP 1.66 km NW of Mill Creek, Township of Linwood, WI

TV's

■ Reading, PA WTVE(TV) ch. 51—May 4 application (BPCT870327K1) granted for CP to change ERP: 5,000 kw (vis.). 1,000 kw (aur); ant. 1,259 ft.; TL: Long Hill, 10 miles E. of Reading; change ant.: Dielectric TFU-36JDAS/V Skull. (DA)(BT); 40 20 47N 75 42 03W.

■ Fajardo, PR WMTJ(TV) ch. 40—April 25 application (BPET900117KH) granted for CP to change ERP: 388 kw (vis); ant. 2,771 ft.; TL: PRTC communications facility - El Yunque - approximately 1.25 km NW of Fuente, Rio Grande, PR; ant.: Andrew ATW8H8-HSC2-40S; 18 18 36N 65 47 41W; (DA)(BT).

Continued from page 24.

Aug. 28—Women in Cable, Atlanta chapter, breakfast. Speaker: Ruth Otte, president, Discovery Channel. Westin Lenox, Atlanta. Information: (404) 928-0333.

September

Sept. 6-10—Cinetex 1990, film market, production exposition, international comedy film festival and conference sponsored by The Interface Group, in collaboration with The American Film Institute. Bally's, Las Vegas.

Sept. 9-13—National Association of Telecommunications Officers and Advisors tenth annual conference. Theme: "A Decade of Service." Dearborn, Mich. Information: (202) 626-3061.

Sept. 10-12—"Financial Planning and Analysis," cable management program sponsored by Women in Cable and Denver University. Denver University campus, Denver. Information: Nancy Ring, (312) 661-1700.

Sept. 11-14—National Broadcast Editorial Association annual convention. Hilton hotel at Disney World Village, Orlando, Fla. Information: (301)

468-3959.

Sept. 12-15—Radio '90 convention, sponsored by National Association of Broadcasters. Hynes Center, Boston. Information: (202) 429-5300.

Sept. 12-16—First National Association of Broadcasters/Broadcast Education Association Radio Only conference. Hynes Center, Boston. Information: (913) 532-7645.

Sept. 13—"Celebrate the Winners—Creative Blockbusting," sponsored by Cable Television Administration and Marketing Society, New York City chapter. HBO auditorium, New York.

Sept. 13-14—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

Sept. 13-15—Public Radio in Mid-America fall conference and annual business meeting. Best Western Inn of Chicago.

Sept. 14—Society of Broadcast Engineers, Central New York chapter 22, 18th annual regional convention. Sheraton Inn Convention Center, Liverpool, N.Y. Information: John Soergel, (315) 437-5805.

Classified Advertising

See last page of Classified Section for rates closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

GM wanted: Looking for GSM to promote to GM of medium market Northern Urban station. Inquires confidential. E.O.E. Box F-1.

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.

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.

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.

KOLA 99.9 FM & KMET 1490 AM (Gold formats): Riverside, San Bernardino & Ontario, one of the fastest growing markets in Southern California, are looking for a highly motivated sales manager. Salary against commission. Account list available. Send resumes to Fred Cote, General Manager, KOLA/KMET, 5005 LaMart Dr., #100, Riverside, CA 92507. 714-684-9992. EOE.

General manager: Texas. Successful 100,000 watt FM in market of 120,000. GM experience helpful but not required. Equity plan possible. Send resume with salary history to Box C-25. EOE.

Opportunity for equity. Established group owner expanding with acquisition of underdeveloped but profitable Class C-1. Need GM/GSM to take advantage of opportunity. Compensation/benefits commensurate with skills and results. Market between St. Louis and Memphis, within 75 miles of Mississippi River. Resume to Box C-31. EOE.

The position of Distribution Coordinator is open in the Network office. This job requires the oversight of Northwestern Productions. Skills required include the ability to run duplication equipment, coordinate daily operations and maintain station contacts, the job does not require on-air work. Send resume and letter to Harve Hedrickson, Executive Director of Radio, Northwestern College Radio Network, 3003 North Snelling Ave., St. Paul, MN 55113. EOE.

Sales Manager. New England. Growing group seeks knowledgeable, creative, aggressive, people-oriented leader. Growth opportunity. EOE. Box C-39.

Leading Northeastern Ohio Class C FM seeks strong, street-smart, goal oriented local sales manager capable of leading and training by example a sales staff of top professionals. Send resume and basic sales philosophy to GM, 4565 Dressler Rd., NW, #LL16, Canton, OH 44718. EOE. No calls, please.

Director of Radio: Administrative/professional position of Director of Radio. Available beginning August 16, 1990. Duties include teaching radio production, radio management, and other mass communications courses. Other responsibilities include fulltime direction of student-run radio station, financial management of station, and supervision of radio interns. Requirements: MS in appropriate area required, teaching and professional experience in broadcasting, cable, sales and promotion highly desirable. Salary competitive. Send letter of application, resume, three letters of recommendation and current transcripts to: Dr. Vincent Hazleton, Chair, Department of Communication, Illinois State University, Normal, IL 61761 by June 15, 1990. Women and minorities encouraged to apply. EEO/AA.

HELP WANTED SALES

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.

Proven performers: Beat your current deal. Resume, extensive references. WAAI-FM, Box 1300, Hurlock, MD 21643. EOE.

Newstalk WSPD and Adult Contemporary WLQR, Toledo: Looking for enthusiastic, energetic hard chargers. We want people who love to sell direct retail and are capable of selling the highest rates in town. Benefits include health/dental plan. Continual training. Management support. Resumes to: Eric Stenberg, GSM, WSPD/WLQR, 125 So. Superior St., Toledo, OH 43602. EOE.

WEEK/WPDH, Poughkeepsie, NY want a creative, organized, assertive professional to join our winning sales team. Must be expert at placing new business. Good list and benefits. Send resume, salary history, and sales philosophy to: Mike Harris, P.O. Box 416, Poughkeepsie, NY 12602. EOE. M/F.

Wanted: Go-getter with station or network sales experience to handle affiliate relations for small syndication company. Resume to: Broadcast Group, 3333 K St., NW, #77, Washington, DC 20007. EOE.

Immediate opening for experienced sales person. Send resume and references to KBIM, Box K, Roswell, NM 88201. EOE.

HELP WANTED ANNOUNCERS

Announcer/sales/news. All around entry-level broadcaster with basic sales skills seeking future in management. Tape, resume, photo. KQSS-FM, Box 292, Miami, AZ 85539. EOE.

HELP WANTED TECHNICAL

Broadcast engineer: Needs RF and studio engineering experience \$1500/M plus health. Send resumes to K-100 Radio, Box 631, Marysville, CA 95901. EOE.

Chief engineer with hands-on experience needed for Class C facility in Oklahoma City. Salary commensurate with experience. EOE. Reply to Paul Duller, 408-735-7094.

Broadcast engineer wanted for two FM stations in a Midwestern state. Two years of transmitter and studio maintenance experience required EOE. Send resume to Box C-47.

HELP WANTED NEWS

News director with two years experience or as an assistant needed to manage a three person department, T/R and salary requirements to Walter Maxwell, WGHQ, 82 John St., Kingston, NY 12401. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top hat, white gloves required! Studio Center is looking for a director, a producer, an editor, an engineer, an interpreter, a copy doctor, a politician and someone with an ear for music plus a good knowledge of ad agencies and what they expect. Frankly, if you can do all that, then you're the magician we're looking for. And if our client list including AT&T, CBN, Dodge, GE, Kentucky Fried Chicken, GMC trucks Hardee's, McDonald's, and NAPA Auto Parts impresses you, write us. No phone calls, please. Send resume and 10 of your best radio spots to Bob Jung, Executive VP, Studio Center Corporation, 200 West 22nd St., Norfolk, VA 23517. EOE.

SITUATIONS WANTED MANAGEMENT

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.

G.M.: 20 year pro. sales, promotions, programing, leadership, bottom line results. Box C-26.

GM past 2 years! Looking for same, sales, or OM position. Winning attitude, knowledge, and 20 years experience. Opportunity over size counts. Call Joe Llovero at 802-462-3124.

PLEASE

Do not send tapes, transcripts or oversized materials to Blind Boxes.

Please do not use folders.

Sales problem? The solution: A SELLING manager with the track record to prove that no sales problem can stand the assault of sustained aggressive prospecting, calls, presentations & closes! Turn me loose on your small/medium property and your "problem" is history. (I have documentation and reference to support that statement). Currently working in large market & willing to go anywhere offering the right situation & opportunity. Let's exchange information: Box C-24.

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 picture 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.

Ownership desired, sweat equity or owner finance position sought. 15 year broadcast professional, strong management, sales and programing. Aggressive, dedicated and honest individual. Box C-46.

Experience, enthusiasm, energy and excellence — All available to you from a pro returning to radio. Presently SM, allied field. 55K minimum. 305-770-5149.

Problems? Sales, programing, financial acquisitions, management whatever. SOLUTION! A total management consultant. Up your bottom line NOW! Call RPM, 804-232-5197.

SITUATIONS WANTED ANNOUNCERS

Easy Listening, Big Band. 28 years experience. Base-line voice. Warm climate, coastal stations only! 717-675-6982.

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.

Seeking entry-level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, PO Box 3055, Waterbury, CT 06705.

5 yrs. experience. Professional sound. Currently working for one of Orlando's top AC FM stations. Seeking full-time. Willing to relocate. Call anytime 407-352-4658. No mid-night shifts.

SITUATIONS WANTED NEWS

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.

Texas metro. Veteran broadcaster. Proven track record. Seeking ND or strong anchor spot. 13 years in present job. Want to return home to Texas. Box C-48.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Been working in L.A. at number 5 station for last five years. Market size not important; clean air is. Call Tom, 818-242-4373.

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.

Broadcast resume review & consultation. Don't send out a marginal resume. Shape it up for our job search. \$75 fee includes professional critique of current resume or draft, and up to two rewrite reviews. 703-548-7999. VISA, MC, AMEX.

TELEVISION

HELP WANTED MANAGEMENT

Business manager: Three to five years broadcast experience in accounting, financial planning and tax planning. Send resume with salary history to Brad Moran, General Manager, KJTV, PO Box 3757, Lubbock, TX 79452. EOE.

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.

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.

WFSU-TV, Tallahassee, Florida is seeking a station manager to administer day-to-day activities. Coordinates programming, production, development and engineering departments of WFSU/WFSG, must have team management approach. Reports to General Manager of the Public Broadcast Center at Florida State University. Master's degree and 6 years or Bachelor's degree and 8 years of experience. Salary minimum range: \$29,000. Equal Opportunity/Affirmative Action employer. For further information/application call 904-487-3170.

Promotion/operations manager: Strong on-air background, hands-on editing ability, affinity for sales ties-in, print & graphic skills, and shoot-for-the-stars ambition. Send resume, reel, salary history to Brad Moran, KJTV, PO Box 3757, Lubbock, TX 79452. EOE.

Sales manager: Successful Midwest Fox affiliate seeks manager to direct staff of eleven. A great opportunity for an experienced leader. Call David Wittkamp, 1-800-733-2065. EOE.

General manager: For solid smaller-market affiliate. Autonomy for the seasoned manager who is community-oriented, knows sales and respects the bottom line, and is ready to work hard to take a good station to the next phase of development. Pleasant East Coast location. Please send background and references to PO Box 416, Millwood, NY 10546. EOE.

HELP WANTED SALES

KMPH FOX 26, Fresno-Visalia, has an immediate opening for a creative, experienced broadcast salesperson who is strong on new business development, highly motivated, detail-oriented and desires a very rewarding challenge. Established list and excellent growth opportunities with one of America's strongest Independents, a Pappas Telecasting station. Send resume and references to: Steve Vourakis, Retail Marketing Manager, KMPH FOX 26, 5111 East McKinley Ave., Fresno, CA 93727. 209-255-2600. Applications will be accepted until May 31, 1990. An EOE, M/F/H.

Regional sales manager needed for fast track, growth company. Numbers expertise mandatory. TV Scan experience helpful. Call Addison Hawley, 904-438-4444. EOE.

HELP WANTED TECHNICAL

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: KTVO-TV, Kirksville, MO is looking for a hands-on chief to supervise staff, oversee master control operations, handle maintenance of equipment and transmitter. Send detailed resume and references to: General Manager, KTVO-TV, PO Box 949, Kirksville, MO 63501 or FAX 816-627-1885. EOE.

Broadcast engineer: Engineer to operate and maintain modern audio/video radio/TV equipment and studio. Minimum qualifications: BS in Broadcast Engineering related field; five or more years experience; FCC First Class Radio/Telephone certificate or SBE/NARTE certification; membership in good standing in SBE or NARTE. Salary competitive. Send vita and three letters of recommendation to: Dr. Leo W. Jeffers, Chair, Department of Communication, Cleveland State University, E. 24th & Euclid Ave., Cleveland, OH 44115. Minority/female/handicapped candidates are encouraged to apply. 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.

"This ain't no party. This ain't no disco. This ain't no fooling around." - Talking Heads. Morning anchor/producer/writer/editor/reporter - Get the idea we're looking for a one man/woman band? Yep, our current morning anchor/producer is moving to Sacramento. We're looking for his replacement. Don't kid yourself, this is a tough job. It is mentally and physically tough. Highly self-motivated, good solid journalistic folks who are positive and fun to be around should apply. Come live in one of America's truly great cities and work for a team that plays championship newsball. Send tapes and resumes to: Tim G. Gardner, News Director, KTBC-TV News, PO Box 223, Austin, TX 78768. Don't call us. We'll call you. EOE, M/F.

Broadcast TV news coordinator: Aggressive broadcaster with news, documentary and production experience. Degree in journalism or broadcasting, professional experience in news, on-camera work, knowledge of radio and management ability required. Salary competitive. Application deadline: June 15. Starting date: ASAP. Send resume and demo tape to: Director, Public Relations, The University of Mississippi, University, MS 38677. EOE/AA.

Weathercaster: KCRA-TV, one of the fastest growing television news operations in the country, is looking for a weather forecaster AMS Seal or degree in meteorology is preferred. Send your non-returnable 3/4" tape, resume and cover letter to: Bill Bauman, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE, M/F. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

Videoographer. PTV station in Southwest seeks creative shooter/editor experienced in public/cultural affairs, able to work closely with producers and crew in demanding, professional atmosphere. Flexible hours. BA in Broadcasting or related field plus two years directly related experience required. Salary \$13,545 DOE. Submit applications to UNM Personnel Department, 1717 Roma NE, Albuquerque, NM 87131-3186. Important: Reference this ad. EOE/AA. Closing date: June 1, 1990.

WTVC Newschannel 9 has the following position open: Dalton news reporter/photographer. Education: College degree required. Experience: One year. Will operate Dalton, GA newsroom. Will report, shoot video tape, edit and assign news stories in north GA. Previous broadcast experience needed. Must be familiar with video cameras and editors. For an interview, contact Jim Church at 615-756-5500. WTVC Newschannel 9 is an equal opportunity employer.

Producer: Top 50 Florida coastal market needs an aggressive producer. Minimum 2 years on-line producing experience. Excellent writing and editing skills required. Submit resume and salary requirements to Box C-33. EOE. No tapes yet.

Weathercaster/movie host. KJCT TV in Grand Junction, Colorado has an opening for a dynamic personality interested in doing weathercasts and hosting a daily afternoon movie. One year on-air experience preferred. Send tape and resume to Mike Moran, KJCT TV, 8 Foresight Circle, Grand Junction, CO 81505. EOE.

News director: Upstate New York affiliate; prefer candidates with 2-3 years news management experience; must be people oriented; budgeting skills a plus; send resume and salary requirements to Box C-35. EOE, M/F.

Meteorologist/weather anchor: Number one station in Richmond looking for experienced meteorologist to anchor weather. Individual must have a minimum of two years television weather anchoring experience. We are looking for a strong personality who is an accurate forecaster. AMS seal required. Send resume, tape and salary history to: Elliott Wiser, Assistant News Director, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

Videoographer: Responsibilities: Creative, energetic person primarily for weekly public affairs magazine series, also specials and documentaries. Must understand lighting and sound recording for ENG production. Must be fluent in Betacam and 3/4" off-line editing; have high standards and a good eye for composition and memorable shots. Qualifications: Graduate of two-year technical school specializing in video production and two years of experience in commercial and/or educational videotape production or BA in Television related field, including videotape production experience or high school graduation and four yrs. Salary: \$17,900 - \$27,680 starting salary normally not to exceed \$20,050. Send resume: (non-citizens must include a current visa status) by: June 1, 1990 to: Bill Humphreys, Executive Producer, NHPTV, PO Box 1100, Durham, NH 03824. Women and minorities are encouraged to apply. UNH is an AA/EEO employer.

WJXT, a Post-Newsweek Station, has a rare opportunity for the right person. We're searching for an executive news producer who's a hands-on manager. Candidates should have at least three years producing experience. Major market a plus. Tell us what makes you unique! Send tapes and resumes to: Nancy Shafran, News Director, 1851 Southampton Rd., Jacksonville, FL 32207. EOE.

Television producer/editor: The University of Wisconsin-Madison Center for Health Sciences seeks a television producer/editor to produce and distribute medical news stories to regional television markets. Requires BA in Journalism or related field, proven writing and production skills, and proficiency in on-line 3/4" editing. Prefer 3-5 years television news experience. Send resume, salary history and 3 video samples by June 1 to: CHS Public Affairs, 610 Walnut St., Room 758 WARF, Madison, WI 53705. Equal opportunity employer.

Promotion writer/producer: KCRA-TV, Sacramento-Stockton-Modesto, seeks a promotion writer/producer whose primary responsibility will be the creation and execution of on-air news promotion, including but not limited to, breaking news coverage, mini series, talent showcasing, special news programming and daily news teasers. Person will write copy for print advertising; produce radio promotional announcements during sweeps periods. Will assist in the production of news opens, show opens, and special projects. Applicants should have strong writing ability with two years experience producing television commercials; working knowledge of ENG editing; MII and one-inch production, studio and location production. Knowledge of graphics and animation a plus. Submit resume, non-returnable 3/4" tape, and salary requirements to: Randy Hoffman, Creative Services 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 thirty affiliate needs an experienced assignment editor. The person we are looking for can be that vital link between the field and the air. If you are an idea person who understands the needs of reporters, photographers and producers, send resume to Box C-38. A college degree with emphasis in Journalism is preferred. Company is especially interested in seeking qualified minority and women applicants. EOE, M/F. Tapes upon request.

Medical reporter wanted for medium market in the Southwest. Must be able to produce at least four segments per week and introduce them from the main news set. Box C-40. EOE. Tapes upon request.

General assignment reporter. Must have 1-2 years experience. Up and coming newsroom. Resume and non-returnable tape to: KMIZ-TV, 501 Business Loop 70 E, Columbia, MO 65201, Attn: News Director. EOE.

News and public affairs director: Long Island Public Television (#1 ADI), seeks motivated individual to manage small news and public affairs department. Responsibilities include supervision of all local news and public affairs programming. Excellent communications skills essential including writing/editing/anchoring skills. Minimum five years professional experience, BA/BS in related field (or equivalent professional experience); two years of personnel supervision and budget management. Salary commensurate with experience; excellent benefits. Please submit resume, references, tape and salary requirements by 6/06/90 to: Chris Poelker, WLIW-TV, Channel 21 Dr., Plainview, NY 11803. EOE.

Meteorologist/reporter: Midwest affiliate. weather powerhouse, seeks meteorologist for weekend newscasts. Also report three days a week. Send resume and picture to: Box C-44. EOE. Tapes upon request.

Wanted: Photojournalist: Four year degree preferred. Strong shooting & editing skills, one year news writing & reporting a must. Knowledge of production techniques. Send tape & resume to: News Director, KOKI-TV, PO Box 33223, Tulsa, OK 74145. EOE.

Producer/director: Responsibilities include directing live news and special event programming. Applicants must have strong producing and writing skills as well as a solid background in post production. Experience with computer editing and G.V. 300 switcher a must. If you're an "up and comer" who meets these requirements and are looking for a great place to live, send resume and non-returnable demo tape with director track to: Joe Rushing, KOTV, PO Box 6, Tulsa, OK 74101. EOE, M/F. No phone calls please.

Position available: Foreign correspondent in New York City. Write news stories and scripts for documentaries in Spanish for broadcast on government TV in Spain. Meet with bureau chief on daily basis to select current events topics to be covered. Gather and verify factual information regarding story through interviews, observation, research and consultation of computerized data bank for news gathering services. Organize, analyze material, determine "angle" or emphasis and write story and/or report according to prescribed editorial and political style and format of TV of Spain. Must be able to present stories and scripts from a perspective consistent with the cultural and political view understood by the audience in Spain. Must be able to write stories and scripts in Castilian as spoken and written in Spain. Must have BA in Journalism or Urban Sociology or Political Science. 3 Years experience required. 40 hours per week. \$1065.18 p/w. Send resume/letter in duplicate to: B.B., 367 Room 501, One Main Street., Brooklyn, NY 11201. EOE.

News director: CBS affiliate in Alaska seeks experienced individual to lead #1 rated team. Hands-on working type—not a desk job. Solid news judgement and strong people skills. Degree in Journalism or related field. Send tape, resume and salary requirements to: Station Manager, KTVF-TV, 455 Third Ave., Suite 200, Fairbanks, AK 99701. EOE.

News director wanted for #1 Florida network affiliate. 35 person staff. Experience required. Send resume to: Personnel Director, PO Box 30, Tallahassee, FL 32302. EOE.

PLEASE

Do not send tapes, transcripts or oversized materials to Blind Boxes.

Please do not use folders.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager: If you've taken a number three news and made it number one with great promotion, then we need to talk. We're a top 40 market that is on the go and we need your help. If you want the challenge, send a resume to Box C-20. No tapes yet. EOE.

WFSU-TV, a public television in Tallahassee, Florida, is seeking to fill a key leadership position. The production manager schedules facilities and crews; budgets the department and works closely with internal and external clients. We're an outstanding production facility looking for an outstanding individual to join our team. Master's degree and 2 years experience or Bachelor's degree and 4 years of experience. Salary minimum range: \$25,000. Equal Opportunity/Affirmative Action employer. For further information/application call 904-487-3170.

Research director: A top 25 group-owned affiliate requires an experienced and creative professional. Must possess strong written/verbal presentation skills and ability to manipulate and analyze ratings and market research data. Computer skills a must. Station or agency background preferred. EOE. M/F. Send resume to Box C-21.

Top thirty affiliate looking for a producer who understands what the job title means—hands-on production of newscasts. We aren't looking for a stacker. If your skills include getting the most out of reporters and helping them turn their work into quality television news, send resume to: Box C-37. Please do not send tapes. College degree with emphasis in Journalism preferred. Company is especially interested in seeking qualified minority and women applicants. EOE. M/F. Tapes upon request.

On-air promotions coordinator: PTV station in Southwest seeks experienced, creative promotions person. Duties include planning, writing, producing, and scheduling on-air continuity, public service and promotional announcements, and supervision of continuity scheduling and production persons. Coordinates on-air activities with all producing areas. Supervises station announcer, writing and production of radio spots, non-broadcast video presentations and other special projects. May be required to perform on-air duties. Experience required in personnel supervision, video and audio production, including writing and editing. BS in Broadcasting or related field plus two years professional experience required, preferably in broadcast promotion. Experience accepted in lieu of degree on a one-year for one-year basis. Minimum salary: \$17,659 DOE. Reference source and send resume to UNM Personnel Department, 1717 Roma, NE, Albuquerque, NM 87131-3186. EOE/AA. Closing date: June 1, 1990.

PTV station in Southwest seeks an advertising and promotion manager for overall publicity and promotional activities. Duties include development and maintenance of viewer information services, two-way communication between station and public, development and supervision of the creation and circulation of program guide, and development and management of budget and personnel for assigned area of responsibility. Good writing, editing, and communication skills required. BA in Broadcasting or related field with 4-year minimum of progressive and directly related experience in promotion, of which two years should be in television. Equivalent combination of education and experience will be accepted in lieu of degree requirement on a 1-year for 1-year basis. Salary \$23,629 DOE. Reference this ad and send resume to UNM Personnel Department, 1717 Roma, NE, Albuquerque, NM 87131-3186. EOE/AA. Closing date: June 1, 1990.

Promotion director: Top 30 progressive Independent is looking for a creative, energetic, motivating, marketing director. If you are all of the above, stop reading and send your resume to: Box C-36. EOE. Tapes upon request.

#1 WABC-TV New York needs top art director. Tough, rewarding opportunity for hands-on leader with vision, fortitude and know-how. Ability to direct excellent staff for news & promotion graphics. Previous TV art management experience a must. Experience on electronic paint and storage systems required. Resume and tape to: Rob Balties, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

Producer: "Pittsburgh's Talking." Immediate opening for producer of award winning, single-issue daily talk show. Must have at least five years experience in commercial TV production as well as experience as a producer of single-issue talk program. If you are a highly motivated team player with proven talk show experience we want to talk to you. Resumes only. Tapes upon request. No phone calls. Please send resumes to Debbi Casini, Executive Producer, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15221. EOE. M/F.

Production manager: Well-equipped Public TV station seeks an ambitious manager for production department. Candidate should have strong personnel skills, enjoy solving logistical challenges on studio productions and large scale remotes, and have a solid lighting background. Four years television experience required with prior supervisory experience highly desirable. Resume to Director of Personnel, WXXI, PO Box 21, Rochester, NY 14601. EOE.

Producer: In the words of that great philosopher, Mr. Springsteen, "You've got to learn to live with what you can't rise above." Unfortunately, we're looking for a 5:00 producer. We lost a good one, and a terrific guy, in a tragic accident. We're looking for a good, prolific writer with good news judgement, strong production skills, a positive attitude, heart of a champion, will to win, good perspective, and a sense of humor. Send tapes and resumes to: Tim G. Gardner, News Director, KTBC-TV News, PO Box 2223, Austin, TX 78768. Don't call us. We'll call you. EOE. M/F.

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.

Director of engineering, top ten market, 20 plus years broadcast experience, excellent performance record, economy minded, seeking VP Engineering position in any of the West Coast states or Southwest. Box C-45.

Former NURAD engineer available. Experienced in design and repair of all models of NURAD microwave equipment. Contact Tom Padwa, 301-235-7225.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also a most knowledgeable news person. 216-929-0131.

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.

Making the jump to an on-air position. Savvy, sharp NYC-based producer, five years experience, seeks stimulating, new challenge for an on-air sports or news assignment. Proven writer, innovative and provocative looking for news organization willing to put my skills to work for you. Call John Davidson, 212-475-3051.

Sports production. Currently free-lancing with major cable co. Looking for steady associate producer job. Steve, 404-229-4330.

My exceptional background spells success as host, anchor/reporter for you. MA. Journalism, NYU: PRSA Silver Anvil as Continental Airlines' spokesperson; United Airlines Corporate Award of Merit; very successful radio personality; extensive live hosting on PBS-TV affiliates. Energetic, street-wise, persuasive, sophisticated, creative, attractive, very community-oriented, determined. Tape & resume, 303-699-0961. Stephanie.

Anchor team. Husband/wife team bring professionalism, experience, excitement to your market. Highly promotable. Contact Beverly Grant, 813-960-2399.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Writer/producer: Promos & spots. Ten years international agency and TV series experience. Award winner. Born clever. Page: 708-520-0303.

TV or video production: Most experience with camera and floor directing. Also experience with audio, Dubner and technical directing. Call Brad, 612-871-8277.

MISCELLANEOUS

1:30 Productions: Want to be the best reporter but no one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

Career Videos. Our broadcast professionals will prepare your personalized-video resume tape. Excellent rates, unique formats, many references. 708-272-2917.

Government grants: Federal catalog containing grants for close-captioning, television, radio, small business and more. Rush your check for \$100 payable to DFS Inc., Grants, Rose Telecom Inc., 15 East Ave., Mount Carmel, PA 17851.

Broadcast reference manual: 600 pages of broadcast material from cameras to satellites NTSC/PAL/SECAM IntelSat specifications included. Send \$100, payable to DFS Inc., Rose Telecom Inc., 15 East Ave., Mount Carmel, PA 17851.

Primo People - The news director's friend! We can deliver the best talent - Immediately! Call Steve Porricelli or Fred Landau at 203-637-3653. Box 116, Old Greenwich, CT 06870-0116.

Computerized timekeeping system designed for broadcasting. Very sophisticated. Uses magnetic stripe cards and CRT screens. Lotus 123, Paradox, Dbase, etc. compatible. Fully tested in top ten market. Avalon Software. 818-881-3496.

Broadcast resume review & consultation: Don't send out a marginal resume. Shape it up for your job search. \$75 fee includes professional critique of current resume or draft, and up to two rewrite reviews. 703-548-7999. VISA, MC, AMEX.

CABLE

HELP WANTED TECHNICAL

Paragon Cable: Master control supervisor. We have a great opportunity for a master control supervisor. Oversee the day to day activities of 5 operators, including ad insertion, playback, pay per view and switching for a 59 channel interactive system. Work closely with our fast growing ad sales dept. Must have 2 years supervisory experience, 2 year electronics degree or equivalent. Requires flexible hours, organizational skills and the ability to work in a fast paced environment. Please send resume to: Paragon Cable, Human Resources, 3075 NE Sandy Blvd., Portland, OR 97232. EOE.

HELP WANTED NEWS

Local cable system seeks top candidate for news director and reporter position. We're a nationally honored program and only interested in the best. News director responsible for generating story ideas, reporter assignments, some anchoring and reporting. Reporter should demonstrate good news judgement, strong writing skills and a visual eye. Send resume only: Michael McCartney, U.S. Cablevision, PO Box 889, Wappingers Falls, NY 12590. No phone calls. We are an equal opportunity employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Journalism search extended: Temporary one-year position in print/broadcast journalism. Teach introduction to mass media, basic news-writing for newspapers, radio journalism. Qualifications: Master's degree in journalism area and experience in college teaching and print journalism required. Field production of radio or TV news required; PhD in Mass Communication preferred. Salary: Commensurate with experience and qualifications. Send letter of application, resume, three letters of reference with current telephone numbers by May 31, 1990 to Yanelle Pratt, Personnel Office, Keene State College, Keene, NH 03431. AA/EOE.

HELP WANTED MANAGEMENT

Society of Professional Journalists: Executive Director. Experienced administrator to direct the activities, programs and national headquarters staff of the Society of Professional Journalists and the Sigma Delta Chi Foundation. The executive director will supervise the Society's new headquarters near Depauw University, Greencastle, IN. He/she will coordinate its 300-plus professional and campus chapters and various national committees, be responsible to the Society's Board of Directors and have responsibility for publishing QUILL magazine. Background in journalism and knowledge of current journalism issues is preferred, but candidates must have strong experience in finance and management. Fundraising, membership development, marketing skills and an ability to inspire support within the Society and the industry are desirable. Send letter of application, resume and references to: SPJ Search Committee, c/o Frank Gibson, The Tennessean, 1100 Broadway, Nashville, TN 37202. Deadline for applications is June 15. 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: Postal jobs! Start \$11.41/hour! For application info call 1-602-838-8885, Ext. M-8435, 6am - 10pm, 7 days.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing, TELEPROMPTER. Learn from former ABC Network News Correspondent-/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhert Special Productions (ESP).

MISCELLANEOUS

You can drastically reduce your promotional costs with the vast capabilities of 1-900 lines. **BIG DISCOUNTS** now available but going fast. Call 801-375-2534.

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040, Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

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 BA5K (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.

Newly constructed 26' GMC remote truck. Grass 1600 2 M/E switcher. Yamaha 24 channel audio. ClearCom intercom/FB. 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.

Satellite teleport for sale, with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land. Megastar, 800-328-2546.

Tektronix test equipment: 148 PAL generator, 1980 Answer, 1421 PAL Vectorscope, 7L13 Spectrum analyzer, DAS 1929 Logic analyzer. Son ybroadcast BVB 4010 1/2" VCR with time code \$4500 ea. BVR 820 remote control \$1000. Harris 631 PAL synchronizer \$2000. Bell & Howell TDF2 noise reducer \$3000. 35MM Westrex playbacks, CMX I squares. 818-352-6619.

Fidelipack audio cartridges, model 300. New. \$2. 702-386-2844.

Beta SP - A/B roll w/Chyron & DVE scopes, rack mounted Sony BVW 60, 65, BVH 3100, Convergence 195 +, Cros-point latch switcher, Chyron VP-2 + with Videoflex, DSC Eclipse w/curve & page turn scroll, 6 monitors, Ikegami 79-EAL w/component output & servos, BVW 35. Helicopter mount & monitors. Make offer. Phil: Days 201-681-4493, Eve. 201-974-0579.

For sale: Tower site with radio station office and warehouse. 639' tower with approximately 6.4 acres. St. Petersburg/Clearwater, Florida. Call: Dixon Communications, 202-467-8550.

Great for satellite format single rack automation system, 1000 event Microprobe Satmaster, three carousels, in use works great. \$6900 OBO. R. Burns. 1-800-842-5695.

SWR 120 Kw UHF antenna, 1040 ft. SWR WR1400 waveguide system. Channel 62 MC1 switchless combiner/di-plexer, medium intensity strobe light kit. RCA film island incl TK-28 TP7TP66S, Echolab SE3 prod. switcher with chromakey, other misc. MT Communications. Ray McInturf. 615-256-3030

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.

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.

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.

Equipment for sale: GV 1600-4S master control switcher; GV proc amps. GV 3400 series DAs; Sony BVU 800/820 Umatic VCRs. BTS BVV-5 BetaCam recorder; ISC model 31 editor; Ross switcher; Tektronics W/Fs, Vectorscopes & test generators. Call or FAX for complete lists of available equipment. 1-800-331-8333 or 805-344-3335. FAX: 805-344-5525.

Systemation automation system, 2 on air units, 1 production unit, with cassette decks. Commodore computew, and Transtar receiver. \$9,500 00 or best offer. 501-636-4611.

Used news set wanted: Corporate production company looking to buy a news set or news desk in good condition. Call Scott Wheeler, 804-253-0050, Richmond, Virginia.

RADIO

Help Wanted Sales

Telemarketing Sales Rep

to sell exciting new "Digital" programming systems and formats to radio stations from our N. Calif. hqtrs. Sales experience required. Send resume, cover letter and salary history/requirements to:

Concept Productions, 1224 Coloma Way, Roseville, CA 95661. EOE.

The MID WEST Family

GSM/SM/AE OPPORTUNITIES The Mid West Family Group

is growing to 16 stations in Wisconsin, Michigan, Illinois, and Missouri. New stations plus new opportunities at established stations. We are committed to developing sales and marketing professionals who achieve success for their clients, our stations and themselves. Complete resume plus letter detailing personal sales philosophy.

Charles G. Meford, EVP/Sales,
Mid West Family Stations,
Box 253, Madison, WI 53701.
EOE

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

Help Wanted Programing Production & Others

K-101 IS LOOKING FOR A MUSIC DIRECTOR.

Someone with a pair of adult ears,
a whiz at the computer,
a team player,
and a will to win.

JOIN THE BAY AREA'S MOST EXCITING RADIO STATION.

Experience a must!
Send resume to John Evans,
700 Montgomery,
San Francisco, CA 94111.
E.O.E. No calls!

ON-AIR PROMOTION ASSISTANT

National Public Radio seeks a producer to assist with the production and distribution of all on-air promotion for the National Program Service. Excellent writing and production skills a must. Salary low twenties; good benefits. Specifications: Bachelor's degree preferred. Minimum one year relevant experience. Demonstrated ability to edit and cut audio tape, do and direct basic audio mixing. Send cover letter, resume, 30 sec. promotional script, and five minute cassette tape that highlights your creative use of the medium and ability to promote news and/or arts and performance programs (promos that have been or currently are on the air) to:

**National Public Radio
Personnel Department
2025 M St., NW
Washington, DC 20036
EOE**

BROADCAST PRODUCER

WOSU AM

THE OHIO STATE UNIVERSITY

WOSU AM of The Ohio State University is seeking a Broadcast Producer to plan and provide sports-related talk/call-in programs, select topics and guests, host program, prepare and announce sportscasts, edit and rewrite copy, prepare sports stories for broadcast; travel to and report on sports events and news conferences, interview sports newsmakers, record, dub and edit audio-tape. This individual will also assist in planning and producing live play-by-play sports programs, operate tape and audio recording equipment, remote broadcast equipment production consoles and related equipment and participate in fundraising and other special activities. Candidates must possess a Bachelor's degree in Communications, Journalism, or a related field or an equivalent combination of education and experience; and experience in professional sports broadcasting, announcing and production. Starting salary: \$18,360 - 20,640. Hours vary. To be considered for this position, materials must be received by June 8, 1990.

Send resume and copy of this ad to:
**Professional Employment Services,
The Ohio State University,
Lobby, Archer House,
2130 Neil Avenue,
Columbus, OH 43210.
An Equal Opportunity/Affirmative Action Employer**

Programing Service

QUALIFIED WEATHERCASTS VIA BARTER

EDWARD ST. PE' & NATIONAL WEATHER NETWORKS
AMS SEAL CERTIFIED CUSTOM WEATHERCASTS
BY QUALIFIED METEOROLOGISTS

FREE TO STATION VIA SPOT PARTNER 7 day/week service.
National Weather Association Radio Contributor of the
Year 1988. The professional weather solution for radio.

Complete Barter! 1-800-722-9847.
Over 250 Affiliates online. Call NWN Today!

TELEVISION

Help Wanted Management

KSL TELEVISION DIRECTOR OF MARKETING

KSL-TV is looking for a star!

If you have a great reel,
strong management skills
and endless energy,
we want to hear from you!
This is an exciting opportunity
at the #1 award-winning
news station
in the Salt Lake market.

Rush your tape and resume
or call for further job requirements:

Lourdes Cooke,
KSL-TV Personnel,
P.O. Box 1160,
Salt Lake City, UT 84110.
801-575-5778



EOE

Help Wanted Programing Production & Others Continued

SHOW PRODUCER

San Diego market leader seeks segment producer for daily midday hour talk/news, ready to move to show producer this year.

Strong track of producing daily topical segments necessary.

Resume to: **Don Lundy**
Program Director KGTV
Box 85347 San Diego CA 92138
EOE, M/F



Help Wanted Technical Continued

BROADCAST TELEVISION ENGINEERS:

WLVT-TV, Channel 39, Lehigh Valley Public Television, seeks two (2) highly-qualified broadcast television engineers. Successful candidates must possess demonstrated experience in the operation, maintenance, and repair of all types of state-of-the-art electronic systems and components. Thorough understanding of R.F. transmission systems, both microwave and U.H.F. required. Emphasis on and complete familiarity with the operation and maintenance of network quality mobile television production units. Preferred qualifications include the equivalent of, or a minimum of five years experience in broadcast television, a B.S.E.E. degree, and F.C.C. General Class License and the availability to work when assigned, including evenings, weekends. State salary requirement. No telephone calls. Positions will remain open until filled. EOE.

MAIL COMPLETE RESUME TO:

Barry G. Wittchen
Asst. Director of Engineering
WLVT-TV, Channel 39
South Mountain Drive
Bethlehem, PA 18015



PROMOTION MANAGER

Department head position
at #1 rated Gannett station.

Previous manager
promoted within company.
Requires management skills,
strategic thinking, creativity
and an outstanding reel.

A career opportunity.
Women and minorities
encouraged to apply.

Hank Price
President
General Manager
WFMY-TV
Box TV-2
Greensboro, NC 27420



Help Wanted Programing Production & Others

AUDIENCE PROMOTION MANAGER

TV station in top
ten market looking
for a strong #2 in
department. Opportunity for creative individual to establish management and leadership credentials. Only those with a proven track record in radio, print and tv/film production need apply. Send resume now. Reel upon request. Box 1C-41 EOE



TALK SHOW needs SEGMENT PRODUCER

for local morning talk show
in top 15 market

Successful candidate must have
proven research, production,
booking and story writing skills.
Previous talk show experience and
college degree strongly preferred.
On-camera experience desired.

Send resume and cover letter to:
Human Resources Department
King Broadcasting Company
333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS, PLEASE!

An Equal Opportunity Employer
M/F/H/C



KVCR

TV Chief Engineer

Chief Engineer for UHF public TV station in Southern California. RCA TTU-55C transmitter with 1.3 million watts ERP which blankets inland Southern California. Licensed to the San Bernardino Community College District. Will supervise maintenance and MCR staff. Must have 45 semester units of electronics and at least 2 years as a broadcast Chief Engineer or Assistant Chief Engineer with extensive experience in repair, maintenance, installation, and design of telecommunications equipment and on-air broadcasting equipment including transmitters. Salary range is \$38,292 to \$47,040, with excellent family medical and dental benefits, and employee life insurance benefits. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by
May 25, 1990. Apply to:

Patricia Mollica, Personnel Director
KVCR-TV/FM
441 West 8th Street
San Bernardino, CA 92401
714/884-2533

When answering a Blind
Box ad, **DO NOT** send
tapes. BROADCASTING
does **NOT** forward
tapes or other oversized
materials to Blind Boxes.
Please do not use folders.

**SATELLITE TRANSMISSION
DESIGN ENGINEER**

PBS

PBS is seeking an experienced electrical engineer to design and implement public television's next generation satellite system. Responsibilities include design and implementation of receive and transmit earth stations, microwave system, and general television audio, video and radio-frequency system; system testing and verification; and instruction of end users. Qualifications: BSEE or equivalent; advanced degree preferred. Minimum 5-7 years in television satellite systems design and implementation. Must also have excellent verbal and written communication skills and knowledge of computer programming and operations. PBS offers a salary commensurate with experience and an excellent benefits package. Please submit letter of interest, resume, and salary requirements to:

PBS
Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314
PBS is an Equal opportunity employer



AMERICA'S TEAM
Husband and Wife
Prime Time Anchor Team.

- Highly Promotable
- Major Market Experience
- Award Winning

Boost YOUR ratings.
Contact Beverly Grant,
(813) 960-2399.

**SMALL—MEDIUM MARKET OWNERS
PROBLEMS? NEED HELP?**

Successful Radio Group Operator
Now Offering Management Services
To Other Owners
Centralized Financial Controls,
Cost Savings, Management Expertise
and More.
(617) 749-0858.

**Your time should be spent taking
care of clients, not writing copy!**

Let us write your copy.
Award winning copywriters.
48 hour turnaround.
\$30 per 30 sec. - \$50 per 60 sec.
Radio and T.V. Visa & Mastercard accepted.
1-800-395-5539
Barnes International Communications.

ALLIED FIELDS

Help Wanted Management



NABJ Executive Director

The National Association of Black Journalists is seeking applicants for the position of Executive Director. NABJ is a professional association of print and broadcast journalists with a membership of 2,000. The NABJ office is in Reston, Va., a suburb of Washington, D.C.

The Executive Director, who reports to the NABJ President, will manage all activities, in the national office, including supervising the office staff. The Executive Director works with the President and an 18-member Board of Directors to coordinate all programs, including the annual convention, professional development seminars, membership services, awards, scholarship, internship and mentoring programs. Under the direction of the President, the Executive Director coordinates fund-raising efforts, prepares grant proposals, and seeks new funding sources for the organization.

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Fates & Fortunes

Media

William L. Killen Jr., director of financial analysis planning, Cox Enterprises Inc., Atlanta, named VP, planning. **Paul J. Rizzo**, dean, school of business administration, University of North Carolina, Chapel Hill, N.C., named director, Cox Enterprises Inc.

Catherine Reid Day, VP, development, Macalester College, St. Paul, Minn., joins American Public Radio there as senior VP, director of planning and development.

Steve Candullo, station manager, WPLJ(FM) New York, joins WKQI-FM Detroit as president and general manager.

David F. McAtee, president and general manager, WSET-TV Lynchburg, Pa., joins WGAL-TV Lancaster, Pa., as VP and general manager.

B. Thomas Hoyt, general manager, WBZN-AM-FM Racine, Wis. (Milwaukee), joins Intersport Television production, syndication and sales company, Chicago, as executive VP and general manager.

Kathryn Corry, assistant treasurer, Warner Cable Communications, Dublin, Ohio, joins American Television & Communications Corp., Stamford, Conn., as assistant treasurer.

Stan Siegal, VP and general manager, WBOY-TV Clarksburg, W.Va., adds duties as group manager, Imes Television Group.

Jack Bryant, senior VP of operations, National Black Network, New York, named president.

Warren W. Tichenor, general sales manager, KCOR(AM) San Antonio, joins WQBA-AM-FM Miami as general manager.

Jack Devlin, general sales manager, sports marketing director, WFBR(AM) Baltimore, joins WMRV(FM) Endicott, N.Y. (Binghamton), as VP and general manager.

Gerald Bretey, co-owner, KGLO(AM)-KNIQ(FM) Mason City, Iowa, joins WLIP(AM)-WJZQ(FM) Kenosha, Wis., as general manager.

Sales and Marketing

Chuck Bachrach, executive VP, director of network programming, Western International Media, Los Angeles, joins Rubin Postaer and Associates advertising agency there as senior VP, director of network and program purchasing.

Shirley Davis, director of ad sales, Discovery Channel, New York, named VP, advertising sales, Eastern region.

Bob Greene, regional director, Showtime Networks Inc., Ft. Lauderdale, Fla., named VP, national accounts, Western zone, Den-

ver. **John Vandervort**, VP, national accounts, Western zone, Showtime Networks, Denver, named VP, national accounts, Eastern zone, New York.

Geoffrey McClelland, associate media director, DDB Needham Worldwide, Chicago, named senior VP.



McClelland



Lawrence

Dale Lawrence, assistant director, national broadcast group, D'Arcy Masius Benton & Bowles, New York, joins NBC Network there as director, marketing and media analysis.



Hiser

Regina Hiser, VP, associate media director, Long Haymes & Carr advertising agency, Winston-Salem, N.C., named VP, media director.

Larry Grossman, VP, national sales, Independent Television Network, Chicago, joins PIA Radio Sports there as VP,

sales and marketing.

Daisy Exposito, general manager and creative director, The Bravo Group, New York, named president.

Judi Boyett Heady, general sales manager, Storer Cable Communications, Louisville, Ky., joins TKR Cable Co., Warren, N.J., as corporate VP, ad sales and programming.

Julie Largay, account executive, Katz Independent Television, San Francisco, joins HRP Television Station Representatives there in same capacity.

Pierre DeGruy, editor, *Gambit*, New Orleans, joins Peter A. Myer Advertising Inc. there as corporate communications specialist.

Len Bilotti, sales agent, Gallagher Real Estate, Syracuse, N.Y., joins Metrobase Cable Advertising, Frazer, Pa., as Northern New York sales manager.

Frank Feeley, account executive, WZID(FM) Manchester, N.H., joins WKPE-AM-FM, Orleans, Mass., as general sales manager.

Christopher T. Kager, VP, national sales manager, WWOR-TV Secaucus, N.J., joins WFTX(TV) Boston as director of sales.

Lou Bortone, marketing director, WJIB(FM) Boston, joins WROR(FM) there as director of marketing and promotion.

Appointments at WCEO(AM)-KEZK(FM) St. Louis: **Patti Spellmeyer**, account executive, named local sales manager; **Ellie Conrad**, account executive, named regional sales manager, and **Dennis Bivens**, account executive, WCEO(AM), named local sales manager, WCEO(AM).

David Kelley, general sales manager, KSHE(FM) Crestwood, Mo. (St. Louis), named general sales manager.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Elizabeth J. Beazley**, account executive, WBIR-TV Knoxville, Tenn., to same capacity; **Brenda Bertts**, writer, FKQ Advertising, Clearwater, Fla., to same capacity; **Paul Michael Grice**, art director, Centra Advertising, St. Louis, named senior art director, and **James G. Hoff**, creative director, DMCA Direct, St. Louis, to same capacity. **Alan Goodson**, senior art director, named associate creative director.

Laurie Lawrence, advertising and promotion manager, Consumer News and Business Channel, Fort Lee, N.J., named advertising director.

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Bob Turner, account executive, Group W Radio Sales, New York, named VP, regional manager. **Kevin Garrity**, account executive, WABC(AM) New York, joins Group W Radio Sales there as associate New York regional manager.

Evan Messinger and **Bill McHale**, account executives, CNN, New York, named senior account executives.

Kyrsten H. Bellen, sales research assistant, WSYR(AM)-WYYY(FM) Syracuse, N.Y., joins WSTM-TV there as account executive.

Patti LeMon, account executive, Interep Radio Store, New York, named general manager, New York office.

Account executives appointed at WKQX(FM) Chicago: **Lesley Kilayko**, account executive, *Chicago Tribune*, Chicago, and **Jan Schroeder**, account executive, WFYR-FM Chicago.

Thomas J. Watson, account executive, KFVE(TV) Honolulu, named local sales manager.

Neil Davis, account representative, MSG Network, New York, named local sales manager. **Marty Shapiro**, account representative, MSG Network, New York, named account executive.

Brendan Whelan, pay per view manager, Staten Island Cable, Staten Island, N.Y., joins Mizlou Sports Network, New York, as affiliate sales staff member.

Bob Dennis, general sales manager, KCFM(FM) Lexington, Mo., joins KNHN(AM) Kansas City, Mo., in same capacity.

Nicky Ferreira, account executive, HNWH, Dallas, joins McGavren Guild Radio there in same capacity.

Peggy Madigan, national sales manager, WNEM-TV Bay City, Mich., adds duties as sales manager, Flint national. **Sandy Langworthy**, account executive, WNEM-TV, named sales manager, Saginaw operations.

Debra Kleiman, account executive, TeleRep, New York, joins Petry Television there as account executive, Hawks team.

Phil Maglione, general manager, WSBH(FM) Warren, Vt. (Waitsfield), joins WVNY(TV) Burlington, Vt., as regional sales manager.

Mark Panetta, general sales manager, KIIM-AM-FM Tucson, Ariz., joins WNEZ(AM)-WRCH-FM New Britain, Conn. (Farmington), in same capacity.

Programing

Jeff Kline, program executive, Columbia Pictures Television, Los Angeles, named manager, drama development.

Robby London, VP, creative affairs, DIC Enterprises Inc., Burbank, Calif., named senior VP, creative affairs.

John P. Kelly, president and executive director, 1990 U.S. Olympic Festival, named president, Goodwill Games, Turner Sports, Atlanta.

David Lazer, executive VP, Jim Henson

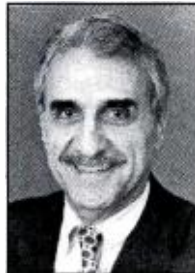
Daytime tally

The National Academy of Television Arts and Sciences announced nominees for 1989-90 Daytime Emmy Awards. Winners will be announced at awards ceremony June 28 in New York during a live telecast on ABC from the Marriott Marquis hotel there. Nominations cover the period from March 6, 1989, to March 5, 1990. Network nomination totals: CBS, 74; ABC, 39; NBC, 30; PBS, 29; syndicated, 29; Disney, 2; HBO, 1, and MTV, 1.

Productions Inc., Los Angeles, named vice chairman.



Lazer



Yamen

Appointments at Viacom: **Peter F. Yamen**, VP, Eastern region, King World Productions, joins Viacom Enterprises, New York, as director, sales, first run, Eastern division. At Viacom International Inc., New York: **David S. Friedensohn**, director, corporate development, Vestron Inc., to same capacity; **Michael W. Niceberg**, director, corporate accounting, named assistant controller, and **Michael A. Cruz**, director, financial reporting, named assistant controller.

Robert Moore, executive director, NATPE Net, computer service of NATPE International, joins Republic Pictures Domestic Television Distribution, Los Angeles, as VP of research.

Michael Shayne Lightner, associate, Korn/Ferry International Worldwide Entertainment Division, Los Angeles, named senior associate.

Sandra Gilbert, director of retail, Hanna-Barbera Productions, Los Angeles, named VP, retail.

Katherine Haber, independent producer and development consultant, Consolidated Entertainment, Los Angeles, named director of development.

Jeff Ballentine, program director, WGTZ(FM) Dayton, Ohio, adds duties as corporate program director (radio), Great Trails Broadcasting, owner of 3 AM's, 2 FM's and 2 TV's.

Brett Harris, air personality, KRBB(FM) Wichita, Kan., adds duties as program director. **Doug Downs**, air personality, KRBB(FM), named assistant music director.

Appointments at MultiMedia Presentations, Culver City, Calif.: **Jim Ritter**, VP, creative director, named VP, senior creative director; **Glenn Abrams**, independent contractor,

MultiMedia, named senior producer, creative director; **Marci Winston**, staff producer, named senior producer, and **Graham Emmonson**, president and owner, California AVI Inc., named designer and producer.

Debbie Ross, director of regional programming and production, VH-1, New York, named VP, original programming and production.

Ray Donahue, managing director, New World International, Sydney, Australia, named VP, Los Angeles. **Thea Diserio**, director, New World International, New York, named VP.

News and Public Affairs

Jay Fine, managing director, news production and technical services, NBC News, New York, named VP, operations, succeeding **Tom Wolzien**, senior VP, regional news, Consumer News and Business Channel, Fort Lee, N.J.

Perry W. Miles, senior VP, United Press International, Washington, named operations officer.

Edye Tarbox, business and personal finance reporter, *CBS Morning News*, joins WHDH-TV Boston as noon and 5 p.m. co-anchor. **Rehema Ellis**, anchor, *Urban Update*, WHDH-TV, named weekend co-anchor.

Joyce Campbell, senior VP, programming, and station manager, WETA-TV Washington, joins KCET(TV) Los Angeles as executive producer, national productions.

Ray Blanco, manager, station relations, WCBS-TV New York, joins KCAL(TV) Norwalk, Calif. (Los Angeles), as director of public affairs programming.

Kim Agle, segment producer, researcher, *The Joan Rivers Show*, New York, joins CNN, Washington, as producer, *Larry King Live*. **Kelly Wallace**, production assistant, *It's Your Business*, CNN, Washington, named associate producer, features unit.

Rick Spratling, bureau chief, Associated Press, Milwaukee, named bureau chief, San Francisco.

Patricia A. Markham, local continuity coordinator, WLVI-TV Cambridge, Mass. (Boston), joins WFXT(TV) Boston as systems coordinator.

Mike Stevens, anchor, reporter and host, WBTW(TV) Florence, S.C., joins WCAU-TV Philadelphia as general assignment reporter.

Associate producers named at WXYZ-TV Detroit: **Sandra Romzek**, 6 p.m. producer, WJRT-TV Flint, Mich., and **Greg Robinson**, reporter, WSYX(TV) Columbus, Ohio.

Ron Walters, political science professor, Howard University, Washington, adds duties as political consultant, WJLA-TV there.

Mark Cooper, sports anchor, reporter and host, WKBW-TV Buffalo, N.Y., joins WSYX(TV) Columbus, Ohio, as weekend sports anchor.

Eric Burns, host, *Arts & Entertainment Re-*

vue, Los Angeles, joins *Inside Edition*, New York, as commentator.

Douglas E. Caldwell, news director, KGET(TV) Bakersfield, Calif., joins KFSN-TV Fresno, Calif., in same capacity.

Terry Gurn, sports director, WICZ-TV Binghamton, N.Y., joins WYOU(TV) Scranton, Pa., in same capacity.

Anne Boa, owner, freelance production business, Vancouver, British Columbia, joins KING-TV Seattle as producer, *Seattle Today*.

Deborah Johnson, special projects coordinator, WFSB(TV) Hartford, Conn., named assistant news director.

Scott B. Diener, executive producer, KTVK(TV) Phoenix, joins KSTP-TV St. Paul, Minn., in same capacity.

Skip Valet, 6 p.m. producer, WJXT(TV) Jacksonville, Fla., named assignment manager.

Jim Little, weather anchor, KGW-TV Portland, Ore., joins KATU(TV) there as meteorologist.

Ken Elmore, executive producer, WSPA-TV Spartanburg, S.C., named news director.

Jill Rosengard, assignment editor, reporter, KDUB-TV Dubuque, Iowa, joins WSBT-TV South Bend, Ind., as reporter and photographer.

Technology

Ivor Knight, director, international standards, COMSAT World Systems, Washington, named VP, business technology and standards.

James W. Cuddihy, president, Cygnus Satellite Corporation, joins Kane Reece Associates Inc. valuation and management consulting group, Metro Park, N.J., as VP, engineering.

Clayton Blick, regional manager, Sony Corp. of America, Western regional office, Burbank, Calif., named marketing manager, Teaneck, N.J. **Gary Rosen**, Eastern regional manager, WaveFrame Corp., joins Sony as national sales manager, professional audio division.

J. Marne Gleason, VP, chief litigation officer, Mutual Life Insurance Co. of New York, joins Scientific-Atlanta, Atlanta, as VP, general counsel and secretary.

Ron Silveira, president, Compact Video and Image Transform, Burbank, Calif., joins Unitel Video Inc., Hollywood division, as president.

Don Miller, engineer, KOLR(TV) Springfield, Mo., named chief engineer.

Promotion and PR

Ken Kahrs, VP, human resources, Showtime Networks Inc., New York, named senior VP, human resources. **George Robertson**, VP, sales operations and training, Showtime Networks, named VP, human resources development.

New writers/producers at WPIX(TV) New York, creative services department: **Nicole Frayne**, in charge of promotion, home video division, Vestron Inc., Stamford, Conn.; **Gregory Trimble**, writer/producer, promotion department, WXIN(TV) Indianapolis, and **Janice Krebs**, writer/producer, Lifetime Cable Network, New York.



Carroll

Patricia Carroll, talent coordinator, radio division, dick clark productions, Los Angeles, named director of publicity.

Julia Van Hees, freelance consultant, Los Angeles, joins Buena Vista Television, Burbank, Calif., as director of publicity.

Martha Benaroya, public relations coordinator, Adler Planetarium, joins WBBM-AM-FM Chicago as manager of information services.

Judy A. Dages, promotion manager, WEVV(TV) Evansville, Ind., joins WXIN(TV) Indianapolis as promotion manager.

Anita Kirchen, president, South Florida Group, joins WXEL-TV-FM West Palm Beach, Fla., as VP, development. **Shebah Burwell**, of Warner Communications, QUBE cable division, joins WXEL-TV-FM as director of public information and promotion.

Brian Lewis, senior VP, account supervisor, Wishner Communications, New York,

joins Financial News Network there as director, public relations.

Robert Flinn, director of creative services and programming, KOLN(TV)-KGIN(TV) Lincoln, Neb., joins WYFF-TV Greenville, S.C., as promotion director.

Brad Ritter, reporter, WBNS-TV Columbus, Ohio, joins Paul Werth Associates Inc. as senior account executive.

Rob Moynan, personnel manager, nursery products division, Weyerhaeuser Co., Tacoma, Wash., joins KGW-AM-TV Portland, Ore., as human resource director.

Allied Fields



McKinney

Thomas E. McKinney, head, Thom McKinney & Associates, joins Cable Advertising Bureau, New York, as executive VP.

Edward C. Kiernan, VP and general manager, WCBS-TV New York, joins American, Washington, as investment broker.

W. Dillaway Ayres Jr., principal, Falmouth Communications Inc., Greenwich, Conn., joins Veronis Suhler & Associates Inc. communications investment banking firm, New York, as senior VP.

J. Walter Hyer III, VP, general counsel and

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Muppet creator dies



Jim Henson, 53, the soft-spoken puppeteer whose witty and whimsical creations—including Kermit T. Frog, Miss Piggy and Big Bird—entertained and enlightened TV and movie audiences worldwide, died unexpectedly May 16 of pneumonia at New York Hospital, New York.

His first love was not puppetry, but TV. Fascinated with television as a teenager, Henson answered wtop-TV Washington's call for a young puppeteer to appear on a local Saturday morning children's show there. His success on wtop-TV led to his own show in 1954, *Sam & Friends*, on wrc-TV Washington, where his combination of marionettes and puppets lip-synching to records appeared at the close of an 11 p.m. news strip. Realizing his puppetry could be more than a way to help pay his way through the University of Maryland in College Park, he decided to make it his career. Puppetry also brought Henson together with Jane Nebel, a puppetry classmate who became his partner in life as well as below the puppet stage.

The Hensons gained national exposure with the muppets from a series of regional commercials for Wilkins coffee. Guest appearances soon followed on the *Today* show, *Ed Sullivan Show*, *Steve Allen Show* and *The Jimmy Dean Show*. Henson moved Muppets Inc. to New York in 1961 and renamed it Henson Associates. With the birth of the Children's Television Workshop's *Sesame Street* on the Public Broadcasting Service, Henson's Muppet kingdom took off with such memorable characters as Kermit, Bert and Ernie, the Cookie Monster and Big Bird. In 1975, the Muppets appeared on the first seven shows of *Saturday Night Live* and later in *The Muppet Show*, which became a hit in domestic and international syndication.

Among Henson's other credits are *Storyteller*, *The Ghost of Faffner Hall*, *Fraggle Rock*, *The Jim Henson Hour* and today's animated *The Muppet Babies*. Awards included numerous Emmys and a Peabody.

He is survived by his wife, Jane; three daughters, Lisa, Cheryl and Heather, and two sons, Brian and John.

Marilyn Mohrman-Gillis, chief, legal branch, policy and rules division, FCC, Washington, joins National Association of Public Television Stations there as general counsel.



Mohrman-Gillis



McReynolds

Lynn McReynolds, director of public affairs and special projects, National Cable Television Association, Washington, joins Grocery Manufacturers of America there as director of communications.

New district directors appointed at National Cable Television Association, Washington: **James A. Hirshfield Jr.**, president, Summit Communications, Bellevue, Wash., district 1; **Lee C. Howley**, president, North Coast Cable, Cleveland, district 7; **John J. Rigas**, chairman, president & CEO, Adelpia Communications, Coudersport, Pa., district 8; **Jack C. Clifford**, chairman, Colony Communications, Providence, R.I., district 9, and **G. Bryan Blow**, VP and general manager, Oasis Cablevision, Ajo, Ariz., to independent/small system director seat.

Appointments at Association of National Advertisers Inc., New York: **Monica Madariaga**, VP, professional development, named senior VP; **Renee E. Paley**, VP, communications, named senior VP.

Deaths

Sammy Davis Jr., 64, stage, screen and TV performer, died May 16 of throat cancer at his home in Los Angeles. Davis starred in *The Sammy Davis Jr. Show* musical variety series seen on NBC in 1966, in addition to guest appearances on numerous other shows. He is survived by his daughter, Tracey, and two sons, Mark and Jeff.

Ev Wren, 62, veteran broadcast on-air personality and executive, died of emphysema May 11 at Porter Hospital, Denver. Wren was associated with many stations, serving in both on-air and management positions, including WMCA(AM) New York; WOLF(AM) Syracuse, N.Y.; KBTV Des Moines, Iowa; KIMN-FM Fort Collins, Colo., and KLAQ(FM) Durant, Okla. At time of his death, Wren was head of his own company, Ev Wren Productions. He is survived by his wife, Gwynne, and three sons, Steve, Keith and Chris.

Tom McBroom, 46, director of finance and administration, KAKE-TV Wichita, Kan., died March 24 of heart attack at his home in Wichita. McBroom joined KAKE-TV in 1962 as comptroller. He was named director of finance and administration in January of this year. He is survived by his wife, Betty, and daughter, Judy.

secretary, US West Marketing Resources Group, Englewood, Colo., named VP and associate general counsel, US West Inc., succeeding **George Ann Harding**, who assumes Hyer's former position.

George F. Schweitzer, senior VP, communications, CBS/Broadcast Group, New York, named promotion professional of the year by Council of Sales Promotion Agencies.

George Meyer, general manager, Mankato

Cablevision, Mankato, Minn., elected president, North Central Cable Television Association, St. Paul.

Marshall H. Fishman, **David E. Ross** and **Michael T. Sillerman**, associates, Rosenman & Colin law firm, Washington, named members.

Megan S. Hookey, director of public relations, National Cable Television Association, Washington, joins Cable Alliance for Education there as associate director.

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Robert Miron: a coxswain's call to cable

Robert Miron's tenure as chairman of the National Cable Television Association, during one of the most tumultuous years cable has experienced, is almost complete. He'll hand over the reins to Prime Cable's Jerry Lindauer this week in Atlanta, at a time when cable is drawing increasing scrutiny from Washington and skepticism from the financial markets.

Miron has never craved the spotlight, and choosing to run for NCTA chairman "was a very difficult decision for me," he says, "because I don't really relish the public eye. I really like to be behind the scenes and try to make things happen that way rather than doing it from the podium."

But he has served NCTA well, his colleagues say, in part because he typifies the rock solid, almost "silent majority" cable operator the industry likes to put forward. Jim Robbins, president of Cox Cable, calls him a "terrific communicator and networker who has done a very good job in a very tough environment."

Miron has followed in the path of several other nonflashy chairmen, including Viacom's John Goddard and Heritage's Jim Cownie, whose counsel Miron remembers when he was pondering a run for the chairmanship. Cownie told him: "If you don't do it, you'll regret it."

"In retrospect," says Miron, "I'm happy I did it," despite the rough seas. Having been involved in the 1984 Cable Act, Miron had already learned his political lessons before arriving in office. If he has learned anything this past year, he says, it is that politics is "a very complex and difficult process."

Through it all, Miron has stayed true to his convictions. To politicians, he would say: "The cable industry does not get credit for the real bargain that cable product is. We don't get credit that \$15 a month is so darn cheap, compared to any other form of entertainment going, in the bulk of it and the breadth of it." And, he adds, "Congress helped us do it with the Cable Act. We grew fast in the metropolitan areas," he acknowledges, "and we had some service problems I think that got away from us. The service business is a very difficult business to stop 100% of the horror stories. And the horror stories have definitely had an effect on us." As they have on the Hill. That effect, combined with the desire to bring rates up after being held back so long, he says, "all interact to give the press and our enemies plenty of ammunition."

To Wall Street, Miron would say: "Cable is a sound business. We have the possibility of some regulation or competition hanging over our head and that's what is really tempering the market. Nothing has changed in the cable business from last month or last year."



ROBERT JAMES MIRON—president, Newhouse Broadcasting, and outgoing chairman of the National Cable Television Association; b. July 7, 1937, Newark, N.J.; BS, business, Syracuse University, 1959; sales department, WSYR-AM-FM-TV Syracuse, 1958-59; director, cameraman, salesman and promotion manager, WTPA(TV) Harrisburg, Pa., 1959-61; news coordinator, sales promotion, assistant general manager, WAPI-AM-FM-TV Birmingham, Ala., 1961-64; operations manager and program director, KTVI(TV) St. Louis, 1964-66; operations manager, NewChannels Corp., 1966-74; executive vice president, 1974-87; present position since 1987; m. Diane Goldblatt, March 4, 1962; children—Naomi, 26; Steven, 24, and Lisa, 21.

One of the intangibles that has given Miron his solid credibility as a cable operator is loyalty. He has worked for only one employer his entire career—Newhouse Broadcasting—and the typical tenure of his cable managers is more than 10 years.

Miron began working for Newhouse while an undergraduate at Syracuse, at WSYR-AM-FM-TV. He started in sales and eventually handled directing, promotion and camera work at Newhouse stations in Harrisburg, Pa.; Birmingham, Ala., and St. Louis, before joining its fledgling cable operation in 1966.

After St. Louis, Miron moved to operations manager for NewChannels, Newhouse Broadcasting's cable division, which had 10,000 subscribers in several markets in which the company owned TV stations. Part of his job included traveling with Newhouse Broadcasting President E.R. (Curly) Vadeboncoeur to the company's broadcast stations. Miron was his assistant, but was also being groomed for greater broadcast responsibilities, which he undertook until New-

house's sale of its stations in 1980.

By 1974, Miron had taken over the day-to-day operations of NewChannels, but continued his monthly treks to the broadcast stations. "I stayed with it," he says. "If you are going to do something and you leave it for 8 or 10 years, the world changes."

Newhouse's initial move into cable was both offensive and defensive, he said. "We thought cable might fractionalize our audience," he says, which turned out to be true, and reasoned "if this was going to be anything, we ought to be a part of it."

Bridging the gap between the two industries was never a problem at Newhouse, and Miron is a firm believer in must carry. "We should carry the broadcast signals," he says. And as NCTA chairman, he has been in a position of leadership between other, sometimes warring, factions.

Relations between cable programmers and operators have been strained of late, from arguments over programing costs to actual and threatened lawsuits. But Miron says "things are a little more peaceful" these days. He played a role in gaining greater representation for programmers on the NCTA board. "We're all in this together to provide the consumer better programing at a reasonable price," he says, and most of the strain has been over paying for sports product. Therein lies a certain irony in that Miron is an avid sports enthusiast. He was a coxswain of the crew team at Syracuse and remains a diehard Orangeman.

Yet sports has been a major headache in his recent business dealings, and will continue to be if rate regulation returns. "You cannot have regulation of the retail price with an unregulated wholesale," said Miron. "It just won't work. Something has to give." The answer, he said, is that "we need to work it out on an individual company basis with suppliers."

If he has a hand in solving that problem, the industry can add it to the list of others he has been involved in. One is the NCTA's new customer service standards. "I really feel good about the customer service standards. I think that was a big step for the industry," he says.

When not traveling, Miron puts in long hours that start early. A devoted family man, he has throughout his career been at work by 6 a.m. in order to be home for dinner.

Miron's management philosophy is largely hands-off. "The Newhouse philosophy is to let the systems operate themselves. We are operators also and I look at myself as essentially an operator, trying to manage by being very familiar with what is happening in the systems."

Miron may be leaving the public eye as he steps down as NCTA chairman, but he won't be leaving the scene. Rather, he will return to a role more in keeping with his temperament, working behind the scenes and lending his voice to keeping cable's crew team on course. ■

Henson-Disney deal still on track

The sudden death of muppet creator Jim Henson last week (see page 94) will not affect the status of the still not closed \$150 million deal between Henson Associates and The Walt Disney Co. The deal, announced last September, gave Disney domestic and foreign product and merchandising rights to Henson characters, excluding those of *Sesame Street*. Henson also had entered a long-term production agreement with Disney.

Tom Deegan, Disney director of corporate communications, told BROADCASTING that Disney "expects that all will go as planned." As for why the deal has still not closed, Deegan said that international distribution aspects of the deal have been "dragging." Deegan could not confirm an industry rumor last week that the deal was set to close on May 11. Whether the deal will become more complicated following probate remains to be seen. Henson Associates spokespeople were unavailable for comment.

FCC denied waiver last Friday of one-to-market rule to Bonneville International for its purchase of KRPN(FM) Roy, Utah, from Kargo Broadcasting, effectively scuttling deal. FCC said Bonneville's presence in market is "already significant," citing group broadcasters' ownership of KSL-AM-TV Salt Lake City and noncommercial KBYU-FM-TV Provo.

In attempt to counter MSO belief that "pay cable is dead in the water," **HBO released Nielsen ratings for first quarter**, according to Seth Abraham, senior vice president, programming operations and sports. In homes of HBO's 18 million subscribers, pay network attracted 2.5 times more people than average cable network. According to Nielsen, HBO's total day ratings were up 10%, from 4 rating/11 share to 4.4 rating/12 share. HBO said it beat at least one of three broadcast networks 36% of time, and two of three 31% of time, and was second only to NBC on Saturday nights.

Preferred Communications has filed lawsuit against Los Angeles Mayor Tom Bradley, 38 others and city for unlawfully preventing company from offering cable service in Los Angeles. Farrow, Schildhouse & Wilson, which represents Preferred, also is of counsel in lawsuit filed by Cable Alabama against Comcast for alleged predatory pricing in Huntsville, Ala. Suit alleges that in overbuild in that city, Comcast reduced price for basic cable and HBO to \$5 each. Comcast attorneys said "there is no basis in law for this complaint."

Waller Capital has been retained by Microband Cos. to sell wireless cable operators assets—systems in New York, Washington and Detroit serving 75,000 subscribers and licenses for 25 cities, including Boston, Miami, Denver, New Orleans, Oakland and Hartford, Conn.

FCC Commissioner Sherrie Marshall last week told members of Land Mobile Communications Council, which has long coveted follow UHF television channels, **that FCC will likely open "broad proceeding later this year" to assess various land mobile services of "not-too-distant future" so that it will have background for spectrum allocation decisions.** Speaking at LMCC Washington conference, Marshall did not comment on whether any UHF channels should be reallocated to land mobile, but endorsed House Energy and Commerce Committee Chairman John Dingell's plan for reallocated 200 mhz from military to commercial uses.

If trend toward democracy continues in Eastern Europe,

U.S. should prepare to phase out Radio Free Europe and transfer its assets to USIA's Voice of America, U.S. Advisory Commission of Public Diplomacy said last week. But, commission said RFE should be preserved until there is little chance of democratic trend being reversed. Board for International Broadcasting, which operates RFE, was quick to criticize report. BIB Chairman Malcolm Forbes Jr. said talk of dismantling RFE was "premature." And, he added, motives of panel "must be questioned in light" of its close ties with USIA.

Zodiac Entertainment, formed last year, said first show it has offered in syndication, **animated Widget** (BROADCASTING, April 2), **is firm go** for September 1990 debut. Show has cleared 88 stations (70% coverage). It said 90% of show's national barter time had been sold, pending final approval by advertisers of their ad budgets for 1990-91 season.

All-American Television has cleared upcoming two-hour special Disorder In the Court: 60th Anniversary Tribute To the Stooges Hosted by Alan Thicke on all seven Fox Television Station Inc.-owned stations. It has achieved just over 60% clearance since entering syndication market earlier this month. Special, which features rare and vintage footage made famous by Three Stooges comedy troupe, is being made available to stations for double runs—one prime time and other in weekend daytime. Flagship Fox stations clearing special include WNYW-TV New York, KTTV-TV Los Angeles and WFLD-TV Chicago.

New Cuban AM station that went on air April 17 is interfering with KGOL(AM) Humble, Tex., and WJNT(AM) Pearl, Miss., according to FCC report to Congress released last week. All three stations operate on 1180 khz, as does Voice of America's Radio Marti, which beams unwanted signal into Cuba. Cuban Radio Taino, as new interfering station calls itself, started with five hours daily, but moved to full time opera-



Dinah Shore wins Silver Satellite. American Women in Radio and Television presented its highest honor, the Silver Satellite Award to Dinah Shore (l) last week at its annual convention in Washington. The award honors an individual for outstanding contribution to the broadcast industry. "Her recording and motion picture achievements gave her stardom, but television was made for her talents, bringing her more awards than any other performer in the medium," said incoming AWRT President Patricia Niekamp (center). Also pictured is Frances Preston, president-CEO, BMI Inc.

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□
FCC has issued Further Notice of Inquiry on alleged home satellite distant signal price discrimination. Commission re-



Head of the class. Continental Cablevision handed out "Cable in the Classroom" awards to 12 teachers in Continental systems who developed innovative and effective uses for cable education programing. Presenting the awards in Washington last week were Continental Chairman Amos Hostetter; Representative August Hawkins, chairman of the House Education and Labor Committee, and teachers Lorraine Palkert of South St. Paul, Minn., and Barbara Smith of Pomona, Calif.

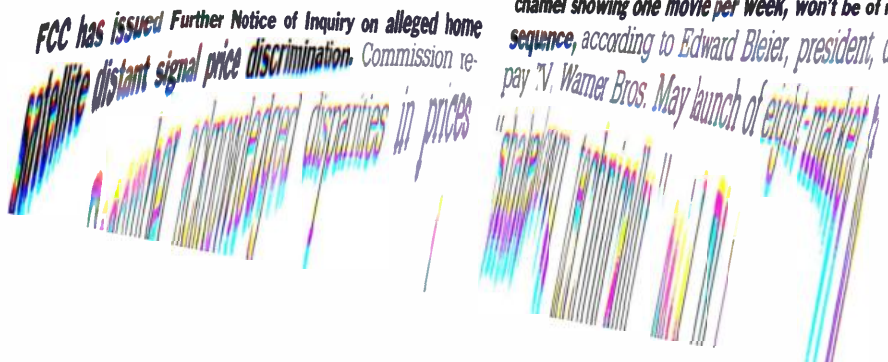
pete with conventional cable systems, according to study released last week by **Wireless Cable Association.** What's more, study said, wireless operators that are able to obtain services must pay rates 50% to 75% higher than their coax competitors. Study was prepared by Information Age Economics Inc., Washington.

□
Multivision subsidiaries have purchased assets of Cable America (3,100 subscribers) in Tennessee for undisclosed price. Cable America had overbuilt Multivision systems in wake of steep rate increases that brought case to national attention. Multivision, in turn, is in midst of selling nearly all of Tennessee assets, with Intermedia mentioned as lead buying candidate.

□
Cable stocks jumped last Friday, with ATC up 2%, Caision Systems up 2%, Comcast up 1% and TCI and TC/ up 1. Movement follows release of draft of House re-tion bill, which is much less severe than Senate v-

□
C-SPAN will be taking to radio road next week for new series, The Week in the Life of Talk Radio. Netwo simulcast from six cities beginning Tuesday, May 2 tions include WNWS(AM) Miami; KING(AM) Seattle (Me KIRO(AM) Seattle and WGGI(AM) Chicago (May 30); KS San Diego and KMOX(AM) St. Louis (May 31), and W/ New York (June 1).

□
Awaited first-month results of Continuous Hits, pay-TV channel showing one movie per week, won't be of m sequence, according to Edward Bleier, president, d pay TV, Warner Bros. May launch of eight-market



Editorials

Cable comeback in the making

The fat is out of the fire. At the 11th hour, Chairman John Dingell (D-Mich.), who heads the House Energy and Commerce Committee and is arguably the Congress's strongest voice on telecommunications policy, turned the National Cable Television Association annual convention into a party instead of a wake. He did so by introducing his own draft cable regulation bill, largely unexpected, that moderated by a mile the staff version working its way through the Senate. A lot of history has yet to be played out before either measure sees law, but having Big John on cable's side of the legislative see-saw is like leading off in the ninth with Ruth, DiMaggio and Mantle.

Broadcasters may have as much to cheer as cable in the Dingell approach, which gives priority consideration to broadcast signals. Its only regulation of cable rates would be of the broadcast tier, and it leaves the blueprint for must carry up to negotiations between the industries. The way we read the tea leaves, broadcasters may be able to get their channel positioning desires, along with their carriage protection, in one fell swoop. (NCTA President James P. Mooney testified last week that a must-carry arrangement could be concluded within a month.)

The Dingell bill is not without problems, but they pale in comparison. He would mandate that the FCC set maximum rates for leased access, and would have operators sell converters instead of leasing them to the public.

In the short run—that is, this session of Congress—there could end up being no bill at all. The Senate draft will be marked up next month but likely will come a cropper because of its telco entry proposals, which broadcasters and cable will oppose. The House draft will similarly be marked up in June and by then may also have a telco component. Time may well run out before this Congress can work its will on the cable industry.

We'd say cable leads a charmed life if we didn't know there's more to this chain of events than coincidence. There's been an adroit public policy making going on backstage in cable's affairs, and from here its initials look like JPM.

Good night, sweet frog

Television lost a true pioneer and a good friend last week with the sudden death of the medium's premiere puppeteer, Muppeteer Jim Henson (not to mention the orphaning of one Kermit the Frog, Henson's short, green Charlie McCarthy). Although other puppeteers (of Kukla and Ollie fame) and Bill Baird were active in the use of traditional puppetry on television, and their contribution to Henson, both used the medium primarily to create a new form of puppetry tailored to the technical requirements of television. He created his

and movement Henson continued to provide—and who was effectively the gregarious alter ego of his reserved creator—will be keenly felt by Henson's extended television family. That, too, is a tribute to his skill.

It was not all Jim Henson. The Muppets have come far from little more than sock puppets on a local Washington TV station to international stars of stage, screen and lunchbox, in the process accumulating a talented crew of human associates.

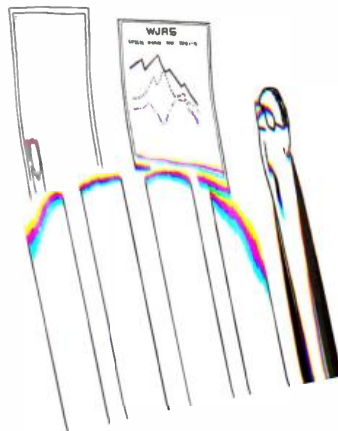
But Jim Henson was the one who told us how to get to Sesame Street: Through the heart, by way of the imagination. Those directions applied to all of the magical places he took us. Thanks to the family of characters that are his legacy, he made sure we could always find our way back.

Mounting evidence

Worth a notation in the TV Marti file was the FCC's report to Congress last week of interference to U.S. stations. According to the report, a new Cuban AM operating on the same frequency as Radio Marti is causing interference to two AM stations in Humble, Tex., and Pearl, Miss., also operating on that frequency. The AM band has troubles enough without increased Cuban jamming spurred by the continued testing of the costly and unnecessary TV Marti. That testing began March 27, and could not end soon enough for the good of U.S. broadcasters.

No love lost

There was a poignant note during the May sweeps period now drawing to a close. That was CBS's return three weeks ago to the, for it, rarified ranks of the number one prime time show, unfamiliar territory in what has been a disastrous—Laurence Tisch's characterization—season. Unfortunately for the network, it was on the strength of the Brigadoon-like reappearance for a single night of the magic that was Lucille Ball. (To be fair, the network has showed strength on Monday night with somewhat newer comedies, which helped it to its first weekly win in almost two years [see page 12].) Considering that the offering was essentially a grainy, black-and-white kinescope—neatly packaged by producer Bud Grant—of a pilot similar to an episode that has been in the Lucy loop of endless reruns for decades now, the showing was even more impressive. For one more Monday night, Lucy was almost everybody's love interest. It was a fitting postscript to her television success story.





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Monday, May 28

Talk Radio Roundtable
7 pm - 8 pm ET

Tuesday, May 29

WNWS-AM in Miami
Program Host - Debbie Ellis
10 am - 1 pm ET

KING-AM in Seattle
Program Host - Mike Siegel
6 pm - 10 pm ET
3 pm - 7 pm PT

Wednesday, May 30

KIRO-AM in Seattle
Program Host - Jim French
12:30 pm - 3 pm ET
9:30 am - 12 noon PT

WGCI-AM in Chicago
Program Host - Cliff Kelley
3 pm - 6:30 pm ET
2 pm - 5:30 pm CT

Thursday, May 31

KMOX-AM in St. Louis
Program Host - Bob Hardy
10 am - 1 pm ET
9 am - 12 noon CT
This program will be simulcast with Moscow Radio.

KSDO-AM in San Diego
Program Hosts - Roger Hedgecock and Michael Reagan
2 pm - 6 pm ET
11 am - 3 pm PT

Friday, June 1

WABC-AM in New York
Program Host - Rush Limbaugh
10 am - 12 noon ET

C-SPAN

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Production Services Inc. (PSI), Tucson, Ariz., proponent of **Genesys high-definition television terrestrial transmission system, has withdrawn its system from FCC's certification and testing process.** PSI has been facing June 1 deadline for pre-certification of Genesys to qualify for ATTC testing (BROADCASTING, May 14). Company said that it decided to drop out of standardization process because of advisory committee's requirement for eventual full disclosure of all technical details and that work on system will continue for development of "spin-off products." Withdrawal of PSI leaves five companies proposing seven systems in testing process. More withdrawal before June 1 are considered likely.

□
FCC has issued Further Notice of Inquiry on alleged home satellite distant signal price discrimination. Commission report last December acknowledged disparities in prices charged to home dish and cable distributors and now seeks comments on "reasons for these differences."

□
More than two-thirds of wireless cable systems have been denied access to such cable services as Home Box Office, ESPN and regional sports networks that they need to com-



Head of the class. Continental Cablevision handed out "Cable in the Classroom" awards to 12 teachers in Continental systems who developed innovative and effective uses for cable education programing. Presenting the awards in Washington last week were Continental Chairman Amos Hostetter; Representative August Hawkins, chairman of the House Education and Labor Committee, and teachers Lorraine Palkert of South St. Paul, Minn., and Barbara Smith of Pomona, Calif.

pete with conventional cable systems, **according to study released last week by Wireless Cable Association.** What's more, study said, wireless operators that are able to obtain services must pay rates 50% to 75% higher than their coax competitors. Study was prepared by Information Age Economics Inc., Washington.

□
Multivision subsidiaries have purchased assets of Cable America (3,100 subscribers) in Tennessee for undisclosed price. Cable America had overbuilt Multivision systems in wake of steep rate increases that brought case to national attention. Multivision, in turn, is in midst of selling nearly all of its Tennessee assets, with Intermedia mentioned as leading buying candidate.

□
Cable stocks jumped last Friday, with ATC up 2%, Cablevision Systems up 2%, Comcast up 1% and TCI and TCA both up 1. Movement follows release of draft of House reregulation bill, which is much less severe than Senate version.

□
C-SPAN will be taking to radio road next week for week-long series, The Week in the Life of Talk Radio. Network will simulcast from six cities beginning Tuesday, May 29. Stations include WNWS(AM) Miami; KING(AM) Seattle (May 29); KIRO(AM) Seattle and WGCI(AM) Chicago (May 30); KSDO(AM) San Diego and KMOX(AM) St. Louis (May 31), and WABC(AM) New York (June 1).

□
Awaited first-month results of Continuous Hits, pay-per-view channel showing one movie per week, won't be of much consequence, according to Edward Bleier, president, domestic pay TV, Warner Bros. May launch of eight-market test was "shakedown technically," said Bleier, due to variety of standalone problems such as reorienting barker channels and buying patterns. Problems are being corrected, he said, and results from June and July should be much more significant. Continuous Hits channel is being run by Warner, other Viewer's Choice shareholders, and several studios unaffiliated with PPV network.

Editorials

Cable comeback in the making

The fat is out of the fire. At the 11th hour, Chairman John Dingell (D-Mich.), who heads the House Energy and Commerce Committee and is arguably the Congress's strongest voice on telecommunications policy, turned the National Cable Television Association annual convention into a party instead of a wake. He did so by introducing his own draft cable regulation bill, largely unexpected, that moderated by a mile the staff version working its way through the Senate. A lot of history has yet to be played out before either measure becomes law, but having Big John on cable's side of the legislative see-saw is like leading off in the ninth with Ruth, DiMaggio and Mantle.

Broadcasters may have as much to cheer as cable in the Dingell approach, which gives priority consideration to broadcast signals. Its only regulation of cable rates would be of the broadcast tier, and it leaves the blueprint for must carry up to negotiations between the industries. The way we read the tea leaves, broadcasters may be able to get their channel positioning desires, along with their carriage protection, in one fell swoop. (NCTA President James P. Mooney testified last week that a must-carry arrangement could be concluded within a month.)

The Dingell bill is not without problems, but they pale in comparison. He would mandate that the FCC set maximum rates for leased access, and would have operators sell converters instead of leasing them to the public.

In the short run—that is, this session of Congress—there could end up being no bill at all. The Senate draft will be marked up next month but likely will come a'cropper because of its telco entry proposals, which broadcasters and cable will oppose. The House draft will similarly be marked up in June and by then may also have a telco component. Time may well run out before this Congress can work its will on the cable industry.

We'd say cable leads a charmed life if we didn't know there's more to this chain of events than coincidence. There's been some adroit public policy making going on backstage in cable's behalf, and from here its initials look like JPM.

Good night, sweet frog

Television lost a true pioneer and a good friend last week with the sudden death of the medium's premiere puppeteer, Muppet-master Jim Henson (not to mention the orphaning of one Kermit T. Frog, Henson's short, green Charlie McCarthy). Although Burr Tillstrom (of Kukla and Ollie fame) and Bill Baird were trailblazers in the use of traditional puppetry on television, and an inspiration to Henson, both used the medium primarily to showcase their established art. Jim Henson was the first—and best—to create a new form of puppetry tailored to the technical constraints and newfound freedoms of television. He created his characters to move in the free space framed by the television set, making the monitor his stage. Also a key to his success, Henson brought a hipness and irreverence to his troupe that endeared them to adults as much as children. (In fact, Muppets were original cast members of that watershed of irreverence, *Saturday Night Live*.)

Although Henson's extended foam and flannel family made him a millionaire many times over, with far-flung interests that included merchandising, feature films, a future theme park and more, he remained a hands-on (or should that be hands-in) ruler of his creative kingdom. In fact, the loss of Kermit, whose voice

and movement Henson continued to provide—and who was effectively the gregarious alter ego of his reserved creator—will be keenly felt by Henson's extended television family. That, too, is a tribute to his skill.

It was not all Jim Henson. The Muppets have come far from little more than sock puppets on a local Washington TV station to international stars of stage, screen and lunchbox, in the process accumulating a talented crew of human associates.

But Jim Henson was the one who told us how to get to Sesame Street: Through the heart, by way of the imagination. Those directions applied to all of the magical places he took us. Thanks to the family of characters that are his legacy, he made sure we could always find our way back.

Mounting evidence

Worth a notation in the TV Marti file was the FCC's report to Congress last week of interference to U.S. stations. According to the report, a new Cuban AM operating on the same frequency as Radio Marti is causing interference to two AM stations in Humble, Tex., and Pearl, Miss., also operating on that frequency. The AM band has troubles enough without increased Cuban jamming spurred by the continued testing of the costly and unnecessary TV Marti. That testing began March 27, and could not end soon enough for the good of U.S. broadcasters.

No love lost

There was a poignant note during the May sweeps period now drawing to a close. That was CBS's return three weeks ago to the, for it, rarified ranks of the number one prime time show, unfamiliar territory in what has been a disastrous—Laurence Tisch's characterization—season. Unfortunately for the network, it was on the strength of the Brigadoon-like reappearance for a single night of the magic that was Lucille Ball. (To be fair, the network has showed strength on Monday night with somewhat newer comedies, which helped it to its first weekly win in almost two years [see page 12].) Considering that the offering was essentially a grainy, black-and-white kinescope—neatly packaged by producer Bud Grant—of a pilot similar to an episode that has been in the Lucy loop of endless reruns for decades now, the showing was even more impressive. For one more Monday night, Lucy was almost everybody's love interest. It was a fitting postscript to her television success story.



Drawn for BROADCASTING by Jack Schmidt

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Monday, May 28

Talk Radio Roundtable
7 pm - 8 pm ET

Tuesday, May 29

WNWS-AM in Miami
Program Host - Debbie Ellis
10 am - 1 pm ET

KING-AM in Seattle
Program Host - Mike Siegel
6 pm - 10 pm ET
3 pm - 7 pm PT

Wednesday, May 30

KIRO-AM in Seattle
Program Host - Jim French
12:30 pm - 3 pm ET
9:30 am - 12 noon PT

WGCI-AM in Chicago
Program Host - Cliff Kelley
3 pm - 6:30 pm ET
2 pm - 5:30 pm CT

Thursday, May 31

KMOX-AM in St. Louis
Program Host - Bob Hardy
10 am - 1 pm ET
9 am - 12 noon CT
This program will be simulcast
with Moscow Radio.

KSDO-AM in San Diego
Program Hosts - Roger
Hedgecock and
Michael Reagan
2 pm - 6 pm ET
11 am - 3 pm PT

Friday, June 1

WABC-AM in New York
Program Host -
Rush Limbaugh
10 am - 12 noon ET

C-SPAN

MAY 28 — JUNE 1

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