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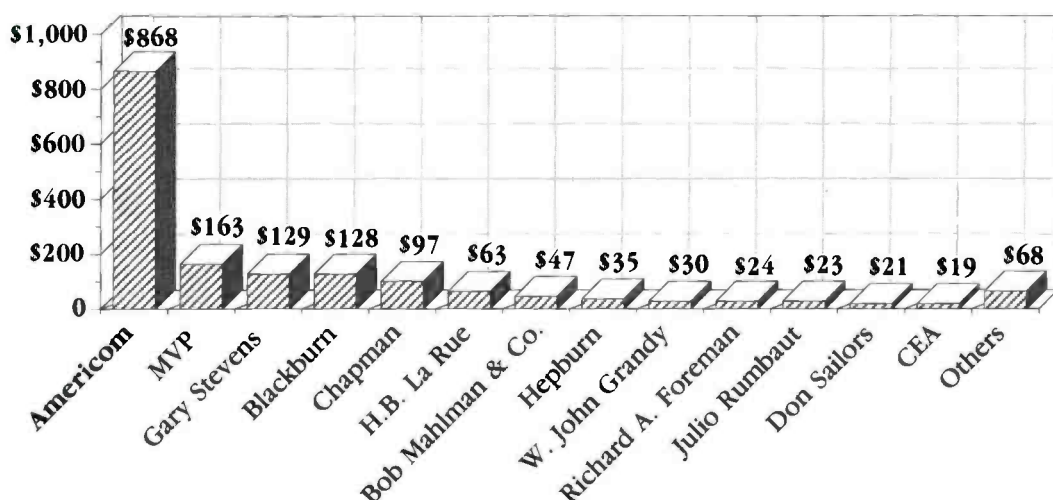
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**Fox petitions to open
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ABC takes head on
prime time lead**

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Fin-syn debate heats

up... Fox ignites fin-syn battle by asking FCC to relax rules and grant it waiver. **PAGE 19.**

ABC gains on NBC in some ratings...

While NBC continues to win prime time household ratings race, ABC challenges it for top spot in key demographic categories. **PAGE 19.**

RAB sells radio in Dallas...

Radio Advertising Bureau's 10th annual Managing Sales Conference focuses on radio's strengths and positioning it in marketplace. **PAGE 30.**

20/ NCTA GETS TOUGH

In sharply worded speech, National Cable Television President James Mooney launches counteroffensive against broadcasting industry's anti-cable efforts.

25/ CHARACTER ISSUES

FCC Chairman Alfred Sikes orders proceeding to toughen commission's character qualifications for broadcast licensees.

27/ SWEEPS PREPARATIONS

Three major broadcast networks will rely less on long-form maxi-series and more

on specials, theatricals and two- or three-part mini-series for February sweeps.

25/ TCI TAX CONSIDERATIONS

Not only regulatory and stock market concerns, but also tax considerations, will affect Tele-Communication Inc.'s proposed multi-billion restructuring and spinoff.

28/ EARLY FRINGE REVIEW

Petry Television's analysis of Nielsen's November ratings shows *Geraldo* falling in early fringe in November and *Oprah* and *Jeopardy!* holding top two places.

28/ INTV-NATPE CONVENTION MERGER?

Some syndicators take issue with narrow scheduling window between INTV and NATPE shows.

29/ KWP CREATES NEW DIVISION

King World Productions creates new division charged with getting company into

network program production business.

33/ HUNGARIAN FM WITH U.S. SOUND

Plans are under way in Hungary for commercial FM station with VOA Europe affiliation.

35/ BBC LEADER

BBC director-general Michael Checkland provides his vision for British company in coming decade.

39/ BARRY BUST

Local and national news organizations jump on story of



Mayor Marion Barry (I), with his wife, Effie, on WUSA(TV) Washington

Washington, D.C., Mayor Marion Barry's arrest for drug use.

41/ GLOBAL VIEW AT NTIA

Janice Obuchowski, head of National Telecommunications and Information Administration, is taking world view.

44/ NEW DEMI-DBS SERVICE

Tele-Communications Inc. unveils plans for 10-channel satellite broadcasting service that TCI-led consortium of cable operators and GE Americom hope to launch by end of year.

45/ NRB PREVIEW

National Religious Broadcasters Association faces "rocky points" on eve of

annual meeting in Washington, Jan. 27-31.

48/ INDUSTRY OUTLOOK

Among topics discussed at Sillerman Companies Radio and Television Outlook seminar in New York are growth of Fox Broadcasting Co., slowdown in broadcast TV's fragmentation and cable's growth and state of radio.

71/ LANDING IN PARADISE

Lorimar Television's David Jacobs has built his TV career on telling continuing family sagas, including *Dallas*, *Knots Landing* and, most recently, *Paradise*.

DEPARTMENTS

Advertisers Index	70
Business.....	48
By the Numbers	8
Cablecastings	52
Changing Hands	47
Closed Circuit	4
Datebook	11
Editorials	74
Fates & Fortunes	67
Fifth Estater	71
For the Record	53
In Brief	72
International	35
Journalism	39
Law & Regulation.....	41
Masthead	16
The Media	44
Monday Memo.....	17
On Radio.....	30
Programing	27
Stock Index	9



ABC's 'The Kennedys of Massachusetts' begins Feb. 18

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WASHINGTON

Preemptive strike

National Cable Television Association board is likely to adopt customer service standards for industry when it meets Feb. 14 in Boca Raton, Fla., according to industry source. Standards, which were developed by committee chaired by Viacom's John Goddard, would reportedly cover, among other things, installation, phone answering, billing, picture quality and response to outages, source said. Although developed by NCTA, standards could, in effect, cover entire industry. Municipalities are allowed to develop operating standards under Cable Act, and it's expected cities will use or incorporate standards into franchise renewal proceedings, whether company is NCTA member or not. One MSO source said industry believes it's not too late to implement standards to repair political damage, saying industry could well have 14-to-17-month window to counter critics.

Late starters

Two new proponent companies have contacted FCC's advisory committee on advanced television service requesting opportunity to have their new HDTV transmission systems tested by Advanced Television Test Center (ATTC). But both systems are long shots for approval as standard by FCC under current limitations set by advisory committee. It has set tight testing schedule for ATTC and has made provision for tests of new proposals only in case of dropouts from current list.

So far, little is known about either proposal. One system is being proposed by Ear 3 Systems, start-up company in Port Washington, Wis. It is simulcast system with heavily digitized high-definition channel. Denyse DuBrucq, president and chairman of Ear 3 and holder of many patents in system, is now selling shares in company to raise money for development. Under best-case conditions, prototype of



Murphy's Year

Capcities/ABC Chairman and Chief Executive Office, Thomas S. Murphy received the fourth annual Variety Children's Lifeline Award from Variety Clubs International in New York last week. Murphy was chosen for the honor for, among other reasons, telethons conducted by WPVI-TV Philadelphia and WKWB-TV Buffalo (the latter now owned by Queen City Broadcasting), which between them previously raised over \$50 million for the organization. Murphy has also assisted Variety as chairman of the New York University Medical Center Board of Trustees. Standing with the honoree prior to the award dinner in New York last Monday night were (l to r): Salah Hassanein, chairman, Variety Children's Lifeline; Patti Lupone, actress, singer and co-star of ABC's Life Goes On; Murphy, and Martin Davis, chairman and chief executive officer of Paramount Communications Inc., who presented the award. Murphy was given humanitarian award by RP Foundation last September and is due to receive International Radio and Television Society gold medal March 1.

system could be demonstrated by next fall, DuBrucq said last week. Second system, proposed by Carole Broadcasting Technologies Inc., involves line doubling of NTSC signals in compatible 6 mhz channel.

What if?

New project on Community Antenna Television Association drawing board is study of what cable rates would look like if cable had been regulated as common carrier since early 1970's. Numbers will presumably show that cable is cheaper today than had it been regulated as common carrier over past 15 to 20 years. Purposes of study will be multiple: It will be used to back cable's contention that rate increases have not been that dramatic in long-term history of industry. It's also meant to show that common-carrier regulated industries, such as telcos, do not provide greatest buy for customer's money when compared to free

market economy.

Glass-nost

Jack MacAllister, chairman and CEO of U.S. West, was in Washington again last week, making rounds of government agencies and key members of Congress in behalf of trans-Soviet project. U.S. West heads consortium of 10 national organizations planning \$500 million fiber optic cable that would link Europe and Asian-Pacific region. Soviet Union, whose ministry of Post and Telecommunications is one of participants in project, has signed agreement under which U.S. West is pursuing project. But problem is getting approval of U.S. and Coordinating Committee on Multilateral Export Controls (CoCom)—group of 17 Western industrialized countries and Japan, whose purpose is to guard against transfer to Soviet Union of technology with security implications. MacAllister

was continuing effort to ease concerns of U.S. officials in State, Commerce and Defense Departments. It was not clear how much progress he made.

Togetherness

So far, it is nothing more than small cloud on horizon, but it could develop. "It" is interest on part of some on Capitol Hill to combine two of U.S. Information Agency's services—most of television operations and Voice of America. Idea has been discussed by some House Foreign Affairs Committee members and staffers, and has been broached to USIA officials. Proponents think merger—which would not involve satellite-linked press conferences—would be logical and save money. Thus far, at least, USIA officials are showing no interest in idea; they think two services perform different functions, that television offers public affairs programming, not news, as does VOA. However, House Foreign Affairs Committee, with power of purse as authorizing committee, would have last word.

NEW YORK

More in store

Look for NBC executives to announce further NBC-advertiser promotional ventures similar to NBC-Sears contest promotion that took place in September. Unlike CBS, which has touted promotion venture with K mart, and already signed new Quaker Oats cross-promotion, NBC has been mum on project. Sears has increased regular network advertising budget on network television, even though that was not, it is said, condition of joint venture. According to Arbitron's BAR, Sears's television network spending was up over 200% in October and November, and one network executive said that retailer's upfront buy on NBC was up fivefold. K mart's spending during two months, according to BAR, was up six percent.

Counting heads

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television this season is 59.9% in prime time, down about 2% compared to year ago. In recent weeks, however, HUTS have leveled off, prompting speculation from network researchers that lack of special events during last November's sweeps kept viewers away. Three-network share of those homes viewing television is flat at 67% this season, although it should be noted that last season included initial five weeks of repeat or substitute programs due to writers' strike. Researchers are predicting a slight drop in three-network share by end of season.

Almost done deal

Ongoing effort of group owner Malcolm Glazer to sell TV stations (BROADCASTING, Nov. 7, 1988) is near completion, with deal for roughly \$60 million plus minority tax certificate. Purchaser is Riverdale Media Corp., whose corporate general partner is Simon Gourdine, in partnership with ML Media Opportunity Fund, headed by I. Martin Pompadour and Elton Rule. Gourdine, who for last four years has been director of labor relations for New York Metropolitan Transportation Authority, was for 11 years with National Basketball Association, including as deputy commissioner. ML Media will have ownership interest in 11 television stations upon purchase of Glazer stations, which are WRBL(TV) Columbus, Ga.; WTWO(TV) Terre Haute, Ind., and KOTV(TV) St. Joseph, Mo.

ABC re-ups

ABC-TV last week renewed deal with IDB Communications for mobile C-band satellite transmission of at least 25 events (mostly sports) during each of next two years, at what IDB broadcast division VP Peter Hartz called "meaningful increase in price." Both parties said agreement could signal end to decade of price wars that saw per-event rate go from about \$7,000 in 1979 to \$3,500 and below last year. ABC telecommunications director Brent Stranathan said contract accounts for only

about 25% of network's business and that its objective is to "keep as many players alive as possible. We hope," he said, that prices "are stabilizing where they are—about \$4,500 to \$5,000 a show."

ABC is itself serving long term stability among uplinkers by trading off somewhat higher rates now for assurance that IDB and others have cash to maintain quality staff and service into future. "At current pricing, the market has deferred a lot of maintenance and was going to run its capacity into the ground, [particularly] the local mom and pop operations whose biggest requirement is cash flow," Hartz said he told networks. And even with proper maintenance of current fleet, IDB (which owns 13 of 59 C-band trucks in U.S.) will have to begin replacing aged trucks at cost of \$750,000 to \$1 million each, beginning in 1991, he said.

Football juggling at ABC

Several juries remain out on ABC-TV's \$210 million, 1991-95 rights deal with College Football Association (BROADCASTING, Jan. 22) as parties with other national and regional rights contracts waited to see "it's and t's."

Upbeat about deal, Pac 10 Commissioner Tom Hanson said that, in regular post-season strategy session with ABC next week, he will nevertheless seek assurance that Pac 10-Big Ten games will continue to reach "certain percentage of the country" despite complex regionalized 1991-95 schedule.

Perhaps more crucial, CFA members that must still approve deal will be looking for their own assurances, particularly concerning several ABC Saturday doubleheaders, proposed to air noon through 6 p.m. ET. Southeast Conference has 12:30 p.m. regional syndication package through superstition WTBS(TV) Atlanta, and Jefferson-Pilot syndication of Atlantic Coast Conference has relied on same window, often with ABC affiliates. But, as for CFA gaining 2.6 times higher rights fees, said SEC Assistant Commissioner Brad Davis, "we're finally back up there to where we were before deregulation" in 1984, when Supreme Court ended NCAA exclusive rights control.

HOLLYWOOD

So long, 'Sister'

NBC's *Sister Kate*, airing Sunday night at 8:30-9, had its

last regularly scheduled broadcast on Jan. 21. (It will be replaced by "special programming" through February.) According to NBC spokeswoman, 19 episodes of show were ordered by network from producer 20th Century Fox, and all but four have aired. Spokeswoman said final four episodes and possibly some repeats will be shown at future date. Decision on whether fresh episodes of struggling series will be produced has not been made.

On hold

Fox Station group has delayed launch of *Tribes*, new daytime soap opera aimed at teens, until March 5. Show was to have debuted last Monday (Jan. 22), but was pulled at last minute. "The show is ready, although I'm glad to have the breathing room," said Dennis Steinmetz, executive producer of *Tribes*, which is being produced at Hollywood's Columbia-Gower Studio. "Now I have time to fine-tune the 3% that really wasn't there yet." Another Fox source said delay was scheduling decision. "We realized it was sort of ludicrous to premiere such an important show for us right before the February sweeps. It would have no chance to grow." Feeling is, said source, show's promotion will now stand out, giving it better chance to grow between sweeps.

And the winner is

On heels of producing Golden Globe Awards, ACE Awards, American Music Awards and TV Soap Awards during nine-day span this month, dick clark productions is negotiating deal with Turner Broadcasting System and five other cable networks to carry new sports award show, according to Gene Weed, vice president, television, dick clark productions. United Sports Academy, nonprofit organization based in Mobile, Ala., has sponsored nontelecast sports award show in that city in past but is looking for higher visibility broadcast presentation in Hollywood.

Spectrum for sale

A spectrum auction proposal is said to be part of the administration's fiscal 1991 budget. Slated for release today (Jan. 29), the budget will call for reallocating 200 mhz of government spectrum for private-sector use. According to a source, OMB does not specify where the spectrum would come from and there is some question about how much revenue the FCC could raise through an auction. Early estimates were \$2.5 billion but the value is difficult to estimate until specific portions of the spectrum are selected. Previously, the Office of Management and Budget has called for auctioning portions of the spectrum not assigned to broadcasting.

The proposal to reallocate spectrum is a concept embodied in legislation (H.R. 2965) introduced by House Energy and Commerce Committee Chairman John Dingell (D-Mich.). It's Dingell's aim to help the FCC meet new demands for spectrum and deal with congestion problems. Although Dingell's initiative provides for the transfer of government spectrum, it also prohibits auctions. At a hearing last year, FCC Chairman Al Sikes told the House Telecommunications Subcommittee he opposed the provision barring auctions. With the budget proposal out, it is likely to be a topic of discussion during a Telecommunications Subcommittee hearing in early February on Dingell's measure.



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CHILDREN'S
TELEVISION
WORKSHOP

BY THE NUMBERS 1

NBC was first in the prime time household race for Week 18 (ended Jan. 21). However, ABC was first in key demographics, among both men and women 18-49. In the household race the standings were: NBC, 14.6/23; ABC, 13.5/21, and CBS, 12.8/20. Among women 18-49, ABC led with an average 10.4 rating, one point ahead of NBC's 9.4. CBS trailed with a 7.9. Among men 18-49, the standings were: ABC, 7.6; NBC, 7.1, and CBS, 6.0.

Season to date, NBC continues to lead the



household race by almost two rating points, with an average 14.8/25. ABC follows with a 13/22, and CBS is third with a 12.3/20. NBC also is ahead with women 18-49 season to date, with an average 9.6 rating, followed by ABC's 8.9, and CBS's 7.4. Among men 18-49, NBC and ABC are tied season to date, with an average 7.7. CBS follows with a 5.6.

Fox's new midseason animated *Simpsons* (pictured), airing Sundays, 8:30 p.m., continued to pull

"By the Numbers" continues on page 9

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	24.7/37	N	<i>Cheers</i>
2		23.4/36	N	<i>Cosby Show</i>
2	▼	23.4/35	N	<i>Roseanne</i>
4	▲	22.7/36	C	<i>60 Minutes</i>
5	■	21.6/32	N	<i>Grand</i>
6	▼	20.8/32	N	<i>A Different World</i>
7		20.5/29	C	<i>Murder, She Wrote</i>
8	▲	20.0/30	C	<i>Sun. Movie: The Operation</i>
9	▲	19.9/30	A	<i>Wonder Years</i>
10	▲	19.4/30	N	<i>Unsolved Mysteries</i>
11	▲	18.8/27	A	<i>Am. Funniest Home Videos</i>
12	▲	18.5/29	A	<i>Coach</i>
13		18.4/31	N	<i>L.A. Law</i>
13	▼	18.4/28	A	<i>Who's the Boss?</i>
15	▼	17.9/30	N	<i>Golden Girls</i>
16	▲	17.6/27	N	<i>Matlock</i>
17		17.5/27	N	<i>In the Heat of the Night</i>
18	▲	17.2/29	A	<i>Full House</i>
19	▼	16.7/25	C	<i>Designing Women</i>
20	▼	16.6/28	N	<i>Empty Nest</i>
21	▲	16.0/27	A	<i>Family Matters</i>
21	▲	16.0/25	A	<i>Growing Pains</i>
21	▼	16.0/21	N	<i>Sun. Movie: Perry Mason</i>
24	▲	15.7/25	A	<i>Sun. Movie: Unspeakable Acts</i>
25	▼	15.4/23	C	<i>Murphy Brown</i>
26	▼	15.3/23	N	<i>Night Court</i>
27	▼	15.1/24	C	<i>Newhart</i>
28	▲	14.9/21	F	<i>The Simpsons</i>
28	▼	14.9/26	A	<i>20/20</i>
30	▼	14.8/22	N	<i>The Hogan Family</i>

Rank/rating □ Network □ Show

31		14.7/21	F	<i>Married...With Children</i>
32	▼	14.3/22	A	<i>Head of the Class</i>
33	▼	14.1/22	N	<i>Dear John</i>
33	▼	14.1/22	C	<i>Jake and the Fatman</i>
33	▲	14.1/23	C	<i>Knots Landing</i>
36	▼	13.9/21	A	<i>Doogie Howser, M.D.</i>
36	▲	13.9/23	A	<i>Just the Ten of Us</i>
36	▲	13.9/21	A	<i>MacGyver</i>
36	▲	13.9/23	A	<i>Perfect Strangers</i>
40	▲	13.8/24	A	<i>thirtysomething</i>
41	▼	13.7/21	N	<i>ALF</i>
41		13.7/24	N	<i>Midnight Caller</i>
43		13.6/19	A	<i>Full House Special</i>
44	▼	13.5/21	C	<i>Major Dad</i>
45	▲	13.1/23	A	<i>ABC Mystery Movie: Columbo</i>
46	▼	13.0/21	C	<i>Dallas</i>
47		12.9/22	N	<i>Ann Jillian Special</i>
47	▼	12.9/22	N	<i>227</i>
49	▼	12.8/20	N	<i>Mon. Movie: Blue Bayou</i>
50		12.6/21	N	<i>Fri. Movie: Murder in Paradise</i>
51	▲	12.2/19	A	<i>Sun. Movie: Jekyll & Hyde</i>
52	▼	12.0/20	C	<i>Doctor, Doctor</i>
53	▼	11.7/21	N	<i>Hunter</i>
54	▲	11.4/18	C	<i>48 Hours</i>
54	▼	11.4/17	A	<i>Rescue 911</i>
56	▼	11.0/17	A	<i>Father Dowling Mysteries</i>
57	▼	10.9/17	A	<i>Anything But Love</i>
58		10.8/20	C	<i>Wiseguy</i>

Week 18 □ Jan. 15-Jan. 21

Rank/rating □ Network □ Show

59	▼	10.5/19	A	<i>China Beach</i>
60	▲	10.4/18	C	<i>Falcon Crest</i>
61	▼	10.1/19	N	<i>Quantum Leap</i>
61	▼	10.1/17	N	<i>True Blue</i>
61	▲	10.1/15	A	<i>Young Riders</i>
64	▲	9.9/14	F	<i>America's Most Wanted</i>
64	▲	9.9/16	A	<i>A Life Goes On</i>
66	▲	9.7/17	C	<i>Paradise</i>
67	▼	9.5/14	C	<i>Famous Teddy Z</i>
68	▼	9.2/15	C	<i>Movie: Someone to Watch</i>
69	▼	9.2/14	C	<i>Island Son</i>
69	▼	9.1/15	C	<i>Max Monroe: Loose Cannon</i>
69	▲	9.1/15	A	<i>Primetime Live</i>
72	▼	8.9/14	C	<i>Beauty & the Beast</i>
73	▲	8.6/15	F	<i>Cops</i>
73	▼	8.6/14	N	<i>Magical World of Disney</i>
75	▲	8.4/14	F	<i>Totally Hidden Video</i>
76	▼	8.2/15	C	<i>Sat. Night With Connie Chung</i>
77	▼	8.1/14	A	<i>Mission: Impossible</i>
77	▲	8.1/12	F	<i>Open House</i>
79	▼	7.9/13	C	<i>Tour of Duty</i>
80	■	7.8/11	N	<i>My Two Dads</i>
81		7.6/11	N	<i>Sister Kate</i>
82	▼	6.0/9	F	<i>21 Jump Street</i>
83	▼	5.7/9	F	<i>Booker</i>
84		5.6/9	F	<i>Movie: Raising Arizona</i>
85	▼	5.4/8	F	<i>Alien Nation</i>
85	▼	5.4/8	F	<i>Reporters</i>
87	▼	5.2/8	F	<i>Tracey Ullman Show</i>
88	▼	3.7/6	F	<i>It's Gary Shandling's Show</i>

Guide to symbols

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

Source: Nielsen and Broadcasting's own research.

■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	15.9	228	99
2	Jeopardy! (King World)	13.7	216	98
3	Cosby Show (Viacom)	10.6	203	98
4	Star Trek: Next Generation (Paramount)	10.5	234	97
5	Wheel of Fortune, wknd. (King World)	10.0	204	92
6	Oprah Winfrey Show (King World)	9.6	215	99
7	Current Affair (20th Century Fox TV)	9.3	187	96
8	Entertainment Tonight (TPE)	8.7	165	95
9	Star Search (TPE)	6.6	154	95

* Nielsen weekly pocketpiece

Week ended Jan. 14

10	Donahue (Multimedia)	6.5	225	99
11	Family Feud 2 (LBS)	6.2	128	84
12	Geraldo (Paramount)	6.1	197	99
13	Inside Edition (King World)	5.8	104	82
14	Chip 'N' Dale (Buena Vista Television)	5.6	171	96
14	People's Court (Warner Bros. Domestic TV)	5.6	169	90
The following shows were rated, but not ranked				
	Wrestling Network	7.1	169	92
	World Wrestling Federation (WWF)	9.4	242	97

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

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

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

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

"By the Numbers" continued from page 8

solid numbers. Its second week out, the show ranked second in its time period (beaten only by the second half-hour of *Murder, She Wrote*) and came in 29th overall with a 14.9/21.

In its first week out, NBC's midseason comedy, *Grand*, from Carsey-Werner Productions, fared well, finishing fifth in household delivery for the week with an average 21.6/33. The show debuted on Thursday at 9:30 p.m., following the number-one show of the week, *Cheers*, which averaged a 24.7/37.

MarketScope

Media stocks declined last week, again mostly on market-wide concerns, but a few on their own. Particularly hard hit were stocks connected to the debt markets, including highly leveraged companies and "deal" stocks. LIN Broadcasting for instance, dropped below \$100 last Wednesday before closing at 105½, off 7% from a week ago. Also hard hit were MSO stocks, many of them giving up gains from last week following the Tele-Communications Inc. spin-off announcement (see "Top of the Week"). Among the losers was Adelphia, off 12.5%, and Cablevision Systems Inc., down 18% from two weeks ago, and subject of growing "short interest." American Television & Communications continues to hold up reasonably well, in part perhaps because of the stock's reinstatement on Oppenheimer & Co.'s recommended list. Most group owner/publishers were off slightly while McGraw-Hill, apparently on intermittent rumors, was flat and one of the most active options issues two weeks ago. Outlet Communications, a "deal stock" fell to 19, a 52-week low, which one market source also attributed to competition in the Providence, R.I., market. Also hitting a 52-week low was Westwood One, the subject of a negative article in *Forbes* criticizing the company's accounting policy. Cable programmers, equipment and studio stocks were also off.

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



STOCK INDEX 1

Broadcasting						Broadcasting with Other Major Interests					
Closing	Closing	Net	Percent	P/E	Market Capitalization	Closing	Closing	Net	Percent	P/E	Market Capitalization
Wed	Wed	Change	Change	Ratio(000,000)		Wed	Wed	Change	Change	Ratio(000,000)	
Jan 24	Jan 17					Jan 24	Jan 17				

BROADCASTING										BROADCASTING WITH OTHER MAJOR INTERESTS									
N (CCB) Capital Cities/ABC	527	535	-12	-02.19	22	9,629	N (BLC) A.H. Belo	34	1/2	35	3/8	-2	1/4	-05.98	47	701			
N (CBS) CBS	174	3/8	175	-7	1/4	-03.97	15	4,134	N (AFL) American Family	16	1/4	15	7/8	-1	1/8	-06.61	14	1,288	
A (CCU) Clear Channel	12	7/8	12	7/8	-7/8	-06.36	128	50	O (ACCMA) Assoc. Commun.	31	3/4	33	1/4	-2	1/4	-06.33	81	619	
A (HTG) Heritage Media	3	5/8	3	3/8	-12	-12.90	-2	121	N (CCN) Chris-Craft	33	5/8	35	-	7/8	-02.43	51	833		
O (JCR) Jacor Commun.	5	5	5	5/8	-1.8	-02.17	-4	55	O (DUCO) Durham Corp.	29	3/4	30	3/4	1/2	01.65	27	259		
O (LINB) LIN	105	1/2	112	5/8	-2	1/2	-02.17	63	5,781	N (GCI) Gannett Co.	40	40	7/8	-2	-	-04.66	17	6,595	
O (OBCCC) Olympia Broadcast	5/16	3/8	-	-	00.00	-	-	-	O (GACC) Great Amer. Comm.	7	1/2	8	1/4	-1/4	-02.94	-2	259		
O (OSBN) Osborn Commun.	10	1/4	11	3/4	-1/4	-02.08	7	79	N (JP) Jefferson-Pilot	38	3/8	40	1/4	-1/2	-01.22	13	1,513		
O (OCOMA) Outlet Commun.	19	1/2	22	1/2	-2	1/2	-10.00	27	147	N (KRI) Knight-Ridder	51	3/4	53	-2	1/2	-04.50	32	2,726	
A (PR) Price Commun.	5	1/8	5	5/8	-1/2	-08.16	-11	51	N (LEE) Lee Enterprises	28	5/8	29	7/8	-1	-	-03.23	17	729	
O (SAGB) Sage Broadcasting	2	3/4	2	3/4	-	00.00	-2	10	N (LC) Liberty	44	1/4	44	1/2	1/2	01.13	25	376		
O (SCRIP) Scripps Howard	63	63	-1	-	-01.56	32	650	N (MHP) McGraw-Hill	59	1/4	59	1/4	2	3/4	04.86	15	2,881		
O (SUNNC) SunGroup Inc.	2	2	-	1/8	06.66	-2	4	A (MEGA) Media General	28	1/2	29	5/8	-1	7/8	-05.95	740	762		
O (TLMD) Telemundo	5	1/2	5	3/8	-3/8	-06.52	-2	122	N (MDP) Meredith Corp.	31	1/2	32	3/8	-1	5/8	-04.77	18	604	
O (TVXGC) TVX Broadcast	4	4	1/8	1/8	03.12	-	30	O (MMEDC) Multimedia	80	85	3/4	-6	1/4	-06.79	32	969			
O (UTVI) United Television	35	34	-1	1/4	-03.54	48	371	A (NYTA) New York Times	25	25	7/8	-	1/2	-01.89	13	2,031			

STOCK INDEX 2

	Market Capitalization						Market Capitalization						
	Closing	Closing					Closing	Closing					
	Wed	Wed	Net	Percent	P/E	zation	Wed	Wed	Net	Percent	P/E	zation	
	Jan 24	Jan 17	Change	Change	Ratio(000,000)		Jan 24	Jan 17	Change	Change	Ratio(000,000)		
N (NWS) News Corp. Ltd.	19 1/2	20 3/8	- 2 3/8	-10.43	7	5,469	N (SAA) Saatchi & Saatchi	11 3/4	12 1/4	- 1 1/8	-08.41	9	1,917
O (PARC) Park Commun.	20	20	- 1	-04.76	21	414	O (TLMT) Telemation	2 5/8	2 1/2		00.00	-41	11
O (PLTZ) Pulitzer Publishing	29 1/4	29 3/4	- 1	-03.25	15	311	A (UNV) Unitel Video	11 1/8	12 1/8	- 1 5/8	-11.81	19	25
N (REL) Reliance Group Hold.	5 1/8	5 3/4	- 1/4	-04.16	23	428							
O (RTSY) Reuters Ltd.	49 7/8	50 3/8	- 2 1/8	-04.04	26	22,883							
O (STAUF) Stauffer Commun.	144	146	- 2	-01.40	49	1,446							
N (TMC) Times Mirror	33 7/8	34 5/8	- 2 3/8	-06.41	13	4,433							
O (TMCI) TM Communications	7/32			00.00	-1								
N (TRB) Tribune	42 1/8	43	- 2 1/8	-04.70	14	3,115							
A (TBSA) Turner Bcstg. 'A'	43 3/8	45 5/8	- 5 3/8	-10.53	-19	1,039	A (ATN) Acton Corp.	13 1/4	14	- 7/8	-05.88	3	22
A (TBSB) Turner Bcstg. 'B'	42 1/8	43 1/2	- 5 7/8	-11.89	-18	1,165	O (ATCMA) Amer. TV & Comm.	39 3/4	39 3/4	- 3/4	-01.85	57	4,333
A (WPGB) Washington Post	275	286	- 7 3/4	-02.63	19	3,078	O (CTEX) C-Tec Corp.	21	23 3/4	- 1 3/4	-06.86	28	405
							A (CVC) Cablevision Sys. 'A'	30 3/4	32 3/4	- 4 3/4	-12.66	-5	721
							A (CTY) Century Commun.	10 1/2	11	- 1 3/8	-11.11	-29	717
							O (CMCSA) Comcast	14 1/4	14 3/4	- 1 3/8	-08.52	-17	1,480
							A (FAL) Falcon Cable Systems	17 5/8	17 3/8	- 1 1/2	-07.94	-45	111
							O (JOIN) Jones Intercable	13 7/8	14 7/8	- 5/8	-04.03	-7	184
							T (RCI.A) Rogers Commun. 'A'	121	126	- 5	-03.97	-233	1,862
							T (RCI.B) Rogers Commun. 'B'	93 3/4	101 1/2	- 7 3/4	-07.70	-182	1,450
							O (TCAT) TCA Cable TV	14 1/2	14 3/4	- 1 3/4	-10.60	30	353
							O (TCOMA) Tele-Commun.	15 5/8	15 1/4	- 1 1/4	-07.57	-190	5,381
							N (TWX) Time Warner	110 3/4	114 3/4	- 2 1/8	-01.81	23	7,378
							O (UAECA) United Art. Ent. A	17	16 1/2	- 1 7/8	-10.20	-10	2,294
							O (UAECA) United Art. Ent. B	16 7/8	16 3/4	- 1 5/8	-08.84	-25	1,106
							N (VIA) Viacom	50 1/2	52 5/8	- 5 7/8	-10.04	34	2,808
							N (WU) Western Union	13/32	13/32		00.00		29
CABLE													

Datebook

■ indicates new listing or changed item.

This week

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

Jan. 29—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Airport Hilton, Los Angeles. Information: (404) 827-2269.

Jan. 30—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Crystal City Marriott, Arlington, Va. Information: (404) 827-2269.

Jan. 30—Roundtable on televised violence, sponsored by *Amnenberg Washington Program of Northwestern University*. Speakers include Andrew Barrett, FCC commissioner; Senator Paul Simon; Michael Mann, producer, *Miami Vice*; Zev Braun, producer, *Tour of Duty*, and Peter Kohler, TV editorialist and VP of Gannett Broadcasting. Willard office building, Washington. Information: (202) 393-7100.

Jan. 30—*Ohio Association of Broadcasters* Dayton managers' meeting. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

Jan. 30-Feb. 1—*South Carolina Broadcasters Association* 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

Jan. 31—"Building Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising* in conjunction with *Retail*

Advertising Conference. Marriott Downtown, Chicago. Information: (212) 486-1111.

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" radio promotion contest. Information: NAB Radio Office. (202) 429-5420.

Jan. 31—Deadline for entries in Fourth Estate Award of the *American Legion*, awarded annually for excellence in journalism to individual, publication or broadcaster. Information: Lee Harris, (317) 635-8411; American Legion, P.O. Box 1055, Indianapolis, 46206.

Jan. 31—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speakers: Bruce L. Christensen, president and chief executive officer, PBS, and Jennifer Lawson, executive VP for national programming and promotion services. PBS. Copacabana, New York.

Jan. 31—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Hyatt at Oakland International, San Francisco. Information: (404) 827-2269.

Jan. 31—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Adam's Mark, Philadelphia. Information: (404) 827-2269.

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

Feb. 1—Deadline for entries for *Action for Children's Television's* 1989-90 Achievement in Chil-

dren's Television Awards. Information: Sue Edelman, (617) 876-6620.

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

Feb. 1—Deadline for applications for fellowships sponsored by *Gannett Center for Media Studies*. Information: Shirley Gazsi, (212) 280-8392.

Feb. 1—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Hilton, Sacramento, Calif. Information: (404) 827-2269.

Feb. 1—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. Sheraton hotel, Hartford, Conn. Information: (404) 827-2269.

Also in February

■ **Feb. 5-7**—*Michigan Association of Broadcasters* telecommunications expo and conference, presented in cooperation with *Society of Broadcast Engineers* and *International Television Association*. Radisson hotel and Lansing Center, Lansing, Mich.

Feb. 6—*Turner Cable Network Sales* Goodwill Games local ad sales/marketing seminar. J.W. Marriott Galleria, Houston. Information: (404) 827-

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Feb. 6—Turner Cable Network Sales Goodwill Games local ad sales/marketing seminar. Marriott Newton, Boston. Information: (404) 827-2269.

Feb. 6—"Avoiding EEO Decertification: A Hands-on Workshop," sponsored by *Community Antenna Television Association, Cable Television Association of Maryland, Delaware and the District of Columbia and Pennsylvania Cable Television Association*. Warwick hotel, Philadelphia. Information: James Blitz, (202) 371-5700.

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

Feb. 7—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Reese Schonfeld, president, Opt in America, and executive producer, *People Magazine on TV*. Topic: "Video on Demand—Fiber Optics." Copacabana, New York.

Feb. 7—Turner Cable Network Sales Goodwill Games local ad sales/marketing seminar. Hyatt Regency, Dallas. Information: (404) 827-2269.

Feb. 7—Turner Cable Network Sales Goodwill Games local ad sales/marketing seminar. Sheraton Meadowlands, New York. Information: (404) 827-2269.

Feb. 7—"Negotiating Agency Compensation: Agency Needs, Client Sensitivities," professional development seminar sponsored by *American Association of Advertising Agencies*. Colony Square hotel, Atlanta. Information: (212) 682-2500.

Feb. 8—Turner Cable Network Sales Goodwill Games local ad sales/marketing seminar. Westin William Penn, Pittsburgh. Information: (404) 827-2269.

Feb. 8—Turner Cable Network Sales Goodwill Games local ad sales/marketing seminar. Ritz Carlton-Camelback, Phoenix. Information: (404) 827-2269.

Feb. 8-10—Louisiana Association of Broadcast-

ers annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—International Radio and Television Society newsmaker luncheon. Topic: television programming. Panelists: Brandon Tartikoff, president, NBC Entertainment; Robert Iger, president, ABC Entertainment, and Peter Tortorici, senior VP, program planning, CBS Entertainment. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 9—Turner Cable Network Sales Goodwill Games local ad sales/marketing seminar. Hyatt Tech Center, Denver. Information: (404) 827-2269.

Feb. 9-11—Oklahoma Association of Broadcasters winter meeting. Waterford hotel, Oklahoma City. Information: (405) 528-2475.

Feb. 11-12—National Association of Broadcasters radio group-head "fly-in." Embassy Suites hotel at O'Hare, Chicago. Information: (202) 429-5420.

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

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

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

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

Feb. 13-14—"Television: The Dynamics of Change," television advertising workshop sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS, and Robert Wright,

NBC. Luncheon speaker: Connie Chung, CBS News. New York Hilton, New York. Information: (212) 697-5950.

Feb. 13-14—Broadcast Credit Association 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Matz, (708) 827-933C.

Feb. 14—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Michael B. Alexander, executive VP-general manager, WWOR-TV New York. Copacabana, New York.

Feb. 14—Society of Broadcast Engineers, chapter 15, meeting, "Satellite Use and the Broadcaster" and "Questions and Answers with the FCC." Speakers: Jack Crutchfield and Bill Worthington of CSC Satellite Communications and Judah Mansbach of the FCC. New York Times building, New York. Information: Dave Bialik, (212) 752-3322.

Feb. 14—Turner Cable Network Sales Goodwill Games local ad sales/marketing seminar. Omni hotel at CNN Center, Atlanta. Information: (404) 827-2269.

Feb. 15-16—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.

Feb. 16—Academy of Television Arts and Sciences forum luncheon. Speaker: Kay Koplovitz, president-CEO, USA Network. Regent Beverly Wilshire hotel, Los Angeles. Information: (818) 763-2975.

Feb. 20—Nebraska Broadcasters Association hall of fame awards/winter legislative dinner sponsored by *Nebraska Broadcasters Association*. NBC Center, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

Feb. 20—"The Role of the Press in a Changing Eastern Europe," one in American Forum series sponsored by *American University School of Communication*. Kay Spiritual Life Center, AU campus, Washington. Information: (202) 885-2058.

Feb. 21—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Robert Friedman, president, Entertainment Group, Playboy Enterprises. Copacabana, New York.

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

Feb. 22—Deadline for entries in International Monitor Awards competition, sponsored by *International Teleproduction Society*, honoring excellence in electronic production and post-production. Information: (212) 629-3266.

Feb. 23-25—"The U.S. and Latin America" conference for journalists sponsored by *Foundation for American Communications*. Westin Paso del Norte, El Paso, Tex. Information: (213) 851-7372.

Feb. 24—National Association of Broadcasters Small/Medium Market Managers Roundtable meeting. Sheraton Music City Hotel, Nashville. Registration deadline is Feb. 14. Information: NAB Radio Office, (202) 429-5420.

Feb. 25-28—Arbitron Television Advisory Council meeting. Phoenix.

Feb. 27-28—North Carolina CATV Association winter meeting. Washington Duke Inn and Country Club, Durham, N.C. Information: (919) 821-4711.

Feb. 28—Deadline for entries for Joan S. Barone award competition for excellence in journalism, sponsored by *Radio & Television Correspondents Association*. Information: (202) 828-7016.

Feb. 28-March 2—Cable Television Public Affairs Association Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programmers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

WHEN CLIENT WLVI-TV WANTED CAR COMMERCIALS BLAIR DID "SOMETHING YOU AUTO KNOW" ABOUT.

Boston is an active automotive market—and Blair is a Proactive rep. To help client station WLVI-TV get their share of auto ad revenues, Blair discovered a series of auto safety vignettes, called "Something You Auto Know".

Working with the station, Blair arranged to run the vignettes on the 10PM news—and then sold a 52-week sponsorship to the New England Dodge dealers.

WHAT HAS YOUR REP
DONE FOR YOU LATELY?

BLAIR TELEVISION

A subsidiary of John Blair Communications, Inc.



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

March

March 1—*International Radio & Television Society* Gold Medal banquet, honoring Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 1—*Broadcast Capital Fund* minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington. Information: Zora Brown (202) 429-5393.

March 1—Deadline for entries in seventh annual *Cable Television Administration and Marketing Society/Cable Marketing Awards for Excellence in Cable Marketing and Advertising*. Information: (703) 549-4200.

March 1—Deadline for U.S. entrants in *New York Festivals*, radio and print advertising competition. Information: (914) 238-4481.

■ **March 1-3**—First U.S. Hispanic Media Conference, sponsored by *National Hispanic Academy of Media Arts and Sciences*. Sheraton Universal hotel, Universal City, Calif. Information: (818) 848-4148.

March 2—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

March 2-4—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710.

March 6—*American Advertising Federation* spring government affairs conference. Willard ho-

tel, Washington. Information: (202) 898-0089.

March 7—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

March 7—*Ohio Association of Broadcasters* Ohio congressional salute, Washington Court hotel, Washington. Information: (614) 228-4052.

March 8-9—"Cable Television Law: Revisiting the Cable Act," seminar sponsored by *Practising Law Institute* and co-sponsored by *California Continuing Education of the Bar*. Hotel Meridien, San Francisco. Information: (212) 765-5700.

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

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

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

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

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

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

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

March 15—Deadline for entries in Wilbur Awards, sponsored by *Religious Public Relations Council*, for "excellence in the communication of religious values through a variety of media." Informa-

tion: (215) 642-8895.

March 15—15th annual National Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 15—*National Association of Black Owned Broadcasters* sixth annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

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

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

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

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

March 19-22—*National Computer Graphics Association* 11th annual conference and exposition. Anaheim Convention Center, Anaheim, Calif. Information: (703) 698-9600.

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

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

March 22-23—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among

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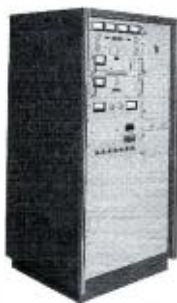
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their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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

March 26-29—*North Central Cable Television Association* annual trade show and convention. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

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

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

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

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

March 31-April 3—*National Association of Broadcasters* 68th annual convention. Atlanta Convention Center, Atlanta. Information: (202) 429-5300.

April

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

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

■ **April 4**—Deadline for entries in Prime Time

Errata

In story on U.S. group's visit to Cuba (BROADCASTING, Jan. 1), **Terese Colling** was incorrectly identified as Washington lawyer representing WFLA-TV Tampa-St. Petersburg, Fla. She is **government relations consultant for Media General**, station's parent.

□

Robert E. Wold, vice president of international sales for Keystone Communications, is **nephew of Robert N. Wold**, founder of The Wold Organization and former Wold Communications, not his son, as reported in Jan. 15 issue.

Emmy Awards, sponsored by *Academy of Television Arts and Sciences*, for entries aired June 1, 1989, through April 4, 1990. Information: ATAS, (818) 953-7575.

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

April 5-9—*National Public Radio* public radio conference. Washington.

April 12—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Andrew Barrett. Washington Marriott, Washington.

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

April 16-19—Supercomm '90, jointly sponsored by *U.S. Telephone Association* and *Telecommunications Industry Association*, and International Conference on Communications, sponsored by *Communications Society of the Institute of Electrical and Electronics Engineers*. Georgia World Congress Center, Atlanta. Information: (202) 835-3100.

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

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

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

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

April 18-21—*National Broadcasting Society/Alpha Epsilon Rho* national convention. Sheraton World Resort, Orlando. Information: John Lopcollo, (803) 777-3324.

April 18-22—*Religious Communication Congress* "once-a-decade international/interfaith event," featuring seminars and workshops and exhibits from broadcasting, production, music, publishing, fund raising, computer and satellite. Opryland hotel, Nashville. Information: (317) 236-1585.

April 19—*Ohio State Awards* presentation ceremony and luncheon. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 19-20—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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

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

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

May

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

May 10-11—C-SPAN "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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

May 15—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—*Center for Communication* award luncheon. Plaza hotel, New York. Information: (212) 836-3050.

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

May 19-22—*CBS-TV* annual affiliates meeting.

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

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

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

June

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

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

June 6-8—APRS '90, 23rd international exhibition of professional recording equipment, sponsored by *Professional Recording Association*. Olympia 2, exhibition center in London. Information: (0923) 772907.

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

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

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

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

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

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

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

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

June 21-22—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's 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 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 28-July 1—*Mississippi Association of Broadcasters* 49th annual convention. Biloxi Hilton hotel, Biloxi, Miss.

July

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

July 14-17—*California Association of Broadcasters* Western Region Broadcast Convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: (916) 444-2237.

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

August

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

September

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Center, Boston. Information: (202) 429-5300.

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. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

October

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

Oct. 9—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

Oct. 9-11—*Mid-America Cable TV Association* 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

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. 13-15—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 18-19—*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.

■ Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.

November

Nov. 7-10—"Women in Broadcasting '90," conference sponsored by *European Broadcasting Union and Steering Committee for Equal Opportunities in Broadcasting within European Commission*. Zappion Congress Center, Athens. Information: (022) 798-7766.

Nov. 11—*Caucus for Producers, Writers and Directors* eighth annual dinner dance and fifth general membership meeting. Los Angeles. Information: (202) 652-0222.

Nov. 15-16—*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.

December

Dec. 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.



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Monday Memo

A radio commentary by Barry Salberg, management consultant, Foster City, Calif.

Four years ago, I wrote that a major population base (the top end of the baby boomers) was, at best, ill served by modern radio. This was, and remains, the preeminent target market in the country, and radio was far from effectively and judiciously dealing with it. Today, that basic premise is still more than valid, and as this segment ages even further (it's now rapidly moving into middle age), the intrinsic problems of capturing and servicing this very special audience base have only escalated.

Clearly there exists this massive, highly lucrative, fragmented market segment that nobody in radio knows what to do with or could seemingly care less about. Demographic forecasts indicate that as the overall population ages, the 18-34-year-old market will lose an estimated \$100 billion worth of spending power during the next decade. At the same time, middle-aged consumers (35-54) will be spending \$280 billion more per year than they do now. This target segment has literally shaped and defined the cultural norms of our society, and will continue to do so. The economic impact should be dramatically self-evident.

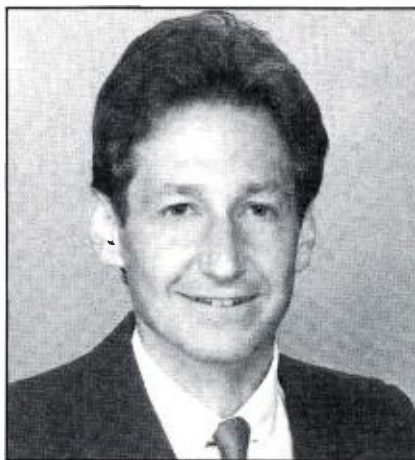
Modern radio (save for news-talk) has established an unfortunate tradition of being inextricably bound to the music business. The actual record buying public, however, is a young one and the music product is therefore marketed accordingly. That output has been decidedly unacceptable to this fragmented yet still dominant and highly valuable key audience.

The peak of the American population bubble (much of the music industry's current marketplace) will inevitably move beyond traditional record buying age. That, however, is their problem, as radio is already experiencing the fallout from this perhaps unpalatable but nonetheless unavoidable and dramatic phenomenon.

As the overall population shifts, the music industry will face a similar strategic crisis and the ultimate evolution that has already afflicted AM radio and now radically affects network television. It's simply a new era that must be approached with a more sophisticated, innovative and enlightened management mindset.

Most programing efforts, however, have yet to fully grasp the situation, and have clung to a coattail dependence on the music industry for the guts of their broadcast essence.

Rather than catering to this audience (the most affluent and widely sought-after segment in advertising history), radio has all but thrown up its hands in virtual surrender. Rather than creating dynamic and innovative new programing (tailored to reflect the wants and needs of this generation), radio's answer has been the ineffectual audio pabulum called "adult contemporary" or watered down at-



“Radio is in dire need of legitimate marketing and sophisticated strategic planning.”

tempts to rekindle former glory through the hackneyed utilization of oldies.

Although "news/talk" has suddenly become the industry darling, its present form presents limited appeal to this particular audience. Much of the current success may be short lived. It, too, needs strategic innovation and evolution that can capitalize on the most powerful (and growing) target segment in American history.

Where once genuine talent and original personalities were the keys to market dominance, modern practitioners sadly exemplify everything that has ever been wrong with the medium. The business is simply inundated with too many obnoxious talkjockies—either contrived, outlandish, pompous buffoons or plastic, blue collar, uneducated airheads.

Thankfully, there are small pockets of brilliance that do treat their audience with intellectual respect and genuine humor, as opposed to the syrupy obsequiousness or caustic "wiseguyitis" that now permeates our airwaves. Somewhere between a Larry King open phone and an old Robert W. Morgan talkup, something that incorporates the class of an Alex Trebek, the honesty and innovation of an Alex Bennett, the genuine warmth and humor of a Chris Berman and the passion of a handful of others, lies a great format.

Style and substance should be the keys;

genuine communication from people who can entertain, inform and generate legitimate fun without being smart-assed hard guys or candy-coated mindless clowns of the airwaves. Somebody likable, but not plastic...cocky perhaps, maybe even slightly irreverent.

The talent exists, but corporate management has got to want it or, more accurately, understand that future success will ultimately demand it. They must realize that this is the most special population group on the planet, and will settle for no less than special. Think back to Ernie Kovacs doing local TV in Philadelphia, or of Les Crane and Don Sherwood in San Francisco during the early 1960's. It was a chemical on-air magic with a savory local flavor that only hints at what this new genre should be.

Modern radio management has a wonderful opportunity to truly make a broadcast contribution. For just a modest amount of additional effort, why don't they do it? Radio has a duty to find and offer only the best to this, the most valuable audience segment in history.

Where skilled MBA marketers and strategists are highly valued, integral facets of numerous other industries, they are totally eshewed by, and almost nonexistent, within our own. More than just research, or knocking on doors for orders, advanced marketing methodology and formal strategic planning goes beyond just sales and programing or even promotion, yet it encompasses the best of all three. It is the lifeblood of mainstream American business, yet virtually ignored by radio.

Genuine strategic planning acts as a corporate introspection and evaluation. It's an internal analysis of comparative business strengths and weaknesses, using modern analytical tools and formal planning models. It's an attempt to target where you are and project where you should be by establishing realistic goals and implementation tactics.

The key is to match external areas of opportunity and attractiveness with corporate business strengths and individual competitive advantages. For each position on a formal grid layout, there are strategic options that are appropriate for maximum corporate return. It is imperative, however, to match resources, talents, strengths and constraints to those market areas where you are most likely to win. Marketing is more involved with communicating those corporate abilities and strengths and fitting them to consumer needs to increase the customer base.

Radio management must develop an enhanced operational mindset to take advantage of such advanced business practices. It must recognize the middle-aging of the country, somehow reduce its dependency on the music industry and adapt to the realities of its own, ever-changing environment.



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Vol. 118 No. 5

TOP OF THE WEEK



Preparing the way: Fox's Jamie Kellner (l) with FCC Commissioner James Quello

Fox waiver petition may be open sesame for fin-syn revision

In a move that could have historic repercussions, Fox Broadcasting disclosed last week that it will ask the FCC for a waiver from the financial interest and syndication rules—a request that could trigger repeal of the rules altogether. It all depends.

Congress will play a big part in determining how far the FCC goes with Fox et al. That company's big guns—Chairman Barry Diller and President Jamie Kellner—met with key congressional figures last week to win their forbearance for the filing. If they were as successful as some Fox executives felt, the effect may have been for Congress to tell the FCC—until now sidelined on the fin-syn subject—to go ahead with a wide-open inquiry. (On Fox's last week agenda: House Commerce Committee Chairman John Dingell [D-Mich.], House Telecommunications Subcommittee Chairman Ed Markey [D-Mass.], Senate Commerce Committee Chairman Ernest Hollings [D-S.C.] and Daniel Inouye [D-Hawaii], chairman of the Senate Communications Subcommittee.)

Such a result presumably would be just what the major networks have been looking for. It was thus surprising last Friday to find ABC, CBS and NBC solidly opposed to the Fox petition, or at least as they understood the filing would be when submitted this week (presumably, on Tuesday).

In its petition, Fox is expected to ask the FCC for an 18-month waiver from the rules, which now effectively limit the network's growth to fewer than 15 hours of programming a week. It also will ask the FCC to resume its long-dormant docket aimed at relaxing or eliminating the fin-syn rules, which prohibits the big three and potentially Fox from acquiring financial interests in programming produced by others for their networks and from competing in the domestic syndication market. Fox

Continues on page 26

ABC is giving NBC run for key demos

While NBC continues to win the household ratings race in prime time by a margin of close to two rating points, the network's delivery of viewers in key demographics, particularly among adults 18-49, has eroded considerably. At the same time, ABC has posted some gains this season, challenging NBC for the lead in those categories.

Although the household race still gets most of the press attention, advertisers base buying decisions on how closely a program's demographic profile matches the target audience of a given product.

This season, ABC is delivering almost as many adult 18-49 viewers as NBC in prime time. Only two-tenths of a rating point separate the two networks.

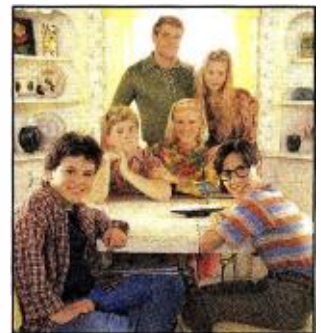
This season's demographic swings will affect upfront advertising negotiations next summer, probably to ABC's benefit and perhaps to NBC's detriment. However, NBC officials say they anticipate a dramatic stemming of the tide this midseason. They point to the strong start of the new Carsey-Werner comedy, *Grand*, on Thursdays, and the boost received by *Dear John* with its switch to Wednesdays.

Robert Niles, vice president, research, NBC, said the network believes some midseason changes, coupled with new season development for next fall, will determine NBC's ability to convince advertisers of the network's continuing strength.

"It's not so much that ABC has gained as that we've fallen down a bit on a few nights," Niles said. "There has been evidence of this throughout the fall, and we have a second wave of development designed to turn this thing around. Demograph-



'Roseanne' and 'Wonder Years': ABC's prime movers?



ically, we're still in a pretty solid position.

"The real test will come in the next several months," said Niles, after advertisers analyze midseason performance and are briefed on development for the 1990-91 season. He said those factors will be "crucial" in determining relative pricing positions in next summer's upfront negotiations.

The aging of NBC's schedule this season has been exacerbated by the failure of the new programs introduced in the fall, such as *Nutt House*, already cancelled, and *Hardball*, which was pulled for retooling. *Sister Kate*, which admittedly had some big

shoes to fill replacing *Family Ties*, has only delivered about 60% of the adult 18-49 audience that *Family Ties* delivered last year.

According to season-to-date Nielsen audience measurements, only two NBC comedies, *Cheers* and *Dear John*, and the hour-long *Unsolved Mysteries* have gained or retained their adult 18-49 audiences from a year ago. All of NBC's dramas have lost audience in the same young adult category.

The Cosby Show, for example, which was the number one program among adults 18-49 a year ago, has dropped 11% in that category and is now ranked third behind *Roseanne* and *Cheers*. *Roseanne* is tops in the category, jumping 15%, while *Cheers* is essentially flat, hanging on to the number two spot.

A number of other NBC comedies have experienced double-digit percentage drops in their young adult audiences. *Night Court*, which debuted in January 1984, is down 10% among adults 18-49 season-to-date. *ALF*, the Monday night lead-off comedy, is down 22% in the same category.

Golden Girls, the network's Saturday night anchor, is not down quite as much, but is off last season's mark by 6%.

NBC's top dramas are also aging. *L.A. Law* has had a slight decline in its young adult audience this season, down 2%. *Hunter* is off 9%, *In the Heat of the Night*, 10%, and *Matlock* is down 11%.

"Most of the growth in younger audiences has been toward ABC," said Betsy Frank, senior vice president, Saatchi & Saatchi Advertising. "If NBC is going to maintain position, they will have to develop younger programs like ABC did this past season, to position itself for the future."

Roseanne is just one of many ABC programs to show strong gains among young adults. *Wonder Years* is up 39% with adults 18-49 over a year ago. *Perfect Strangers*, *Full House* and *Just the Ten of Us* all show double-digit gains in the same category this season.

On the drama side, new season entry *Life Goes On* is delivering 20% more young adult viewers than *Incredible Sunday*, the show it replaced. *MacGyver* is up 6% in young adult delivery. However, *thirtysomething* and *China Beach*, both of which have received rave reviews, are down in the same category.

"Overall, ABC is now the youngest skewing network" among the big three, said Larry Hyams, director of prime time audience analysis, ABC Research. Hyams said that 51.4% of the network's prime time audience falls in the 18-49 age group, compared to 46.2% for NBC and 43.2% for CBS.

"What's important is the balanced strength of our young adult audience," said Hyams. ABC has 10 of the top 20 shows viewed by women 18-49, compared to eight for NBC and two for CBS. Already this midseason, the network appears to have generated another potential hit with *America's Funniest Home Videos*, currently sixth-ranked among adults 18-49.

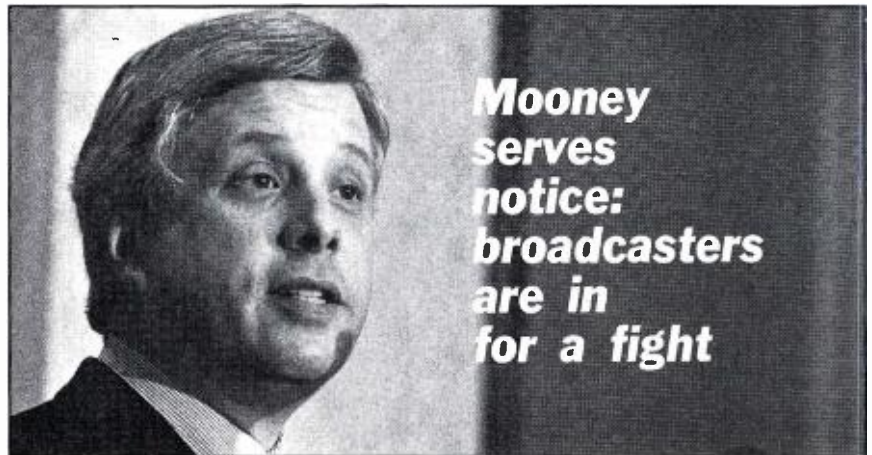
CBS's audience, contrary to its stated

strategy last fall, continues to skew older this season, with about a 3% gain among adults 50-plus and a 7% drop among adults 18-34. Overall, about half of CBS's prime time audience remains 50-plus, and about 25% of the network's prime time audience is 65-plus.

Fox appears to be a factor in the demographic swings on the three nights (Saturday-Monday) it has programmed this season. The network's adult 18-34 demographics are up 33% this season. The

network has also increased its viewing among adults 35-49 by 27%.

"The nights Fox is programming already are having a significant impact on the network landscape," said Saatchi & Saatchi's Frank. "Next year will be pivotal in the relative rankings, with NBC and ABC drawing closer together and Fox going to five nights by next fall." Also, notes Frank, the ratings shift that develops "will happen on a demographic basis first, and later on a household basis." —SM



NCTA president, tired of anti-cable efforts by NAB, INTV, others, says that cable 'will give as good as we get'

"Enough is enough," declared NCTA President James Mooney in a speech last week launching a rhetorical counteroffensive against the broadcasting industry's increasingly strident anti-cable efforts.

"We intend to give as good as we get, and we have no intention of standing by idly while the broadcasters try to hitch their anti-cable wagon to whatever the Congress—or the FCC—decides to do about issues such as cable rates," Mooney told members of the Washington Metropolitan Cable Club.

"We will no longer stand silently in the face of the broadcast association's apparent determination to employ the politics of the bloody shirt in pursuit of their members' competition goals," he said.

In the sharply worded speech, whose text ran 21 doubled-spaced pages, Mooney also dismissed as specious the broadcasters' litany of cable complaints: the lack of must carry rules requiring systems to carry local broadcast signals, the common ownership of cable systems and cable programming and the competitive advantage cable allegedly enjoys due to its dual revenue streams—advertising and subscriber fees—and its lighter regulatory burden.

So what is "really bugging these guys?" Mooney asked. "It's simply the fact of competition for viewers from a medium the broadcasters traditionally regard as a mere

antenna service."

Broadcasters are also bothered by the fact that they can no longer count on increasing HUT numbers (homes using television) to boost revenues each year. "In a world where the pie shows signs of not being able to expand forever...they have been frustrated in their desire to reap new revenues."

Mooney also ridiculed the broadcasters' "public trusteeship" status and characterized their "if carry/shall pay" proposal to charge cable systems to carry broadcast signals as an "antenna tax" on consumers (see box).

Mooney circulated copies of his speech widely, sending them to members of Congress as well as to broadcasting's Washington representatives.

Eddie Fritts, president of the National Association of Broadcasters, had nothing to say about the substance of Mooney's speech. "We have noted Mr. Mooney's comments and the fact they were made to an audience of his industry, which is under fire from Congress, the FCC and the public," he said. "We understand the frustration Mr. Mooney is experiencing as a result of this criticism."

Association of Independent Television Stations President Jim Hedlund also avoided substantive comment. "It's the first time ever NCTA sent us an advance copy," he said. "After reading it, I'm not sure they sent it as a courtesy or a threat."

With the speech, Hedlund also said, NCTA is "trying to make Steve Effros su-

perfluos."

For the past few months, Effros, president of the Community Antenna Television Association, has been countering broadcasting's criticism of cable at every possible forum. It is all part of what he calls his network—"I'm mad as hell"—campaign. To fuel the effort, he has raised some \$250,000 from cable operators.

The speech marks a radical shift in tactics for Mooney and the association in their dealings with the broadcasting industry.

For the better part of the past five years, NCTA has tried to maintain a positive relationship with the broadcasting industry. It had worked closely with NAB in trying to draft language for a must carry law to replace the FCC's must carry rules that were struck down by the courts as unconstitutional.

Nonetheless, elements of the broadcasting industry took a hard line with cable. INTV demanded that any must carry law contain a provision giving broadcasters rights to attractive channel positions. Cable refused to cave in on channel positioning, and INTV took every opportunity to criticize cable.

Much of the good will evaporated last fall after the NAB-NCTA must carry talks broke down and NAB and INTV endorsed legislation aimed at reregulating cable introduced by Senator John Danforth (R-Mo.). And things went from bad to worse two weeks ago when the NAB board endorsed the "if carry/shall pay" proposal, which was first advanced by CBS.

In the same forum a year ago, Mooney recalled last week, he had hailed the "new spirit of cordiality and cooperation" between the broadcasting and cable industries as they worked to finalize a compromise on language for a must carry law.

"I couldn't have been more wrong," he said. "For the broadcasting industry in general, and NAB in particular, today is exhibiting a level of cordiality toward cable approximate to that shown by a pack of hounds toward a rabbit."

Mooney apparently hopes that his tough talk will induce broadcasters to tone down their anti-cable rhetoric, which, combined with that of the telephone industry and the incessant complaints about cable rates and service from consumers, is pushing Congress and the FCC toward reregulating cable.

Mooney reminded his audience that cable has "long conceded the must carry issue." That a must carry law is not now on the books may be due to the broadcasters' own failings, he said. "They have not only stiffed the House and Senate on those matters which members of Congress regard as preconditions to the restoration of must carry—fairness and kidvid—but they also have escalated their position for must carry, to must carry plus preferential channel positioning, to must carry plus preferential channel positioning plus must pay," he said. "Indeed, the broadcasters invent new demands so quickly the political authorities never get a chance to satisfy their single claim, which has any political credibility—plain old must carry."

Mooney said he saw nothing "inherently unfair" about cable enjoying two or even

'Easy money in a tough world'

The National Cable Television Association, in a paper it has been circulating the past two weeks among Washington communications policymakers, attacks the broadcasting industry's "if carry/shall pay" proposal as an anti-consumer "antenna tax."

Under the proposal, which broadcasters hope to attach to cable legislation that is expected to move in the Senate this year, if a cable system chooses to carry the signal of one local television station, it must carry those of all "qualified" local stations and pay a hefty fee for them. The broadcasters have talked about a fee of as much as 20% of "basic" service revenue.

The plan was generated by CBS but has been adopted by the National Association of Broadcasters and the Association of Independent Television Stations.

In its paper, entitled "The CBS Antenna Tax or How the Broadcasters Plan to Make Some Easy Money in an Increasingly Tough World," the NCTA argues that it would have to pass much of a 20% carriage fee through to their subscribers. "No business in the United States could absorb a new 20% tax without raising prices, and the cable industry is no different," it says.

Given the pass-through, the paper asks, "should a television consumer be required to pay, even indirectly, a TV station (or CBS) because he uses a community antenna system—instead of rabbit ears—to receive a signal the station is obligated by its license to provide to him over the air for free?"

And given "the consumer-use patterns" which have evolved as a result of must carry policies requiring cable systems to carry local signals, "is it fair for the broadcast industry suddenly to turn around and demand payment for continuation of a well-established practice which they themselves fostered?"

(The federal appeals court has struck down the FCC's must carry rules as unconstitutional, but cable systems remain under political pressure to carry most local signals.)

An "if carry/shall pay" law could also result in cable systems dropping broadcast signals and attaching A-B switches to television sets to enable viewers to switch between cable and broadcast reception, the paper says. "Under this scenario, however, the subscriber would lose the picture improvement feature of the cable antenna service, and all but a handful of hand-held remote control units now in use would be rendered partially or altogether ineffective," it says. "Consumers predictably would be puzzled (and many angered) by the switched signals."

The paper seems to already have made an impact on Capitol Hill. At a luncheon featuring key congressional staffers, two conceded that they were troubled by any plan that would cost consumers more money.

Larry Irving, senior counsel, House Telecommunications Subcommittee, said members do not want to be blamed for causing cable bills to rise 20%. It has "some political downside," he said.

Roy Neel, an aide to Senator Albert Gore (D-Tenn.), who has been one of cable's toughest critics, said the proposal makes some sense, but that members would be "skittish" about endorsing an "antenna tax."

On the other hand, Gina Keeney, an aide to Senator John Danforth (R-Mo.), who introduced cable reregulation legislation last fall, said there is "a lot of interest" in the proposal in the Senate. "I think broadcasters will get a pretty good reception," she said, but "it is incumbent to move swiftly" if they want to attach it to the cable legislation.

—HAJ

five sources of revenue. "Where is it written in natural law that the revenue structures of competitors should precisely reflect each other?" he asked. "Indeed, if you consider the volume of revenue enjoyed by the broadcasting and cable industries, respectively, the broadcasters' claim is palpably ludicrous."

Broadcasters' claim that broadcasting is burdened with much more regulation than cable is "particularly hard to swallow," Mooney said. During the 1980's, he said, "they managed to get rid of nearly every ounce of flesh ever attached to the Communications Act's skeletal description of their public trusteeship obligations, and today they stoutly resist any attempt by anybody to either again spell out those obligations or

limit the commercial rewards conferred by their licenses."

For many broadcasters, localism "seems to mean merely that a broadcast station should be physically located somewhere."

In condemning the cable industry for its vertical integration, Mooney said, broadcasters "sublimely ignore the fact that broadcasting is one of the most vertically integrated businesses in the entire economy, with companies like Fox owning almost every kind of video business possible, from production facilities to broadcast stations. The broadcast networks themselves, with their owned and operated stations in major markets, are primary examples of vertical integration, a condition with which NAB apparently has no problem." —HAJ

AT THE U.S. CONFERENCE OF MAYORS

Sikes: increase franchises

FCC Chairman Alfred Sikes, reiterating his preference for competition over regulation, last week called on municipalities to foster cable competition by awarding multiple cable franchises.

"Now, I know that some people claim that, even if local video service markets were opened to competition, we wouldn't see much new, competitive entry, because the economics to support competition are just not there," said Sikes in a speech at the United States Conference of Mayors convention in Washington last week.

"I don't know whether the economics are there or not," Sikes said. "But I do know that the kind of arguments we are hearing about cable markets today are practically the same as we used to hear about lots of other telecommunications markets that did prove to be conducive to competition."

Telephone companies claimed a decade ago that competition in the long-distance telephone business "just wouldn't work" or would cause prices to "skyrocket," Sikes said. "And yet we sanctioned competition and we got many new entrants, provided subscribers with lots of additional choices, and saw long-distance prices drop nearly 40%."

Return of rate regulation may be necessary until there is sufficient competition, Sikes said, noting that the FCC has launched a proceeding "that might result in more cable price regulation than we've seen."

Cable has brought consumers a greater number of choices, Sikes said. "By the same token, it is also true that the past years have seen some cable TV prices skyrocket. Some prices have risen far faster than the rate of inflation, and the chronic service problems have arisen as well."



Sikes

Dingell: more cable regulation

Michigan Democrat John Dingell, the powerful chairman of the House Energy and Commerce Committee, told the U.S. Conference of Mayors last week that it is time to "revisit the Cable Act and discipline this industry [cable] whose appetite knows no bounds." Dingell's remarks were considerably harsh. He said cable's "rapacious" behavior offers "stark evidence that they are, in fact, a deregulated monopoly." And he called customer service in the cable industry an "oxymoron."

"In what other service industry does a commercial enterprise need to be forced to answer the telephone by a municipal franchising authority? Yet that's what happened in New York last year," said the chairman. He noted that there is a growing sense that cable needs to be "reined-in."

This is the first time Dingell has called for legislative action. "While we in the House have been preoccupied with other issues, I sense a growing consensus that a cable reregulation bill is high on the agenda of our members," he said.

However, the congressman pointed out, there is no consensus on what the legislation should address. "Simply repealing the 1984 Act is not possible—we all remember the problems that led to the passage of the 1984 Act in the first place."

"We need to develop a new regulatory regime that makes sense and offers adequate protection to cable subscribers," he said, adding a promise to work with the USCM.

Dingell's "recognition of the need for reregulation of the cable industry is welcome news," said National Association of Broadcasters President Eddie Fritts. He said the speech indicates that "cable's abuses" have attracted the "highest levels of Congress."



Dingell

NBC, Thomson, Philips joint venture on HDTV

Decision narrows field of system proponents; simulcast emerges as favored transmission method; pact is criticized for heavy European involvement and limiting line resolution to 1,050

There was a narrowing of the field of candidates for standardizing a high-definition television transmission system last Thursday (Jan. 25) as two of the major proponents joined forces (BROADCASTING, Jan. 22). NBC, the David Sarnoff Research Center and Thomson Consumer Electronics, co-sponsors of the Advanced Compatible Television (ACTV) systems, and North American Philips, developer of the High-Definition System for North America (HDS-NA), said at a press conference in New York that they would work together on simulcast versions of their earlier augmentation-style transmission systems.

The decision was immediately controversial. Observers pointed out that the merger is dominated by European interests associated with the Eureka system, and said the lowered line resolution (1,050) of the production standard adopted by the new group is below the Japanese (1,125) and European



Seated: J. Peter Bingham, Philips (l); Michael Sherlock, NBC. Standing: James Tietjen (l), the Sarnoff Center; Joseph Donahue, Thomson.

(1,250) proposals and, if adopted, would put the U.S. at a permanent disadvantage.

Jim McKinney, head of the Advanced Television Test Center, found the announcement "in some ways a helpful step—it is good to narrow the funnel" leading to the 1992 decision on HDTV. But he expressed "regret" that the combination

"seems to be European-oriented," adding that he would be similarly disturbed if it were Japanese. McKinney said adoption could continue into the future the disadvantage the U.S. now has with a 525-line system against Europe's 625.

It was noted as another positive development that the proposal adopts a simulcast approach, meaning all proponents have abandoned augmentation. In the former, the broadcaster has two independent signals, one broadcasting in standard NTSC to conventional sets, the other broadcasting HDTV to sets so equipped. (The NTSC broadcasts could be abandoned once the universe is all HDTV.) Under augmentation, NTSC is broadcast on one of two channels, while information needed to boost the first signal to HDTV is on the second.

The new partnership has been named the Advanced Television Research Consortium (ATRC). "At this point, we think we are making a very large first step in forming a major consolidation of all of the proponents," said Michael Sherlock, president, operations and technical services, NBC Inc. If more prominent system proponents can be successfully included into the ATRC, the FCC's future decision on an HDTV

transmission standard could be narrowed to two major alternatives: the ATRC, with backing from U.S.- and European-owned companies, and the Japanese Broadcasting Corp. (NHK).

According to J. Peter Bingham, vice president, technology, Philips Consumer Electronics, the production of consumer receivers will be handled jointly by Thomson in Indianapolis and Philips in Knoxville.

Under the joint plan, NBC/Sarnoff's ACTV single-channel, NTSC-receiver-compatible, enhanced-definition television (EDTV) system will continue to be proposed as a first step toward full HDTV.

In the past, Philips has been critical of the NBC/Sarnoff-proposed approach of converting to HDTV in phases, arguing that in order to compete with cable and other alternative media, it will be necessary to offer HDTV immediately. But Bingham gave ACTV a ringing endorsement last week in a change of policy. "We have agreed that we should encourage the introduction of an EDTV service as soon as possible in this market, and that service should be based on ACTV," he said. "Our engineers at Philips have taken a look at that system and, with the progress the Sarnoff people have made on it, we are convinced that it's practical and should be encouraged."

NHK is in a similar position. It also has developed simulcast, augmentation and receiver-compatible systems, and last year it announced that it was deemphasizing development of its augmentation system, MUSE-9, to concentrate on its simulcast system, Narrow-MUSE. NHK has set aside two testing slots to test Narrow-MUSE and its receiver-compatible MUSE-6.

Two of the big money contributors to the ATRC, Philips and Thomson Consumer Electronics, are European-owned. North American Philips is a fully owned subsidiary of N.V. Philips of Eindhoven, the Netherlands. Thomson is the former RCA consumer electronics subsidiary that was sold to the French Thomson in 1987. For political reasons, the consortium might be strengthened if some of the more prominent U.S.-backed proponents decide to join it. Zenith Electronics Corp., Faroudja Laboratories and the Massachusetts Institute of Technology (MIT) are all believed to have been contacted. A spokesman for Zenith, while not ruling out a co-venture, said: "We are pleased with progress on our own [simulcast] system and are committed to moving ahead on our own."

The similarity of the technical approaches of both Philips and NBC/Sarnoff also helped facilitate the merger. The augmentation techniques for both ACTV-II and HDS-NA were similar, and the further work planned by both companies to develop simulcast systems seemed to be a duplication of efforts, Bingham said. Also, both proponents had planned their systems to accept inputs from a 1,050/59.94 interlaced production system, with eventual upgrading to a 1,050-line progressive system when the technology is available. Both Zenith and MIT differ in that they are built to accept inputs of 787.5/59.94 progressive. —RMS

The duPont-Columbia Awards □ 1

Debating deregulation at duPont

Panel including Sikes and Markey examines effects and value of deregulated Fifth Estate

The debate on whether deregulation has helped or hurt broadcast journalism and the public interest waged on at the Jan. 26 duPont-Columbia University Forum. The "public hearing" was moderated by Linda Wertheimer, host of National Public Radio's *All Things Considered* and the panel consisted of Representative Edward Markey (D-Mass.), Chairman of the House Telecommunications Subcommittee; FCC Chairman Alfred Sikes; Joel Chaseman, former chairman, Post-Newsweek Stations, and George Vrandenburg, senior vice president and general counsel, CBS Inc. Jeff Greenfield of ABC News delivered the keynote address on the effects of regulation.

"The case for regulation can't rest on scarcity any longer," Greenfield said, citing the numerous options that cable TV and independents provide the viewer. The ABC correspondent also questioned whether we know what "serve the public interest means." The public interest, he said,

means serving the public and more public affairs programing. But, he added, it also means diversion "from the woes of daily life, regular access to Major League Baseball on television and an antidote to the overly saccharine view of family life."

However, Greenfield did emphasize that a "regulatory structure that promotes choice and diversity and a constant vigilance against concentrated power does make sense." And one such industry that Greenfield speculates may be the subject of regulation is the cable industry and how it relates to broadcasting. The relationship between MSO's and cable programmers and whether cable has any public obligations are just a few of the issues that Greenfield anticipates being scrutinized during the next decade. But he concluded by saying that regulation can't cure the judgmental defects in the audience which he described as an "exercise in futility."

The FCC chairman said that there is "virtually no evidence that broadcast journalism is going downhill." Sikes said that 30 years ago network news was 15 minutes long and newsbreaks did not exist. Sikes

And the winners were...

Frontline, the Public Broadcasting Service's in-depth news and public affairs program, won the Gold Baton, the highest honor of the Alfred I. duPont-Columbia University Awards in broadcast journalism. The ceremony, held at Columbia University, took place Jan. 25 at the Low Memorial Library. *Frontline* won for five documentaries. David Fanning, executive producer, accepted the award.

Silver Batons for network coverage were won by ABC News and Koppel Communications for *The Koppel Report: Tragedy at Tiananmen—The Untold*



Roone Arledge, ABC News president, and Ted Koppel of ABC's 'Nightline' in audience at duPont-Columbia awards



Robert MacNeil of 'The MacNeil/Lehrer NewsHour' served as master of ceremonies for awards, aired on PBS

Story and CBS News and CNN for their China coverage. Gardner Films and WETA-TV Washington won for the PBS broadcast *Arab and Jew: Wounded Spirits in the Promised Land*.

Major-market winners were WFAA-TV Dallas for *Other People's Money*, and KCET(TV) Los Angeles for *Expecting Miracles* and *For the Sake of Appearances*. Medium-market TV winners were Maryland Public Television for *Other Faces of AIDS* and Appalshop for *On Our Own Land*.

Small-market stations honored were WJXT(TV) Jacksonville, Fla., for *Crack Crisis: A Cry for Action*, and WBRZ(TV) Baton Rouge for *The Best Insurance Commissioner Money Can Buy*.

National Public Radio was the radio winner for *AIDS and Black America: Breaking the Silence*.

The duPont-Columbia Awards □ 2

suggested that the theme song for TV critics of the 1980's should be Barbra Streisand's *The Way We Were* because they spend their time lamenting yesteryear.

Markey expressed concern about foreign ownership of entertainment studios and cable systems and asked if "the Japanese are able to purchase the cable systems of America when junk bonds become due and there are bargain basement sales across the country, should they decide what programs will be run?" Markey also does not want to see broadcasting and cable segregated between the "information rich and the information poor."

Joel Chaseman reiterated his support for full First Amendment rights for broadcasters, whom he said are treated like "second-class citizens." The former Post-Newsweek chairman added that even the staunchest supporters of the fairness doctrine cannot show any abuse by broadcasters since its repeal. Chaseman also said it is "ludicrous that cable distribution systems are considered full First Amendment speakers while broadcast journalists are not. Vradenburg agreed, calling the fairness doctrine a "historic anachronism."

Indecency also reared its head at the forum. Chaseman may have summed up everyone's opinion on the issue when he said: "As much as I decry any attempt to go against free speech, it [the speech in question] is challenging material."

Panel critiques state of network TV news; sees improvement due to technological progress, problem of pressure to be profitable

Because of technology, network news is better today than it was 30 years ago and, because of the ever-shrinking line between news and entertainment and what's real and what's a dramatization, it is also somewhat worse. That was the conclusion of a panel comprising Richard Salant, former CBS News president; ABC's *Nightline* anchor Ted Koppel; *MacNeill/Lehrer NewsHour* executive producer Les Crystal, and Tim Russert, senior vice president and Washington bureau chief of NBC News. The panel, held in conjunction with the Alfred I. duPont-Columbia University Awards ceremony at the university, was moderated by Joan Konner, dean of Columbia's Graduate School of Journalism.

The panel gave the impression that technology alone has made news better, not any great editorial advancements. And, while advanced technology allowed for excellent coverage of the collapse of the Berlin Wall, the uprisings in Eastern Europe, the Tiananmen Square massacre and the San Francisco earthquake, Salant was dissatisfied with the networks' coverage of these events, describing it as "more pictures and no thought." Salant also questioned whether network news would do a story if there were no pictures to go with it.



L-r: Tim Russert; Les Crystal, Ted Koppel, Richard Salant.

Another sore spot for Salant in foreign coverage was the networks' decision to send anchors to cover major events, saying, "The Wall doesn't go down unless the anchors are there." Koppel agreed with Salant's premise but pointed out that the networks do it because the anchors are perceived as attracting an audience and that a familiar face is the only thing that distinguishes network news from local news and CNN.

Koppel praised technical advancements but feared that to some extent the "electronic tail ends up wagging the editorial dog." The *Nightline* anchor pointed to the coverage of Panama as an example: "I can't imagine what it would be like if I were today, as I was 27 years ago, the prime correspondent on a major story, because I don't know where my colleagues find the time to cover it." Today's correspondent, he explained, has to update the story every two hours and appear not only on the evening news, but on the morning show, news breaks and the prime time and Sunday news shows. "It's not that the reporters don't want to go out, but how far can you go if your next deadline is only two or three hours away?"

Crystal also praised technology and the growth of CNN, which he called a "video wire service." CNN, Koppel said, "says, 'We're there whenever you want us,' and

the networks can't be that convenient.

The growth of cable left some members of the panel convinced that network news will not increase its share of the audience. Both Koppel and Crystal thought the networks will continue to lose viewers to cable and VCR's.

The economic pressure on network news today also affects the product. Koppel said that when he first started with ABC in 1963, there were no expectations for it to do well, which freed the network to experiment. He fears that with today's big budgets and economic pressures, network television news is threatened with drifting toward entertainment. Crystal agreed, saying that the mission of network news is no longer just to report the news of the world in the best possible way, but to do that *and* make a profit. "The fight," according to the *MacNeill/Lehrer* executive producer, "is no longer how much we can lose, but how much we can make."

The panel was in agreement that network news could use more quality documentaries. Salant was particularly critical of two NBC documentaries, *Bad Girls* and *Life in the Fat Lane*, which he called "atrocious," adding that he would rather have no documentaries than "trash" like that. The former CBS News head was also critical of simulations, dramatizations and other "manifestations of hype." —JF

Cheatwood to head new Twentieth show

Twentieth Television has hired Joel Cheatwood as executive producer of *Personalities*, its reality-based magazine strip set to debut this fall. Cheatwood, who will supervise all aspects of the show's development and production, will also assume the title of vice president, non fiction programming, syndication, Twentieth Television.

Cheatwood comes to Twentieth from WSVN(TV) Miami, where he was vice president, news and program development, and executive producer of *Inside Report*, the syndicated magazine he created in Miami. *Report* is currently distributed by MCA to 25 cities.

Twentieth Television also announced the appointment of Alan Baker as program executive for *Personalities*. He will be responsible for the show's development, story content and administration.

FCC considers tougher stance on character issues

Chairman Sikes tells Dingell that he shares congressman's concern and will reexamine ownership rules

Making a major break with the FCC of the Reagan era, FCC Chairman Alfred Sikes said last week he has ordered his staff "to take prompt steps" to toughen the agency's four-year-old character qualifications for broadcast licensees.

In a Jan. 23 letter to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), Sikes said he agreed with the congressman that a "thorough reexamination" of the qualifications is warranted.

"There is no scarcity of law-abiding citizens interested in being broadcast licensees," said Sikes. "Today, there are also fewer objective requirements associated with holding a broadcast license. Consequently, in my view, current or prospective broadcast licensees should be held to a higher standard than is reflected in the current policy statement."

Dingell, who had earlier expressed his dismay at the leniency of the current character qualifications, said in a prepared statement that Sikes's recognition that broadcasters should be "held to a higher standard" is a refreshing change.

That Sikes is willing to reexamine the policy "goes a long way toward restoring my confidence in the FCC's judgment and willingness to regulate in the public interest," he said.

The FCC's three other commissioners shared Dingell's and Sikes's enthusiasm for a review of the policy. "I'm all for it," said Commissioner James Quello. "We went too far before.... We overliberalized it."

But Quello also said the FCC should proceed with caution and search for a "reasoned approach.... We don't want to go too far the other way."

The Character Policy Statement, a lengthy and complex document adopted in 1986 during the administration of Chairman Mark Fowler, sets forth the kinds of "misconduct" that would disqualify an individual or company from being granted or continuing to hold a broadcast license.

The Fowler administration undertook its own review of its character policies, ostensibly to simplify them and make them more readily applicable. But what emerged in 1986 was a policy that, according to critics, could be interpreted to allow virtually any kind of behavior short of direct violations of the Communications Act. Convictions for murder or rape would not necessarily be disqualifying, they charge.

Among the critics is Dingell. In the wake of payola and drug indictments by a federal grand jury in Los Angeles last December (BROADCASTING, Dec. 11, 1989), Dingell sent the FCC six pages of questions about the character policy that made clear he felt the FCC had gone too far in liberalizing it. "Do I correctly understand commission policy to be that it does not ordinarily consider crimes of violence to be potentially disqualifying?" he asked at one point.

Attached to Sikes's letter to Dingell is a 12-page memo, in which the FCC's Office of General Counsel answers each of Dingell's questions in accordance with the 1986 policy. Among other things, the memo confirms Dingell's understanding that crimes of violence are not disqualifying, although it notes that the FCC has the discretion to disqualify licensees for conduct that is "so egregious as to shock the conscience and evoke almost universal disapprobation."

According to FCC sources, prior to Dingell's inquiry, Sikes had planned to use his discretion under the 1986 policy to toughen the policy through adjudication on a case-by-case basis.

That process had already begun. At Sikes's prompting, the FCC initiated a license revocation proceeding against WKSP(AM) Kingstree, S.C., in the wake of the drug-trafficking conviction of the station's principal, Gregory Knop.

Andy Schwartzman, of the Media Access Project, a public interest law firm, who has been agitating for reform of the policy on

Capitol Hill and in various FCC proceedings, was encouraged by Sikes's initiative. "This reflects a willingness to address the very basic questions about who ought to be a licensee and manifests clearly that at least Chairman Sikes believes that owning a broadcast station is different from owning a candy store."

The "immediate implications" are for GAF Broadcasting Co., licensee of WNCN(FM) New York, and Tele-Communications Inc., the nation's largest cable operator and an applicant for a direct broadcast satellite license, according to Schwartzman. It's hard to reconcile Sikes's "tone with a failure to act in the case of GAF or taking a soft line with TCI," he said.

The FCC is currently considering the renewal of GAF's license for WNCN in light of a stock fraud conviction of the licensee's parent and one of its top executives. The FCC is also weighing whether it can grant TCI a DBS license in light of a \$35 million antitrust judgment against the cable operator in connection with a refranchising proceeding in Jefferson City, Mo. —HAJ

TCI's other Washington worry

Tax-free treatment of spinoff is priority; composition of new company dictated in part by IRS regulations

Tele-Communications Inc. earlier this month completed a \$200 million tender offer for its Denver-based affiliate, WestMarc Communications. In general, those WestMarc shareholders who accepted as payment for their shares a new issue of preferred stock will likely pay no federal tax at all, while those who instead chose to accept the \$32.25-per-share payment in cash will pay tax only on any gain over the initial price or value in the stock. The transaction effectively resulted in TCI's paying cash and/or securities to many of its shareholders—those who received the WestMarc shares in a tax-free spinoff six years ago—without having the payment taxed as a "dividend."

Preventing companies from making transfers of cash and other liquid assets to shareholders without taxing the complete amount has long been a goal of tax legislation and the Internal Revenue Service.*

The laws and IRS regulations set up to regulate such transfers may now affect the manner in which TCI undertakes a proposed multi-billion-dollar restructuring and

spinoff (BROADCASTING, Jan. 22). Thus, not only regulatory and stock market concerns, but also tax considerations, are already shaping the look of the new unnamed entity. The stakes for doing so are high: with a potential market value of \$2 billion or more, failure to obtain tax-free treatment of the spun-off entity could cost shareholders hundreds of millions of dollars.

The initial reaction of some tax experts was that theoretically TCI faces difficulties in obtaining tax-free status. That difficulty stems in part from the character of assets certain to be spun off, primarily stock holdings in both programming companies and other MSO's. Also posing a potential barrier are the overriding reasons said to motivate the transaction: to enhance the value of TCI's stock and to preempt regulation that would force a split-up of the company.

The Denver-based MSO's assistant vice president of taxation, Colin Stoner, said the company expected to structure the transaction as a tax-free "spinoff" governed by Section 355 of the tax code.

One of the requirements of that section is that the assets to be spun off must predominantly be "active businesses," a definition that presumably describes running cable systems or producing cable programming. But most of the assets identified to be spun off are not ones that TCI runs itself, but rather are stock investments, primarily in cable programming concerns such as Turner Broadcasting Systems, American Movie Classics, and QVC (home shopping network). In a report issued last week, Lisa Donneson, a securities analyst with County NatWest, said: "Most of TCI's programming assets are off the balance sheet, with the exception of sports services and X-Press

* Although the distinction between capital gains and dividend income is not currently as important as it was prior to 1987—when the two were effectively taxed at different rates—the distinction is still important. For one thing, with dividend income, the entire amount, not just the gain, is taxed. For another, unlike dividend income, capital gains income can be offset by selling stocks on which the shareholder has taxable losses.

(information), which generated about \$8 million in revenue in 1989."

TCI's problem is that the tax regulations generally do not consider stock investments to be "active businesses" because the company does not perform "active and substantial management and operational functions."

TCI's prior efforts to minimize its involvement in programing—in order to ease Congressional concern about vertical integration in the cable industry—will now hamper its ability to pass the "active business" requirement. For instance, last summer, before the Communications Subcommittee of the Senate Committee on Commerce, Science and Transportation, TCI Chairman John Malone testified, "Our company has made limited programing investments, but we do not seek to be a programmer nor do we intend to develop the creative expertise in our company to be a programmer. We have no financial or managerial control over any national cable programmer in which we have invested, and our investments are primarily passive."

If forcing else, the tax rules will probably force the company to spin off, along

with programing investments, more cable systems, especially wholly owned systems, than it might otherwise have done, said TCI's Stoner: "That is one of the reasons we will have cable systems in the new company [along with a need for cash flow].... If there is any doubt at all, we want to make sure that we have met the requirement."

Another potentially troublesome requirement of Section 355, noted one tax director for a top-10 MSO, is that to qualify for tax-free treatment, the spinoff must have a "valid business purpose": a term, like many others, defined on a case-by-case basis. In the case of TCI, two primary "purposes" have emerged: the heading off of impending federal reregulation and the improvement of the stock market performance of TCI's assets.

As for the first purpose, prior IRS rulings suggest that "valid business purposes" include complying with federal laws and regulations. For that reason, AT&T received tax-free treatment for its break-up and many savings and loans will also presumably obtain it for their spinoff of junk bond portfolios. But there is some doubt whether the

"valid business purpose" test is met if the relevant regulation or laws haven't even been voted upon.

Stoner acknowledged the conceptual difference but said, "There are a number of things we can point to, a number of bills that want to reregulate and limit the size of cable. There have also been lawsuits threatened with respect to our investment in Showtime. Whether that is a valid business purpose is up to the service [the IRS]."

The other motivation for the spinoff most often mentioned by TCI officials and commentators last week concerned raising the value of TCI shares. One tax expert, who asked not to be identified, suggested that raising stock prices is not a "valid business purpose" by itself.

TCI is familiar with all the relevant rules, having received tax-free treatment for spinoffs on at least two occasions: WestMarc (then called Western Telecommunications) and Republic Pictures. While few, if any, tax experts doubt the MSO's ability to obtain favorable tax treatment this time, some already think the process will be more than a perfunctory step along the way. —GF

Fox and fin-syn *Continued from page 19*

will promise not to take a financial interest in or acquire syndication rights to programs it licenses from outside suppliers and will not expand beyond 30 hours during the 18-month period.

The Fox petition will ask the FCC not to tamper with the prime time access rule, which, in essence, reserves a half-hour each evening for non-network syndicated programing. "PTAR is sacrosanct," a source said.

As now written, the fin-syn rules do not apply to Fox and won't until its schedule exceeds 15 hours of programing a week. Because Fox is heavily involved in program production and syndication, the fin-syn rules act as a cap on the Fox network's growth.

Looking beyond the 18-month, Fox will also ask the FCC to drop the 15-hour definition of a network and replace it with one tied to some "objective economic standard" such as audience share or percentage of total network revenues. Fisher pointed out that Fox now garners just 4% of all network revenues.

According to Michael Fisher, chairman of the Fox affiliate board, and general manager, KTXL(TV) Sacramento, who represents Fox affiliates, the Fox proposal would also provide "independent stations with continuing protection from network warehousing and affiliate favoritism."

Fisher said a number of Fox affiliate general managers would be in Washington next week to join Fox officials in pressing their point at the FCC and on Capitol Hill. "We are presenting a united front on this," said Fisher. In addition to the four points Fox will make in its petition, Fisher, who heads up a recently formed Fox affiliate subcommittee to examine regulatory and legislative issues, said the FCC needs to amend its definition of a network. "The commission needs to distinguish between ABC, CBS, NBC and new entrants such as Fox," said Fisher.

Whether FCC takes up fin-syn again is up to FCC Chairman Alfred Sikes. He met with Diller and Kellner last Wednesday, but was not talking publicly about the meeting or what he might do. Following a speech in New York last Friday, he acknowledged that fin-syn could well be the "hot" issue of the 1990's.

FCC Commissioner James Quello, who met with the Fox contingent on Thursday, said: "It's a real corker. Their arguments have some real merit, but the question is, should we force the issue?"

The FCC is not eager to tackle fin-syn. The last time it addressed the issue, in the early 1980's, it turned into one of the most heated and heavily lobbied battles in the agency's history. The FCC voted

tentatively in August 1983 to relax the rules, but backed down from affirming the vote under heavy pressure from Congress and then President Reagan. Although no action has been taken in more than six years, it is still technically an open proceeding.

Fox reportedly approached the other networks hoping to enlist their support. But by late last week the big three were lined up in opposition. Indeed, one network representative said Fox's initiative could lead to an "all-out war." "We don't like the waiver...there is no such thing as a temporary waiver," he said.

"We will oppose any effort to obtain differential treatment," said Stephen Weiswasser, senior vice president and general counsel for Capcities/ABC. "We always believed the rules should be changed or eliminated," but that is a separate issue, he argued.

A waiver, he maintained, is "bad public policy." Furthermore, Weiswasser said Fox is a foreign-owned network. "This is not a fledgling network, Fox is owned by News Corp., which is the third largest media corporation in the world."

According to some Hill sources, Fox's pitch was considered "effective." There is "sympathy to Fox's desire to provide competition," said one House source.

One observer said the Hill was "keeping its powder dry" until Fox files. An aide to Dingell said the chairman was "withholding judgment" until he sees the filing. Many were waiting to hear from Hollywood before forming an opinion.

Jack Valenti, president of the Motion Picture Association of America, is caught in the middle of the debate. Even though Fox is a long-time member, the association remains firmly opposed to significant relaxation of the fin-syn rules.

That Fox would ask for relaxation of the rules comes as no surprise to him, Valenti said, and does not lessen MPAA opposition. It would be a "travesty of justice" for the FCC to revisit the rules, he said. The fin-syn rules "truly work, they accomplish what they set out to do," he said.

And the rules are just as vital today as they were when they were adopted two decades ago, he said. "All the potential for abuse of power is still there," he said. Who is advocating opening this thing up other than Fox and the three other networks? he asked. "The answer is nobody, but nobody."

Valenti said talks between the networks and Hollywood aimed at reaching a compromise on finsyn have reached a stalemate because the networks have no real incentive to deal in good faith. "The networks are never going to negotiate as long as they think they can sneak by and do it politically before the FCC," —HAJ, SM, KM

Networks prepare to do sweeps battle

Regular artillery to be mixed with a few big guns

Following a sweeps strategy of moving away from a reliance on big mini-series, and depending more on series strength, one-night specials, theatricals and maybe a two- or three-part mini-series, the three networks head into the February sweeps armed with numerous highlights.

Although longer mini-series haven't performed as well as they once did, the networks still rely on two or three-part movies during the sweeps. In February, all three networks will schedule at least one two-part movie, and in ABC's case a three-parter.

ABC kicks off its sweeps month on Sunday, Feb. 4, at 8:30-11 p.m. with *Sammy Davis' 60th Anniversary Special*. The show, which celebrates Davis's 60 years in show business, stars Frank Sinatra and Michael Jackson.

On Tuesday, Feb. 6, the network will give *Elvis* a special premiere in the 9:30-10 time slot following *Roseanne*. The half-hour drama will make its regular time slot debut on Sunday, Feb. 11, at 8:30 p.m.

On Feb. 11 and 12, ABC airs two theatricals on their Sunday and Monday night movies. "RoboCop" will air at 9-11 p.m. on Sunday, Feb. 11, and "Jewel of the Nile," starring Michael Douglas and Kathleen Turner, the following night at 9-11.

Beginning Sunday, Feb. 18, ABC airs its three-part mini-series *The Kennedys of Massachusetts*. The six-hour movie stars Charles Durning, William Petersen and Annette O'Toole. Parts two and three air at 9-11 p.m. on Monday, Feb. 19, and Wednesday, Feb. 21.

Capping off its sweeps programing, ABC has scheduled *Challenger*, a three-hour made-for that looks at the space shuttle tragedy. The movie, which airs on Sunday, Feb. 25, at 8-11 p.m., stars Karen Allen, Barry Bostwick and Brian Kerwin.

CBS's February programing is anchored by its five-hour, two-part mini-series *Family of Spies*. The movie recounts the true story of John Walker Jr. and the spy ring he created. Starring Powers Boothe and Lesley Ann Warren, part one airs on Sunday, Feb. 4, at 9-11 p.m., with part two airing on Tuesday, Feb. 6, at 8-11.

On Feb. 2, the network presents *You Don't Look 40, Charlie Brown*, a one-hour special celebrating the 40th anniversary of the Peanuts cartoon strip. Michele Lee, co-star of CBS's *Knots Landing*, is the host.

On Feb. 9, the network premieres the two-hour movie *The Bradys*. The movie, which airs on a Friday at 8-10 p.m., will return as a one-hour series beginning the following Friday in the 8-9 time slot.

Also returning to network television is *The Love Boat*, as a two-hour movie on



'Family of Spies' on CBS



'Elvis' is on ABC



Fox's 'Alien Nation'



NBC's 'Murder in Mississippi'

Feb. 12 at 9-11 p.m. *The Love Boat: A Valentine Voyage* stars Gavin MacLeod, Bernie Kopell and Ted Lange reprising their series roles.

Stolen: One Husband, a two-hour made-for-television movie, will air on Tuesday, Feb. 27, at 9-11 p.m. The light comedy stars Valerie Harper, Elliot Gould and Brenda Vaccaro.

NBC, like the other two networks, is relying on one multi-part movie, specials and several made-for-television movies or theatricals.

Blind Faith, based on the best-selling novel by Joe McGinnis, will air in two

parts, on Sunday, Feb. 11, at 9-11 p.m., and on Tuesday, Feb. 13, in the same time period. The movie, based on fact, is about an affluent man who arranges for his wife's murder.

"Lethal Weapon," which grossed more than \$100 million at the box office and stars Mel Gibson and Danny Glover, will air on Feb. 4 at 9-11 p.m.

On Monday, Feb. 5, the network will present *Murder in Mississippi*, starring Tom Hulce, Jennifer Grey and Blair Underwood, about the murder of three civil rights workers in 1964.

Last year, NBC aired its *Night of 1000*

A summer place

CBS says it's getting serious about original summer programing. The company announced that Steve Warner, who had been assistant to CBS President Laurence Tisch since 1987, has been named vice president, special projects, CBS Entertainment. Warner will report to CBS Entertainment President Jeff Sagansky. Sagansky said that among Warner's first priorities will be to develop the company's plans for original summer programing. Over the past several years, all three networks have talked about the necessity of curbing summer viewer defections with fresh program fare. NBC has been the most aggressive in trying out new programs and series in the summer. To date, original summer product on CBS and ABC has been composed primarily of pilots not picked up for series. CBS spokeswoman Susan Tick said Warner was not prepared at this time to talk with the press about his thoughts on how CBS's summer strategy might take shape.

Stars against tough competition and ended up winning the night. This year *Night of 1000 Stars II* airs on Monday, Feb. 12, at 8-11 p.m. The show starts off with bloopers from *The Cosby Show* at 8 p.m. and follows with original episodes of *ALF*, *Golden Girls*, *Dear John*, *Empty Nest* and *Amen* at 8:30-11.

The Death of the Incredible Hulk airs on Feb. 18, 9-11 p.m. The made-for brings back Bill Bixby and Lou Ferrigno, stars of the series, for this apparently final chapter in the comic book hero's network career.

NBC also has a Bob Hope special available to use, but has not decided on a schedule date.

Fox's sweeps plans include a two-part *Alien Nation*, in which the male alien co-star gives birth to a baby. The two episodes, entitled "Partners" and "Real Men," air on Monday, Feb. 12, and Feb. 19. Also, *Married...With Children* will present a two-part episode with the Bundy family in Las Vegas, airing on Sunday, Feb. 11 and 18. In addition, former Los Angeles Laker Kareem Abdul Jabbar will co-star on an episode of *21 Jumpstreet* on Feb. 12.

-SC

'Geraldo' slips; games, 'Oprah' still on top in Petry analysis of November numbers

According to a Petry Television analysis of Nielsen's November ratings books, *Geraldo*, the controversial talk show produced by Tribune and distributed by Paramount, fell six places in early fringe in November, from 6th to 12th. According to Petry, the show dropped more than one and a half rating points last November, averaging a 5.8/16, compared to a 7.4/21 a year ago.

Geraldo was criticized strongly by stations for its focus on sensational subjects during the November sweeps. Host Geraldo Rivera has vowed to get back to journalistic basics. While the program has suffered some defections, Paramount officials are projecting that between 60% and 70% of stations taking the show next season will carry it in early fringe.

The top 10 early fringe shows were *Oprah Winfrey*, 11/30; *Jeopardy!*, 10.3/27; *Cosby*, 8.6/21; *Night Court*, 8.3/19; *Cheers*, 7.8/18; *Donahue*, 7.6/21; *A Current Affair*, 7.7/19; *Inside Edition*, 6.8/19; *Family Feud*, 6.6/19, and *Who's the Boss?*, 6.5/18.

In prime access, *Wheel of Fortune* and *Jeopardy!* retained the top two spots among syndicated shows. Their numbers, respectively: 16.2/27 and 15.4/27. Both showed growth from the previous November, Petry said. However, the off-network *Cosby Show* declined an average 1.1 rating points and 2 share points in access, while still retaining its third-place ranking in the time period with an 11.2/19 in access during November. According to Petry, *Cosby* de-

clined the most of any top-10 access program. Rounding out the top 10 access programs, in order: *Entertainment Tonight*, 10.2/16; *Inside Edition*, 9.5/16; *A Current Affair*, 9.2/15; *Family Feud*, 9.1/15; the now-defunct *USA Today*, 9/15; *Hard Copy*, 8/13, and *Cheers*, 7.8/13.

-SM

Distributors 'just say no' to INTV

While supporting organization, syndicators take issue with timing of show with NATPE, express other concerns, including generally low marks for many of NATPE's new business rules

With 90% of the 50 syndicators polled at a post-NATPE meeting saying they would not exhibit at the Association of Independent Television Station's convention next year (BROADCASTING, Jan. 22), a scheduled March 9 meeting between INTV officials and distributors has taken on an increased sense of urgency.

The syndicators' response appears primarily prompted by the narrow scheduling window between the INTV and NATPE conventions (only six days apart in January 1991) and its scheduling so close to the holidays, the redundancy of spending the time and money to exhibit at one show only to see many of the same faces at the next, Disney's and Paramount's wooing of station executives to outside events earlier this month at the INTV conference in Los Angeles and mounting pressure to merge the two conventions. INTV reduced floor space this year to two floors, down from the three floors of suites syndicators occupied in 1989.

While INTV's Chairman John Serrao and recently installed President Jim Hedlund said an organizational merger is out of the question, Serrao left open the possibility of a "post-1991" convention merger that may be discussed at the March 9 meeting. Due to scheduling commitments that INTV has with Los Angeles' Century Hotel for the convention through January 1991, INTV is contractually bound to that site until then. "Anything can be handled in the future, but it would definitely have to be discussed in the context of a post-1991 merger," Serrao elaborated.

At the March meeting, INTV will be

represented by Hedlund and INTV's executive committee (including Serrao, WGN-TV Chicago General Manager Dennis Fitzsimmons and WPHL-TV Philadelphia General Manager Randy Smith). NATPE will not be officially represented at the meeting, but taking up distributors' interests will be Viacom Enterprises President Joe Zaleski and Fries Entertainment Domestic Syndication President Ave Butensky. Outgoing NATPE Chairman and CEO Lon Lee (replaced by Vicky Gregorian for the 1991 NATPE convention) conceded that it has been NATPE that has caused the scheduling problems with INTV over the last few years by moving its convention's start-date earlier in the year to "meet the needs of distributors who wanted to start their sales season earlier than March." Lee said that the syndicators' 90% vote of nonsupport was the "most overwhelming response I have seen in NATPE polling."

Lee said that competitive pressures of marketplace and "exhaustion" from back-to-back conventions may have contributed to the vote.

Feelings ran deep at the distributors meeting, however, with Buena Vista Television President Bob Jacquemin calling INTV's convention "ill-timed to the point where we don't even get to enjoy the holidays," and King World Chairman Roger King jokingly suggested a "hostile takeover" of INTV. Lee stressed that further syndicator meetings and balloting of 200-plus syndicators in the next couple of months (including international distributors) will give NATPE a better gauge on how exhibitors felt on a wide range of topics.

Zaleski and Butensky (who are also NATPE associate representatives) followed the straw poll by emphasizing that distributors maintain "unanimous" support of INTV, with Zaleski reiterating that the primary focus will be making sure that the "Disney and Paramount situation is pacified, and won't occur again." During the INTV convention, Disney's Buena Vista Television unit conducted an outside screening presentation of its *Disney Afternoon* syndicated cartoon package at a theater across from the Century Plaza Hotel, and later that afternoon, Paramount Pictures Domestic Television drew additional convention-goers to an *Arsenio Hall Show* taping at the studio's lot in Hollywood. Floor traffic at the convention was so slow during those hours, one distributor said, that he could have fired a cannonball down the hallway and not hit anyone.

Late night talent test

Rod Perth, CBS Entertainment vice president, late night programing, confirmed last week that Pat Sajak would, effective next month, begin hosting the show that bears his name four nights of five each week. Perth also said there would be other "significant changes" made on the show starting next month. Perth, however, declined to detail those changes.

"We are still committed to this show," Perth said. Responding to speculation that Sajak's reduced hosting responsibilities is one more sign (following the show's reduction from 90 minutes to 60) that the program is being phased out, Perth said that was "pure press conjecture and has nothing to do with the reality of the plan." Perth said the one night a week Sajak does not host the show would be used to try out talent for other possible CBS late night programs.

The *&%# stops here

Robert A. Iger, president, ABC Entertainment, issued an apology last week for the "offensive language" uttered by Guns 'n Roses guitarist Slash on the Jan. 22 telecast of the *American Music Awards*, produced by Dick Clark Productions. "This has not happened before in the 17 years this awards show has been on the air," said Iger, referring to the band member's use of an obscenity twice during an acceptance speech.

"Since we cannot control what individuals might say during a live broadcast," Iger continued, "we will meet with producer Dick Clark to establish precautionary measures that will ensure it does not happen again in future telecasts." Clark also issued a statement in which he said that "live programming leads to spontaneous occurrences, and unfortunately last night's was regrettable."

The three-hour awards program was edited for its delayed West Coast feed, and the offending portion was omitted.

"In the past, everyone understood that there was a gentlemen's agreement regarding outside activities," INTV's Hedlund reaffirmed. "We are a voluntary trade organization, and like NATPE we can't stop members from going out and playing golf or holding outside meetings. We are certainly willing to talk about that [Disney and Paramount] situation. If the distributors want it, we're also willing to entertain the thought of written distributor agreements regarding more stringent convention regulations. As long as I have been connected with the organization, there has been dismay over convention scheduling and I'm sure that will come up again."

In other news from NATPE's distributors' meeting, the straw poll taken showed that 78% of the distributors did not agree with the "no food" policy at the convention. Later, NATPE President and COO Phil Corvo hinted that a "three-tier menu plan"—NATPE had designated food areas with a single menu—was one of the possible alternatives being considered to keep conventioners' palates satisfied without sending them elsewhere. In a closer poll, 57% said they did not agree with the prohibition of liquor on the convention floor, although King World President Michael King suggested the ban contributed to a better overall business atmosphere.

Although 60% of the respondents voted

against the return of live demonstrations on the exhibit floor, 64% were of the opinion that "glitz" should be returned to the convention (as opposed to "sleaze elements"). While Roger King said that *60 Minutes* and other factions of the consumer press had portrayed syndicators as "sleaze merchants," he also conceded that the "crash-and-bash" of live wrestling demonstrations and "roving monsters" had lent a carnival atmosphere to past proceedings. Basil DeVito, senior vice president, marketing and promotions, World Wrestling Federation, fired back that the WWF was "not the problem," and that they were "not the only ones running up and down the hall." The King brothers also suggested an easing on the prices paid for guest passes (\$350) for producers and other "industry types," but included a complaint about paying \$800 each for bodyguards who were assigned to protect talk show host Oprah Winfrey.

The voting was almost split on the question of adopting a permanent site for the NATPE convention, with 49% in favor of such a move. New Orleans nosed out San Francisco 37%-33%, and San Diego finished third with 17% of the vote. The return of remote camera units to the convention floor won 56%-44% approval, 63% thought the domestic hours should remain the same and 49% voted for a reduction of exclusive international exhibition hours. —MF

King World eyes network production

Dominant syndicator creates new division to establish network programming presence

King World Productions last week announced the creation of a new division, King World Enterprises, charged with exploring new business opportunities for the company.

The company also said it hired Jeffrey A. Rochlis to run the new division as president. Rochlis will be based in Los Angeles, at KWP's existing West Coast office.

Rochlis's first priority is to get KWP into the network program production business. Although the company has had some preliminary talks with talent about certain arrangements, Rochlis said no projects were in the works as yet. "It's really a startup business at this point," he said.

KWP is currently recognized as one of a

handful of dominant syndicators in the business. "We have a strong sales and marketing distribution apparatus," said Rochlis. "It only makes sense to supply product into that apparatus, and clearly network production is an important pipeline."

Until last year, KWP was known as a program and barter sales company. Last January it entered production with the launch of *Inside Edition* in first-run syndication. The company hopes to launch a second reality strip next fall, *Only Yesterday*, the brainchild of Av Westin, KWP's reality programming senior vice president.

Rochlis said his first task is to find an executive to run the network program unit on a day-to-day basis. As to other businesses the company might enter, Rochlis said it was premature to talk specifics.

Rochlis said he joined King World because of the opportunity to be on the cre-

ative side of the business. Also, he said, "I've enjoyed starting up and fixing businesses. Clearly this is a very entrepreneurial opportunity with an entrepreneurial company."

Rochlis is the former executive vice president of Walt Disney Imagineering, which is responsible for designing and developing Disney theme parks around the world. Before that, Rochlis was president of Sega Enterprises, then a home computer subsidiary of Gulf + Western. □

20th Century Fox to set up own barter arm

Twentieth Century Fox Domestic Television Syndication President Michael Lambert confirmed that the company is "in the planning stages" of creating an in-house barter sales arm, eliminating the advertising sales it farms out to LBS Communications subsidiary TV Horizons. Lambert said he hopes to have the barter sales unit up and running before the current upfront sales season starts in March, but he would not say if he has a sales force in place (or will use the existing sales distribution wing), or how much Fox is going to invest in startup expenditures.

The only Fox show with a barter element is the cash-plus offering *A Current Affair*, which has one minute of national barter time, and a soon-to-be complementary show, *Personalities*, set for a fall 1990 entry. *A Current Affair* generates an estimated \$20-\$25 million annually (based on an advertising source estimate of \$40,000-\$50,000 per 30-second spot). LBS would lose the *Affair* account and its estimated 5% cut of the barter revenues, other syndicated feature movie packages and the possibility of handling *Personalities*. LBS President Henry Siegel declined comment.

In the latest weekly national Nielsen ranking of syndicated programs (for the week ending Jan. 14), *A Current Affair* ranked seventh with a 9.3 rating, despite concerns over a so-called advertiser hit-list over "tabloid" news shows such as King World's *Inside Edition* (5.8 rating), Paramount's *Hard Copy* (5.4) and Group W's *Missing/Reward* (3.3). *Personalities* is being sold as a complementary piece to *Affair*, in access with a reported 90 seconds of national barter, 30 seconds more national barter time than commonly attached to cash-plus-barter programs. With *Personalities* receiving 22% U.S. coverage on off-the-top clearances from seven Fox Broadcasting-owned stations, and possible clearances from affiliate stations, the company has more centralized control of its product with a barter sales arm.

"The overriding motivation is to have greater control over our own inventory, and be able to have our own in-house department that will be the eyes and ears to the advertising community," Lambert said. "Our main goal is to better develop contacts with the power in the business. LBS

did a good job for us. The decision just made more sense for us." □

Problems with multi-tiered selling

Distributors complain practice is producing shows with variety of clearance times and lower-than-anticipated ratings

Even though the syndicated barter marketplace has grown to a \$1 billion-plus business (BROADCASTING, Jan. 15), multi-tiered station deals (contracts to air a program in a variety of time slots) have national advertisers (and some distributors) screaming foul at syndicators because of late fringe or early morning shows that are not getting high enough rating levels. That was a topic of heated discussion at a Jan. 18 NATPE panel in New Orleans.

While the number of programs that syndicators are trying to clear with multi-tiered deals is growing, Marc Hirsch, president, Premier Advertising Sales (a partnership of Paramount Pictures and MCA), said the practice is causing problems for barter sales

representatives and advertisers. Using fellow panelist Jon Mandel (senior vice president, national broadcast, Grey Advertising) as an example, Hirsch said: "By the time we sit down to do our upfront budgets in early spring or summer, we have no idea of where the show is going to air. When October rolls around, the 7 rating I promised in access actually turns out to be a 2 rating in late fringe—it makes all of us look very bad."

And just who is affected the most by such consequences is also of some debate. "The trend that is most disturbing from the distributor-producer point of view is the tiering of programs," said Dick Robertson, president, Warner Bros. Domestic Television Syndication. "The station is transferring part of its risk to the syndicator. I think it may be getting a little out of whack. A clearance in New York at 3 a.m. is not a sale. If we make a deal for \$30,000 in access per week—\$15,000 in early fringe, \$6,500 in daytime, and maybe \$1,000 a week on a cash-plus deal in late fringe—we'll have a hard time making our production budgets. When you have 50 of those deals, you're flying blind. It's an absurd system. We'll simply never make the mistake again of launching a first-run show, without knowing where it is going to run."

On the station side, William Moll, vice president and general manager, WNBC-TV New York, said that "inventory is about all we've got to sell these days," adding that eight of the top 10 shows in syndication have some sort of barter element attached to them. "Clearly the revenue pool is a finite pool," he said. "What we are doing is competing with our program suppliers for advertising revenues out of that finite pool on many levels." Add the voice of independent KTVU-TV Oakland Vice President and General Manager Kevin O'Brien: "Producers just keep producing without regard to getting quality clearances. In any other business, you can put a shingle out and stay in business, but Hollywood producers have to get clearances to stay in business...sometimes at the cost of stations and advertisers."

Hirsch likened the current system of barter sales to a "tar brush," rather than a "beautiful multi-colored paint brush." He said it is up to the syndicators, television stations and advertisers to "focus on the need to develop more reputable and solid business practices." Hirsch said that a "code of ethics" is being developed by the Advertiser Syndicated Television Association (ASTA) on contracts between stations, syndicators and advertisers. —MF

On Radio

RAB gives sales pep talk in Dallas

Panels, speakers talk of capitalizing on radio's strengths, not selling it short and how to position medium in marketplace

Although the official name of the Radio Advertising Bureau's 10th annual Managing Sales Conference was "Sales: What Would Radio Be Without It?," a better title might have been: "Radio: Where Can Creative and Effective Sales Take It?" RAB President Warren Potash seemed to feel that place would be a new "Golden Age," with radio poised to position itself as a dependable medium in a sea of fragmentation. Dick Orkin told the executives that creativity was their key to success, especially in the combating of "media-ism" (or discrimination of radio in favor of print or TV).

Those were among the words of encouragement and advice dispensed to the approximately 1,100 sales executives and general managers who gathered at the four-day (Jan. 18-21) conference at the Loews Anatole in Dallas. □

In his opening comments to the Managing Sales Conference attendees, Radio Advertising Bureau Chief Executive Officer and President Warren Potash looked to the future of the medium, where he saw contin-



Carl Wagner (l), RAB chairman and president of Great American Broadcasting, and Jeff Smulyan, chairman of Emmis Broadcasting and this year's conference steering committee chairman, officially open the 10th annual MSC.

ued success, and spoke of what needs to be done to ensure that success.

The proliferation of choices for home entertainment in the last decade, according to Potash, has created "too much confusion and chaos" to allow any reasonable predictions for the future. Citing the unknown impact of high-definition television, direct-to-home satellite delivery, further fragmentation of cable services, fiber optic delivery and telco entry into cable as examples of the elements that will shape the future of television, Potash believes radio operators have a "golden opportunity" right now to position themselves as the medium of choice for years to come.

"Consistency and dependability are the underpinnings of our past and our future," Potash told the gathering. Advertisers want to buy into the medium, he said, because it works. In juxtaposing radio and television, Potash described television as the medium that delivers "tonnage," and radio as the medium that delivers "reach and frequency."

"Put all our history with all our strengths into this point in time and I believe you have the makings for a new golden age of radio," he said, but added, "just how golden will depend on all of us."

Potash urged broadcasters to take advantage of the sales tools and resources available to them through the RAB to hone their

skills and boost their station's bottom line. And with that in mind, Potash has reorganized the six regional vice presidents of marketing for the RAB, assigning each a list of markets that he or she will visit, research, and study, for the benefit of the RAB member stations in those markets.

The RAB has also expanded its presentations to include supplying sample radio commercial tapes for interested prospective clients and notifying member stations of those prospects in their respective areas.

Another area the RAB has targeted for improvement is the publicizing of its credentialing process in association with the Wharton Business School (the Certified Radio Marketing Consultant [CRMC] accreditation). The RAB has created a press release to be sent to the local media in the accredited salesperson's market. Said Potash: "The purpose of this was to bring



Warren Potash sees new 'golden age' for radio

attention and distinction to our salesperson and to our station."

Among the tools station salespeople have

at their disposal: RAB's "On-Line Express," a custom-built database that includes copy and promotion ideas, a Chase daily events calendar, and 8,000 co-op opportunities, 2,000 of which are wholly funded by the manufacturer, according to the RAB. The material is updated weekly and there is no sign-up fee.

Said Potash: "One thing you can do to make the '90s our new golden age is to know about and use sales tools your competitors don't have. Become more marketing oriented." Additionally, Potash encouraged salespeople to send in their success stories to the RAB so that they might be included in the database.

In conclusion, Potash said: "I know and you know that if we can begin to focus more and more on the real opportunity we have before us, we have the ability to exploit that opportunity to an extent never before experienced, much less contemplated, by any of us." —LC

Orkin sees creativity as key to selling radio

Keynote luncheon speaker says there is lack of understanding and respect for medium; he says those at radio stations should regard themselves as 'communicators'

"Stopping Media-ism: The Radio Sales Person as a Communicator!" was the topic of Dick Orkin's creative keynote luncheon speech on Jan. 19. Orkin, head of Los Angeles-based Dick Orkin's Radio Ranch and Home for Wayward Cowboys, focused on ways that radio operators are selling themselves and the medium short, and what needs to be done to get rid of "media-ism" (or discrimination of radio in favor of print or TV).

Orkin presented a series of skits that featured quotes from media buyers and advertisers. In all of the skits, a translation of the quotes was provided by Orkin to illustrate the perception of the medium by those who buy the medium.

One of the skits featured a man saying: "You see, Dick, the client wants radio, although we felt that profile-wise, TV is correct." Orkin's translation: "Nobody here understands how to do radio—because we don't do much radio—because we are not sure radio works."

All of the skits reflected that lack of understanding and respect for the medium. Orkin is quick to point out, however, that in many cases the radio executives are perpetuating the image of radio as a second-class medium and need to become more than just sales executives if the entire industry is to benefit. He asked the audience: "We are all doing everything we can to maximize the impact of the advertiser's message getting results? Strategy is sound, positioning on target, copy carefully honed, imaginatively produced and presented—and, of course, relevant to the target prospect?"

In Orkin's view, the "crisis of faith" has come about largely for two reasons. One, said Orkin, "when it comes to the power of

imagination, there is not just a matter of lack of know-how, there is also in many quarters an inferiority complex." He stressed the need for copy "to involve the listener in the human aspect of a product or service."

Second, Orkin said that radio copy has lost relevance. "Creative means to me imagination in the service of the advertising objective or goal, which is usually to communicate an important benefit." He continues to advocate total freedom for copywriters and producers at radio stations. Orkin believes it is important to have a chance to take risks and even fail, on the air, as long as "creative freedom involves some degree of responsibility to the client's message and objective."

And where did radio lose touch with these two important elements? Orkin conducted an informal survey of stations several months ago. Results of his efforts revealed that 50% of the time, radio station management has a "hands-off" stance and

does not get involved with creative or positioning strategy for the advertising client. It is in this statistic that Orkin finds the heart of the matter. "It is here, in the void left by the non-involvement of management—a place where imagination fails to get stimulated—where attention to relevance never gets encouraged," he said.

Orkin said radio could combat media-ism and carry out "its promise to the advertiser. The time has come for everyone in a radio station to regard themselves as communicators," he said, "and accept the implied obligation to become the creative conscience for every advertiser." —LC

Rules of the road for sales success

Jason Jennings, consultant of MegaMedia Worldwide, gave attendees what he hoped was a "road map for success" in his workshop, "Doing Big Business with Retailers," delivered to a standing-room only audience at the Managing Sales Conference.

Jennings's premises were that retail direct business has always been important, that the advertising pie has not grown but only kept pace with inflation, that there are more people out there chasing the same advertising pie, and that new business development is "where it's at" in the 1990's.

Jennings provided 11 rules of the road. Among them:

- "There is no such thing as a budget, they don't exist."

- "Stop selling a commodity, sell a service." In his estimation, only the top five stations in each of the top 50 markets can sell itself as a commodity; all the rest of the stations need to sell themselves as a service.

- "There is no success without qualitative or quantitative data." Use the research



Dick Orkin

available, said Jennings; there are many ways to sell your station's audience.

- Stop treating new business development within the station as the worst kind of position for a sales executive. Jennings said that perception exists, especially in the major markets.

- Know the business of your prospective clients. Be so well prepared, said Jennings, that you can walk into a showroom and know by assessing square footage (using the furniture showroom example) of floor-space the size of the advertising budget available to that prospect.

- Know the radio business. "Radio is a lead generator," said Jennings, "and lead generation is where it's at for the 1990's."

- Prepare to take a risk. Don't short sell radio, said Jennings; go for all the money. To get all the money, however, the sales executive must become the creative director—know the audience, work with the copy and refuse the order if it doesn't add up to a successful run. If you don't get a frequency of 3 to 5, don't take the order, he said.

- Stop being salespeople and become enterprising sales partners.

- "Be prepared and know your client's business."

- Remember the "curve of gratitude." Ask for the renewal while the campaign is working, before the client gets the bill, before competing sales executives make him doubt the value of the money he has already spent on your station.

□

Other sales workshops shared the theme of "New Business Development." In the workshop entitled "Targeting Local & Regional Dollars," panelists shared techniques that have worked for them at their respective stations to bring in new business.

Pam Young of WVAZ(FM) Chicago moderated the panel that featured Michelle Billy of KRTH-FM Los Angeles, Jeffrey Jean Pierre, CRMC, of WKLB(FM) Milwaukee and Jeff Holden of KQPT(FM) Sacramento, Calif. Among the key elements stressed by the panelists as essential to successful revenue building: going directly to the product source (the manufacturer); analyzing your station's strengths and finding compatible areas to begin; targeting sales zone and regional managers; reading their respective



Targeting local money: (l-r) Pam Young, Michelle Billy, Jeffrey Jean Pierre and Jeffrey Holden trade magazines and being informed about their businesses; selling movement of product, not ads or spots on your station; coming in with ideas, not packages; being prepared to listen; becoming the marketing expert for the station, and even offering to accompany sales staff of a manufacturer to the retailer. Said Billy: If the idea is good, the manufacturer will find the funds."—LC

Hispanic radio session is convention first

The 10th Managing Sales Conference featured a Hispanic workshop for the first time in its history. "Selling the Hispanic Format" was moderated by George Hyde, executive vice president, Radio Advertising Bureau. The session featured presentations from Gene Bryan, president, Katz Hispanic Radio; Dee Levy, CBS Hispanic Marketing, and Mario Limon, WTAQ(AM) La Grange, Ill.

Bryan opened the discussion with a series of guidelines for station operators to maximize benefits from their rep. Bryan said that stations must learn to work closely with their rep firm. To that end, Katz Hispanic has put together a checklist of procedures a station can follow to make its rep the best-informed sales representative possible. But

the local station, cautioned Bryan, must make an effort to keep more and better sales materials than the rep at the local level—the station must function as a local source for the rep.

Discussion in the room centered on the problems of explaining the different variations of formats to non-Hispanic buyers. Limon encouraged broadcasters to know their audience well and learn ways of explaining the ethnic and cultural differences of the various groups covered by the Hispanic umbrella. Adding to the problem was the differences in styles between immigrant Hispanics and first-generation U.S.-born Hispanics.

Levy feels that the problem is that the Hispanic market is underexposed. She urged broadcasters present at the session to come up with different approaches to generating dollars, such as using their national spots as segues to local business.

Another format-oriented sales workshop was "Selling the Urban Format," workshop moderated by Skip Finley, president, WKYS(FM) Washington. Joining him were Amos Brown, from WTLC(FM) Indianapolis, and Tim Feagan, of WVAZ(FM) Chicago.

The message from these broadcasters was loud and clear: Use every resource to know your community better than anybody else. The way not only to survive, but thrive, is to use all the qualitative and quantitative data available about your station's audience to sell not the station, but the size of the audience. In the same vein, all panelists encouraged the attendees to push participation among their listeners in the 1990 U.S. Census.

□

Awards for excellence in creative commercial production were handed out on Friday, Jan. 19, by John Dille, co-chairman, Radio Futures Committee, to six radio stations, with four stations receiving honorable mentions. Top honors went to WBMD(AM) Baltimore; WPTF(AM) Raleigh, N.C.; KXL(AM) Portland, Ore.; WKLQ(FM) Holland, Mich. (Grand Rapids); WQRA(FM) Warrenton, Va., and KBSB(FM) Bemidji, Minn. Honorable mentions were awarded to WJIB(FM) Boston; WKLQ(FM) Grand Rapids; WPKZ(FM) Elkton, Va. (Harrisonburg), and WHIZ(AM) Zanesville, Ohio.

—LC



Selling the Hispanic format: (l-r) Mario Limon, George Hyde, Gene Bryan and Dee Levy

Hungarian FM to feature American sound

Commercial radio station would be called Radio Bridge, affiliated with VOA; funding still to be resolved

Even before the first steps toward privatization of broadcasting in Eastern Europe have been completed, a second phase has begun. In Hungary, where many of the firsts away from authoritarian rule and toward democracy have been recorded, plans are under way for a commercial FM station with an authentic American sound. The station, in Budapest, is called Radio Bridge—a joint venture of American and Hungarian interests—and is affiliated with Voice of America Europe.

Radio Bridge, which went on the air on 121.2 mhz for three days of tests, in July, during President George Bush's visit to Hungary, is aiming for March 15 as a start-up date. It will not be the first commercial station in the country; three are already on the air. And commercial radio and television stations are cropping up elsewhere in Eastern Europe (BROADCASTING, Jan. 8). But Radio Bridge will be the first in English.

And the station—whose owners plan to expand their operations to stations in 10 other cities that would provide coverage of the entire country—will have a definitely American style. Not only will 80% of its 24 hours of air time be filled with VOA Europe programming; VOA Europe's deputy director, Terry Hourigan, is helping to put the station on the air. The VOA Europe programming is transmitted from Washington by satellite and is taken—at no charge—by stations serving some 185 cities on the continent.

But among matters to be concluded is the funding. Radio Bridge Joint Venture is owned 50% by Svecia Balticum Ltd., a private Delaware holding company, and 50% by two Hungarian citizens, one of whom, Gusztav Hittig, is the country's director of finance. The other is Gyorgy Pomezanski, who is the station's director of programming. Initial Public Offering Consultants, a San Diego-based consulting firm, is seeking \$4 million in funding for the U.S. side of the venture, an amount that would include television as well as radio rights. Hungarian banks are to match the American investment dollar for dollar, up to \$5 million.

The consulting firm's president, Jim Franklin, said each side of the venture is committed to raising initial funding of \$250,000 to buy equipment. He indicated he would be interested in finding a major broadcaster to supply that amount, and then provide the expertise needed to operate the station, before supplying additional financing. He said a Japanese concern, FM Tokyo, is one possibility. He also said talks are under way with the Bear, Stearns & Co. securities firm.

In his search for financing, Franklin is

promoting the venture as a likely success. He said that in advance of the broadcast test, 600 companies expressed an interest in buying time on the station. He also said a survey by VOA Europe concluded that the Radio Bridge station in Budapest alone would earn \$687,000 a year. And that, Franklin said, was a "conservative" estimate. —LZ

Public radio to get expansion boost from CPB

Board of directors approves \$13.55 million, five-year plan to extend public radio's reach and variety

Following a year's study of how it might contribute to the expansion of public radio's reach and diversity, the Corporation for Public Broadcasting's board of directors last week approved a five-year plan to contribute approximately \$13.55 million to those causes between 1991 and 1995.

Heading up a resolution-packed board agenda—that included approval of the fiscal year 1990 budget and reelection of top officers, including President Donald Ledwig—the noncommercial radio expansion plan aims in general to help establish new stations; extend the reach of existing stations into unserved areas; target minority-controlled stations for aid; help more stations afford more diverse programming and foster development of diverse programming by funding "program niche research."

A redistribution of programming and service grants to more stations accounts for the bulk of the planned investment in radio. Specifically, over the five years, CPB plans to spend \$5 million to distribute National Program Production and Acquisition Grants (NPPAG's) to "a broader range" of stations—about 100 stations not currently eligible for such support. The money represents a less than 10% increase in CPB's total NPPAG program.

Over the same period, in an effort to help smaller stations reach the established criteria for CPB grant eligibility, CPB plans to invest another \$7.8 million "to provide phased incentives for upgrading and expansion of station staffing and operations." CPB said that 80 stations are expected to benefit from that 15% increase in NPPAG and Community Service Grant (CSG) programs. Minority stations would be given an additional two years to upgrade to full CSG eligibility, measured in minimum full-time staff and nonfederal funding levels at each station.

The redistribution of grants, stressed Frederick DeMarco, CPB vice president, station relations, and treasurer, will not re-

duce support to stations already enfranchised in the system. CPB, he said, "will not support any projects or activities that would risk damaging stations now in the system."

The plan calls for several other measures: a \$350,000 investment in studying "emerging networks of interest" and prospects for one or more new programming streams (during FY 1991-92 only); a \$250,000 investment in engineering studies and proposal-writing assistance to stations seeking satellite receiving equipment (benefiting a potential 50 stations); and a \$150,000 investment in helping stations establish the feasibility of extending their signals (benefiting a potential 100 stations).

In other actions, the board approved a \$229,391,000 FY 1990 budget amended to reflect a reduction of \$3,257,000 in the federal appropriation due to Gramm-Rudman-Hollings adjustments within the Reconciliation Act of 1989. The CPB budget amendments included cuts of \$574,046 in television programming, \$53,578 in radio programming and \$195,420 in system support projects. Additionally, Ledwig and DeMarco were reelected, along with Gerald Hogan, vice president of government relations; Eugene Katt, vice president of programming; Paul Symczak, vice president and general counsel, and Rozanne Weissman, vice president of corporate communications. —PDL

Programming the future

"Where is radio heading?" was the question asked at an International Radio and Television Society Newsmaker Luncheon in New York. There was no definitive answer from the panel of Ralph Guild, chairman, Interep Radio Store; Richard Harris, chairman, Group W Radio Inc.; CBS Radio Division President Nancy Widmann, and Tom Snyder, talk show host, ABC Radio Networks. The group pondered the future of, among other things, indecency, talk radio, marketing and the AM band.

All agreed that the FCC needs to define what constitutes indecency. "If we are going to play by some rules, I think somebody ought to give us some indication as to what they are before they ask us to play by them," Snyder said. Commenting on an ABC radio personality who was suspended for jokingly saying that it would be nice if

More radio

The National Association of Broadcasters radio board has voted to increase the number of radio group seats on the board from three to five (BROADCASTING, Jan. 22). And they also agreed to a by-laws change to permit the radio chairman, with the consent of the radio executive committee, to appoint someone to fill out unexpired board terms. Under the current system, the second highest vote getter for the empty seat takes it.



Looking to the future (l-r): Ralph Guild; Tom Snyder; NBC Inc.'s Betty Hudson, IRTS president; Nancy Widmann, and Dick Harris

Vice President Quayle was beaten up the way a Panamanian vice president was, he said: "There is a line beyond which I don't think we ought to go in terms of holding our public officials, our institutions, our history and our traditions up for public ridicule." Snyder went on to say that as much as he likes a good joke, he could not see himself "advocating that somebody beat up the President or the Vice President of the United States."

Snyder also expressed concern about the role of the radio talk show host. "I would hate to think that people like me set out the agenda for the American people as to what they should be exercised about and what they should not be exercised about."

As for the radio business, Harris said good programming, as always, will separate the haves from the have-nots. What radio needs to do, he said, is work on the marketing element, something he said the industry has not given enough thought to over the last 10 to 15 years. He emphasized finding new sources of revenue, studying how listeners perceive the commercial environment and how they react to that environment.

Both Widmann and Harris were optimistic about AM radio in the 90's. "I am extremely encouraged about the future of AM radio, particularly by some of the things going on in Washington with regard to the AM dial, signal interference, the possibility of an extended ban and the fact that the commission is beginning to address some of the issues so critical to the future success of AM radio," Widmann said. The CBS Radio and Group W heads both said that 1989 was their best year ever for AM radio. Harris pointed out that the top station in New York was an AM station, and Widmann said CBS is committed to AM, pointing to the group's purchase of WWJ(AM)-WJOL(FM) Detroit last year. Major market AM's aside, Harris expects to see engineering improvements and a thinning out of the AM band in the years to come. As for the extension of the AM band, he hopes that perhaps daytimers could move to a different part of the band, freeing up the frequency and making AM a "cleaner business."

Programming, however, will have to play a major role if there is to be an AM revival, the panel said. All seemed to agree that it was not technology but programming that contributed to AM's steady decline. Guild said that one of the best opportunities in radio for young people in the 90's will be programming AM radio. "The incremental costs of adding programming to an AM radio station is very small, even in small markets...and if people are willing to take a risk and invest a lot of their own time and come up with creative ideas, it can be a good opportunity," he said. Snyder agreed, saying that AM needs to have the excitement of TV and needs to bring some of the sense of the 30's and 40's back to radio. —JF

SBE board debates FCC rules on STL bands

Engineering group tries to develop proposals to relieve congestion in band

The main topic at the Society of Broadcast Engineers (SBE) annual Washington board of directors meeting was the status of the current FCC rules concerning aural studio-to-transmitter links (STL). The society estimates that 40% of all radio stations today use STL's and that the number is steadily increasing. The STL bands have been increasingly crowded in recent years and both the FCC and SBE have been examining ideas to improve the situation.

Much of the meeting was spent discussing the current congestion on the band at 950 mhz. "It is the only relatively low-frequency band for aural STL's and ICR [intercity relay] stations," said SBE attorney Chris Imlay. That portion of the band set aside for aural STL's was once much larger, with 940 mhz and 941 mhz also set aside for that purpose. But that spectrum was reallocated several years ago when the demand for STL's was low. "The new 80-90 [FM] frequencies have caused an increase in the number of aural STL's," Im-

lay said.

The commission recently released an inquiry on the problem and requested the opinions of the frequency coordinators around the country. "SBE has kind of picked up the ball and run with it," Imlay said. Dane Erickson of the consulting engineering firm of Hammett & Edison, San Francisco, an SBE board member, drafted a set of proposals which were approved by the board last week. Their general goal is, Imlay said, "to tighten up the antenna and receiver criteria and frequency tolerance of the transmitters to promote spectrum efficiency. The 950 band is outright full and won't tolerate anything else." The most significant proposals include requiring that STL's be subject to new minimum antenna standards, be limited to 10 watts of power or less and limit "effective radiated isotropic power" to pathlinks of less than 22 kilometers (13.64 miles).

At the same time, the SBE board reaffirmed past positions on other STL-related issues. It filed comments with the commission requesting that the FCC extend its deadline for compliance with new STL-type acceptance rules. The FCC set July 1, 1990, as the date that all STL's operating between 944 mhz and 952 mhz conform to stricter regulations aimed at reducing interference.

SBE has contacted manufacturers of STL transmitters and antennas and determined that they will be unable to retrofit all of the currently operating systems before the deadline. The cost of the upgrades are about \$2,000. Manufacturers also claim that some of the currently used systems are not upgradeable and that those stations will have to buy new systems. SBE argued that it would make little sense to force stations to buy new STL's with the current analog technology. New digital systems that will operate with better quality at lower power would make the analog links obsolete.

Comments were also filed opposing a proposal by Cellular 21 of New Jersey for reallocation of 940 mhz-944 mhz for cordless telephone service. Although no STL's are currently being assigned to that spectrum, several grandfathered systems are still operating there. SBE specifically opposed the Cellular 21 suggestion that those grandfathered STL's be cleared out of the band and relocated to 24 ghz.

In other business, the board also reviewed the final results of a survey taken last fall to measure the success of SBE's last national convention (BROADCASTING, Oct. 16, 1989). Compared to the 1988 convention, which drew a great deal of criticism from exhibitors because of low attendance, the 1989 gathering was a smashing success with an increase of over 1,000 attendees. A survey of the 1989 exhibitors revealed a general satisfaction with the show and plans to return in 1990. The figures from an attendee survey show that 86% rated the seminars positively, 93% of the approximately 3,000 attendees visited the exhibits and 84% planned to attend again in 1990.

At a luncheon, the SBE board took time out to present a special award to Charles Hallinan, a founder and early president of the society in the 1960's. —RMS



BBC's Michael Checkland

Taking a world view

When Michael Checkland, 53, became BBC director general three years ago, the embattled public broadcasting service faced a most uncertain future. But now, in the midst of sweeping changes in British media, the BBC has emerged as a cornerstone—its public service credo and \$2 billion a year public funding system intact—yet with a leaner, more commercially aggressive sheen. Checkland, a twenty-year BBC veteran who rose through the ranks of finance and planning, spoke in this exclusive interview with BROADCASTING about his vision for the company in the decade ahead.

You have said many times that the British government's broadcasting bill deregulating television will have a greater effect on commercial television than on the British Broadcasting Corp., essentially leaving the BBC alone. But how real is that stability?

The BBC's license fee structure, for now, is relatively untouched, and the mandate has been clearly spelled out. But between now and 1996, when the charter runs out, there will be significant change all around the BBC, change in the commercial television structure, new

cable television and satellite broadcasting services, as well as new terrestrial channels, and also regulations on independent production, raising the percentage of product that the BBC must acquire from outside the corporation's own production capacity.

Given all that tremendous change, what kind of BBC do you see emerging in 1996 through that struggle?

Well, you correctly describe a dramatic period of change in British

broadcasting. The BBC's going to be faced with more competition than it's ever faced, not only in television but also in radio. And that's going to pose new challenges for the BBC.

The BBC has a very secure position in British broadcasting because it knows what is required of it. What we have to do to justify our place in this new competitive environment is provide quality programs, a range of programs and a diversity of programs so that the British audience is actually getting pleasure and insights and information from BBC programs across all our radio and television services at some point each week.

At the moment, over 90% of the audience listens or watches our programs every week, and our task is to keep up that range throughout the next few years. The BBC knows that it's got to position itself in this new market in quality programs and that is what we intend to do.

Structurally, we won't be affected by the bill, but we will be affected by the changing environment in which we're allowed to operate. We have a license fee funding continuing right through this period, but we have to supplement that funding by being more inventive and more commercial, more entrepreneurial, because we have to make more money to make the range of programs that we need to.

Although the BBC is not involved in the bidding process for commercial television franchises spelled out in the broadcast bill, what is your view of selecting the highest bidder over quality considerations?

I'm concerned with the quality of British broadcasting. We've had a successful broadcasting industry in Britain and I'm very concerned that that quality of programming is maintained. I want the BBC to be challenged in all aspects of its programs, and I think that

“The challenge is to keep up our quality of programs through a period of significant change in British broadcasting.”

if we are not challenged in science programs or cultural programs, in educational programs, then in the end the quality of broadcasting will be more difficult to maintain.

I would like to see quality and range from both ITV and the BBC in competition and maintained through whatever franchise process emerges.

Are you saying that you'd rather not see the BBC forced to compete purely in lowest common denominator programming?

We wouldn't move to that point. And no, I wouldn't say that, because I think the BBC has only one role and that is to maintain its quality and range of programming. What I'm suggesting is, it is easier to do that, I think, if you are in fact challenged in every range. It doesn't mean that if we're not challenged that we will move in any way downmarket to the lowest common denominator. That is not the BBC's role; it never has been, it never will be.

But isn't there pressure to maintain certain ratings, certain audience shares in the face of more popular programming from the other channels?

We've always been competitive in ratings. [We] schedule our popular programs in such a way as to maintain our ratings. But our main criterion as we move through the '90s will be to maintain what we call audience reach, our capacity to appeal to viewers and listeners at some points during the week.

Ninety percent of homes are viewing and listening to our programs. That is the real test of a public service broadcaster funded by every home, rather than the competitive share at any particular point or week. At some points during the year the BBC will always get higher shares simply because of the kind of contract it owns in sporting rights, and at times of national events the BBC share

always increases. But reach will be our strategic objective during the '90s.

Regarding some of the entrepreneurial plans you mentioned earlier for the BBC: Your company has made extensive examinations of subscription channels, such as high-definition arts or sports events. But those seem to be marginal businesses, particularly initially. If the license fee structure of the BBC is challenged, cut in any significant fashion, how much can those kinds of services really help you?

It will never be as significant as license funding, because 20 million homes pay \$100 a year, and that is \$2 billion income a year. So any of these activities must be, in a sense, marginal in relation to that large amount of income that we receive.

The license fee is not under threat. Advertising is not on the agenda for the BBC; that's been quite clear in the government white paper [on broadcasting issued in 1988] after a long study by the Peacock Committee.

We are looking at ways of providing ancillary money through subscription services through the night and looking forward to the development of a high-definition service some time in the '90s, and it may well be the mid-'90s.

But the license fee is not under threat, as such. It will be discussed, as it is always discussed, when the BBC charter is renewed. But we are talking about a period which is now seven years ahead. That is a long time for any business to be planning with confidence, and we are planning with confidence over that period.

The challenge is to keep up our quality of programs through a period of significant change in British broadcasting, and then we would come to the '90s with a review with whoever's in government—with the Labor government or a Conservative government—a review of the BBC's position in this new environment.

Tell me what you see British television looking like in 1996? What will a British citizen turning on the television see?

A significant increase in choice. I think there will be, after a slowish start, a successful satellite industry. It may be only one service, rather than two. At the moment [Rupert Murdoch's] Sky services are available to the British public, and next are the British Satellite Broadcasting services. Whether both of them can survive, with different technology and different services, is a question mark. But I think there will be a satellite industry and that will provide choice for those who wish to take advantage of that.

The cost will be significant in relation to the services they [viewers] presently get. They get advertising services from the commercial sector, and they get all of their BBC radio and television service for \$100 a year. Any satellite service does require a significant investment in equipment and pay services, 120 pounds or \$200 a year, so significantly more than the services they get from the BBC. Having said that, I think that some people will want to have availability of a film channel or a sports channel or an all-news channel.

A fifth [terrestrial] channel will be introduced to 70% of the population, probably in 1994. It's unlikely it will be available in 1993 because transmitters have to be built, and before the transmitters can be built there'll probably have to be the franchises awarded, and that's some time off. But that Channel Five will be a national network, probably financed by advertising, and will, I suspect, challenge BBC-1 and add a popular channel to British broadcasting. That would be the main change.

In radio, there will be three national commercial networks, in addition to the BBC's four existing networks, and there'll be a significant expansion of community radio and independent local radio.

So generally, there will be expansion of choice for viewers. The BBC has to maintain its distinctive role within that new environment.

On that fifth channel, some say that it may not be as much of a threat as it seems because the national scope is limited, but you seem to feel that it will be a significant challenge?

Yes. I described it some time ago, when we first discovered it was possible, that it's the best buy in British television. I still believe

that.

Do you believe that British audiences are ready for a subscription television? And do you hope that satellite-delivered subscription services will soften the ground for potential future BBC subscription services?

I think it's too early to say whether the public is ready. There's been no subscription service yet on Sky; the subscription element only starts with the film channel sometime in 1990. That will be the test of whether the British public is ready for it.

It will be a slowish start, I think, because of the very developed videocassette market in Britain. Fifty-six percent of homes now have videocassette machines and they have access to premium films within months of the cinema availability. You have to wait longer before it gets on the satellite, and therefore it may be that this will slow down the subscription base for a film channel.

You've spoken of cable as not having the same kind of potential in the UK as it had in the United States for a number of different reasons. What role do you see it having, particularly with the kind of investment from outside Britain that we're seeing from American cable and telephone companies?

We have to wait and see on that. At the moment, cable is very, very slow. Certainly, U.S. investment will give it an impetus. Whether it will be successful, I have severe doubts. I see it as supplementary to satellite. There are no plans for a telecommunications network based on fiber optics in Britain, no real plans for interactive use of cable. There are a lot who've talked about it, but there are no real business plans for it. I think cable will be very slow.

Regarding the new broadcast bill, in the area of major international sporting rights and the possibility of them going to channels which don't have your reach, to what extent should that be made possible?

We will be very concerned about that, and I think the British public will be. Because the major sporting events have a social integration value, I think, and if they're only available to a minority of people. I think it would be a sad loss for British television. I would like to see, therefore, some nonexclusive arrangement. There is nothing wrong at all with the satellite service having the sporting events as long as the terrestrial broadcaster can also provide the event to the entire population, which, of course, we do. We cover 99.6% of the country.

What if I'm a satellite broadcaster willing to pay the holder of the sports rights the amount that he's asking and provide advertisers with a specialized audience, why shouldn't I have the right to make that event exclusive?

Because there is a public to consider as well, and the public has a right to see these events.

But they can buy a satellite dish and subscribe to a service.

Not necessarily. There are some parts of the UK where it won't be possible to get the proper signals, and we would be very concerned about it. I would prefer to see nonexclusivity and collaboration between the terrestrial and satellite services, as we've done with football coverage with British Satellite Broadcasting, where we actually share coverage. There could be other arrangements, but certainly I would not wish to see the British public deprived of major sporting events.

Let's turn to the European scene for a moment. You expressed some skepticism in comments recently about "European" programming, despite the fact it's been widely examined and there's a lot of expectation about such forms in the EC and other bodies. Why are you skeptical? And if it is not possible for a European base to be built for television programs, won't national producers have difficulty competing with Americans, who are amortizing the cost of their programming on a much larger base than producers in individual nations in Europe?

What I was suggesting is that I thought there was too much alarm over here about the effect of the EC directive, which is a very watered-down version of the early proposals for a mandatory quota. A figure of 60% was being talked about at some time. It's now a majority of the programs "where practical," and I think that it will take a long time for American producers to feel threatened by this proposition. Indeed, there are so many opportunities now in

Europe with new channels being developed in all countries, that there is a requirement for more programming. This is the home of major entertainment programming in the world. You have many opportunities in Europe, and I don't think you should feel threatened.

Regarding the BBC's library of programs, haven't there been difficulties in selling it because of the expensive residual agreements you have with the equity unions? And is it true that there's been some agreement reached with one of the unions which may change that?

Yes, we've made a major breakthrough in the exploitation of our programs. Not so much our library, because what we've done is changed our residual structure for new programs, so all new programs are now on a royalty basis not related to the original fee, which was actually a difficult concept in terms of selling. All new programs have now changed as far as actors are concerned and we're in discussions now with musicians and writers. It's a major step forward.

We will, I'm sure, be able to sell programs from our library as we move through the next decade. We've just done a deal, for example, with British Satellite Broadcasting. We just sold a package of ours to BSB for three-and-a-half-million pounds, \$5 million, and that's a first use of our library.

Does that latter deal say something about which side you're betting on in the British Satellite TV race?

No, it doesn't at all, because we are also negotiating film deals with Sky. And we're a major member of the consortium set up by the European public broadcasters, called Eurosport, which is transmitted on the Astra satellite [in cooperation with Murdoch's Sky]. So we are dealing with all the new competitors in British broadcast-

“The core activity of a public service broadcaster must be authoritative news and public affairs programming. That doesn't mean that it isn't within a broad spectrum of programming.”

ing in a way which doesn't conflict with our service to our own viewers and listeners.

The mention of Eurosport brings to mind recent talk of a BBC world television news service. Do BBC's plans to any extent conflict, or could they complement, the European Broadcasting Union's consideration of an all-European Euronews service?

I think it's much easier for a single organization to develop a world television news service with its own editorial perspective. We have a trusted editorial perspective for our world radio service, and I think the BBC therefore as a single editorial voice can put together world television news.

To put together a Euronews service is actually a very difficult editorial proposition, simply because there are so many parties, so many perspectives about news judgments, about how you finance it. I think it's much easier for the BBC to go down this road confidently on the back of its world service reputation.

Eurosport has no editorial kinds of conflicts. It simply is sport, which is recorded as available. Many hours of sport are actually recorded which are never broadcast by the traditional broadcasters, and we record far more hours of sports than we ever are able to show, simply because of lack of air time. Now, all European broadcasters are in that situation, and it's possible then to set up a Eurosport service in this way.

To what extent does news create the BBC's identity? And in the long term, is there some consideration of using news in a changing, more competitive media environment, by narrowing the BBC to focus more on news?

No, not at all. What we're asserting is that the core activity of a

public service broadcaster must be authoritative news and public affairs programming. That doesn't mean that it isn't within a broad spectrum of programming that includes popular drama, popular comedy, and good, high-standard coverage of sports, as well as our cultural and educational role.

News is part of the range of services we provide. But undoubtedly it is a fundamental part of the BBC's role to be respected and trusted in its news reporting, and that's why we've invested more money in it over the last two years, in contrast to many other broadcasters around the world who have cut back on their coverage of news and current affairs. That is being shown in the investment in news specialist reporting skills, in new equipment, and in the development of our overseas offices.

At the same time, you've gone through a process of cutting staff and you've indicated that that process would continue. Where's the plateau? What kind of target do you have?

I have no kind of end position on numbers at all. I think every large organization by definition is always capable of becoming more efficient, and I think that is a process which can continue. But we have to examine very carefully what is relevant in our organization for this new competitive world of the 1990's, and that process of examining all our functions, particularly the nonprogram functions, will be a serious consideration which we're undertaking at the moment.

We've already reduced by 2,000 jobs over the last two years; that is, reducing the kind of housekeeping, the premises, infrastructure and the kind of support structures that broadcasters have had.

Could some further change in the infrastructure be accomplished by taking certain segments of the company, for instance, BBC Enterprises, and separating it out, privatizing either all or parts of it?

“ There was too much alarm [in the U.S.] about the effect of the EC directive, which is a very watered-down version of the early proposals. ”

It's something that we've had in our mind, that there could be a position when we wish to take an equity participation in [Enterprises] and float it. That moment is not now. Enterprises is doing very well, it's achieving the targets that we set—\$300 million turnover by 1991—it's achieving the strategic objectives that we want and, at the moment, we don't wish to share the successful company with anybody else. But it's something that we would always have at the back of our mind as a strategic possibility.

Is Enterprises looking for library material, particularly American programming of any form?

No, Enterprises' role is to sell BBC programs. It's not to acquire other people's programs to sell. Occasionally, we do it on an agency basis with smaller companies. But no, we're not going looking for that.

You wouldn't look to supplement, for instance, with action-adventure material or things that you might not see much of in the BBC library, to enhance what you have?

Yes, I understand the idea of packaging the materials. It's sometimes an attractive proposition. It isn't something that we're looking at seriously, although one could foresee a situation where we went into some joint venture with an American partner to jointly distribute programs. But I think it will be through a joint venture development and not through Enterprises just going out and buying a product in order to sell.

Is such a joint venture being discussed at this time?

Well, we're looking at all possibilities really in collaboration with American broadcasters and American distribution companies.

Contacting companies or initiating discussions?

We're initiating discussions to see what collaboration we can do. I've talked a lot about our concern about sharing the rising cost of production through joining these joint ventures and co-productions. I think that's a very important part of the future.

Sharing in our news costs, [as] we've always done with NBC around the world, is one example. The collaboration that we have on the Arts and Entertainment channel is another. We see all sorts of possibilities of the BBC sharing with U.S. partners in the project.

Could a relationship with one of the networks be worked out, not just to co-produce for the network schedule but, for instance, in ABC's case, because of their involvement in A&E, perhaps to co-produce with the network in a joint venture for cable television?

There are all sorts of possibilities. I think the market is now becoming so diverse that all sorts of new possibilities are available. With ABC, we have always discussed in terms of Arts and Entertainment. The most substantial co-production and consistent money in co-production is through Arts and Entertainment, so obviously, ABC is a key player in that.

Your background is in finance and planning, which seems quite a different route than other director generals have taken coming into this position. To what extent in the current environment is that a strength and to what extent a weakness?

At this particular moment it's a strength for the BBC. We have many creative editors within the BBC with program ideas, and as we enter a new business environment, a background in resources and finance has been a strength for the BBC. That may not always be the case, but at this particular moment I think it was helpful.

And I think that's true around the world. Increasingly, broadcasters are facing financial problems, structural problems, changes in market conditions and, increasingly, the leaders of broadcasting companies are appointing nonprogram makers.

You've mentioned several times that radio will be a new competitive arena. How will BBC radio respond to that? By focusing their services in a more specialized way?

We already have stream services; we don't have mixed networks. We already have a popular music network, a light music network and a classical cultural network, and then we have basically a speech channel.

The first change we're going to make is next autumn. In August we're going to launch a fifth network which is going to bring together our educational and sports commitment and some of our world service programs for the first time to British listeners. That will be our first strategic move. But we will not be changing the nature of the channels because we have considerable listener loyalty to our services and we think we start from a very, very strong position in it.

Travelin' man

Bradley C. Holmes, the new U.S. coordinator and head of the State Department's Bureau of International Communications and Information Policy, has travel plans set that will take him to Europe at the end of January and Asia a month later. He was to leave last Saturday (Jan. 27) for London, Bonn and Paris for series of bilateral and get-acquainted meetings, and then for Brussels for talks with European Community leaders.

The U.S. unhappiness at the EC's broadcast directive that sets a qualified quota on EC members' importation of U.S. television programs will be on the agenda in Brussels. International Telecommunication Union matters—including the work of the High Level Committee now studying structural changes in the organization—will be discussed at all stops.

Holmes is due to return on Feb. 3. Then, from Feb. 16 to March 4, he will be traveling to Tokyo, Hong Kong, Bangkok and Pattaya, in Thailand, and Singapore. Besides getting-acquainted and ITU matters, speeches are on Holmes's trip schedule—at Tokyo, where he will address the ITU association of Japan, and Pattaya, where he will speak to the Second Southeast Asia Telecommunications Conference, sponsored by National Telecommunications and Information Administration and U.S. Telecommunications Industry Association.

Barry bust is broadcast news boom

Local and national news organizations pull out stops for story about D.C. mayor arrested for drug use

At 10:17 p.m. ET on Jan. 18, WRC-TV Washington interrupted *L.A. Law* for a news bulletin by the station's anchor, Jim Vance: Mayor Marion Barry had been arrested in a downtown hotel for smoking crack cocaine.

The announcement opened the gates on an avalanche of news coverage that had been waiting to happen for years. Barry had long been at the center of rumors and official investigations regarding the use of drugs and other alleged offenses. But the rumors and investigations had come to naught, succeeding only in fueling fascination with the mayor—a fascination enhanced by the fact he is the mayor of the nation's capital. He had been caught in a sting operation on a Federal Bureau of Investigation agent's videotape smoking crack in the presence of the ex-model who, as the press would have it, "had lured" him to a room in the Vista Hotel. All that as Barry was planning to announce the start of his campaign for what would be an unprecedented fourth term. Everything had come together for not only the biggest local Washington story since the attempted assassination of President Reagan, in 1981—but one of the biggest local political stories anywhere.

On the day after the arrest, the plaza outside the U.S. district court where Barry was being arraigned on a misdemeanor drug charge was filled with media from around the world, in a scene that rivaled in confusion, noise and size some of those played out during the court appearances of former National Security Council aide Oliver North. The Barry story led the network evening news shows on Friday. CNN covered the story extensively over the weekend. Worldwide Television News, with clients around the world, said interest in the story was widespread, with requests for footage from the European Broadcasting Union, Washington bureaus of several European services, and the Tokyo Broadcasting System. Newspapers in Colombia—where the drug the mayor was said to have been using may have originated—played the story on their front pages.

In Washington, naturally, the story was played with gusto by all of the local media, as reporters, photographers, producers, news executives and editors ran on adrenaline and competitive zeal, putting in long hours and devoting acres of newsprint and hours of radio and television time to the story. As more than one news director said, the story was critical to the city. "What will happen to it?" asked WUSA-TV vice



Washington Mayor Marion Barry on his way to his arraignment. WUSA(TV) photo.

president for news David Pearce. "Who will run it?" And if the story ever showed signs of wearing out, there was the Jesse Jackson angle to exploit. Would he—now that Barry was being counted out as a candidate for reelection—enter the race for mayor? There was about it all a touch of the frenzy of "The Front Page."

The three network television affiliates in Washington extended their 11 p.m. newscasts on the night of the "bust" well past the normal 11:30 p.m. cut off; WRC-TV did not quit until 2 a.m. Friday. WTTG(TV), the major independent in the market, found the story tailor-made for its ongoing *City Under Siege* series on crime and drugs, which runs from 11 to 11:30 p.m., following the 10 o'clock news. The affiliates all preempted regular Sunday morning programming—a cystic fibrosis telethon, in the case of ABC affiliate WJLA-TV—to carry the appearance of the mayor and his wife at their church, when Barry announced he would seek help, without specifying the nature of the problem requiring treatment. For four days, it seemed, the local stations' news operations were concerned with little else than the Barry story and its sidebars. And that experience demonstrated anew the importance of sources—make that *reliable* sources—and the risks as well as the benefits of being driven by competition.

For there were examples of quality work, as well as of stories being aired without sufficient checking. (There were occasions

when a correspondent corrected the report of a colleague that had aired earlier in the newscast.) And the sum total of the reporting probably left some viewers confused, as one station tried to knock down the "exclusives" of another. And then there were the bragging rights that were claimed. WRC-TV sent out a press release claiming to have broken the story. WUSA-TV's Pearce said his crew "owned the story." And Bob Reichblum, WJLA-TV news director, took a position above that battle: "We take the position that it is more important to get the facts, not worry about the fax. We were informing viewers, not faxing press releases."

WRC-TV's claim to have broken the story was not challenged. Susan Kidd, co-anchor of the station's 5 o'clock news, received a call at home at 8:30 p.m. from what Bret Marcus, WRC-TV News director, describes as "a very high-level source" who said the mayor had been arrested smoking crack at the Vista. "She called the assignment desk," Marcus said. "They called me. And everyone started assembling." Marcus was unwilling to go with such a story without confirmation, and that was obtained—from police on the scene at the Vista and a Justice Department source. So about 75 minutes after the first tip, Vance was breaking into *L.A. Law*.

By that time, other news media were getting tips of their own. (Radio was not being left out of the story. WAVA-FM's Rick

Leary reported the mayor's arrest "as rumor"—on the basis of a telephone call—at about 10 p.m. Later in the hour, after another phoned-in tip, he was reporting it as fact.) And soon, the Vista, police headquarters, FBI headquarters and other strategic locations were swarming with television crews and correspondents. (As an indication of the effort being mounted, WUSA-TV deployed 10 crews.) WRC-TV's Tom Sherwood, showing enterprise, managed to reach the seventh floor of the Vista, where the sting had occurred, by renting a room on that floor. His room key got him past police lines. And the video camera smuggled in a shopping bag enabled him and a colleague to capture pictures—but only of an empty corridor: thin gruel, but more than anyone else had of the scene.

Of all the reporters on the story, the only one to have had access to Barry—and it came at the mayor's invitation—was Vance. A recovering addict himself, Vance was asked by the mayor, at about 5:30 p.m. on Saturday, to drop by his house "to talk." Vance said on the air later that evening he had gone both "as a compassionate human being with experience to share" and as "a journalist with information to gather and report." His boss, Marcus, said he saw no conflict of interest in the Vance mission; indeed, he said he was "proud" that Vance had accepted the invitation. Vance did not disclose how much of his "experience" he shared with Barry. But he was the first and only journalist able to cite the mayor as the source of a report that he would announce on Sunday morning his decision to seek help. (The early Sunday edition of *The Washington Post* was already reporting that Barry planned to make that announcement, but it was quoting unnamed sources.)

Pearce's claim that WUSA-TV "owned" the story was based in part on the reporting work of Bruce Johnson, who has covered the District building for years, and Mark Feldstein, an investigative reporter who has acquired a solid reputation for the stories he has broken that have embarrassed the Barry administration. But some of their work last week did not go unchallenged.

Johnson and his crew, for instance, managed by Sunday to have located the woman in the case, Hazel "Rasheeda" Moore, in a northern Virginia hotel where she had been secreted by the FBI. And the crew managed some hurried pictures as she was driven off in a squeal of tires and a cloud of dust. But then there was the additional information he provided—credited to unnamed sources—that the FBI had taken Moore on a shopping spree at taxpayers' expense and that the videotape of her encounter with the mayor showed them having sex. WJLA-TV's Gary Reals, on Monday, after checking with his sources, said reports of the shopping spree and sex were incorrect. WRC-TV and the *Post* were also disputing the sex-on-tape report. But: "We stand by our story," said Johnson's producer, Jody Small.

As an indication of the dangers reporters faced in striving to beat the competition without straying from the facts, there was Feldstein's report, on the 11 o'clock news on the night of the arrest. He said that Barry had not been the target of the sting, that he had simply stumbled into a trap set for

someone else. Later in the newscast, however, Johnson, who had been working the phones, produced a report that accurately described the operation as one that had targeted the mayor.

Then there was the bizarre hoax involving a more-or-less look-alike Barry. After the mayor and his wife on Monday landed at West Palm Beach, Fla., and he had entered the Hanley-Hazelden Center for treatment of substance abuse, Effie and a man with a raincoat draped over his head boarded an airplane bound for New York by way of Atlanta. The man, it later turned out, was a Barry bodyguard. But the aim, apparently, was to create the impression Effie was in the company of her husband. And WJLA-TV and WRC-TV were taken in, for a time, by the ruse.

WJLA-TV's Susan King, basing her remarks on information provided by a reporter in West Palm Beach who was serving WJLA-TV through the Conus news cooperative, said, "There are reports the mayor is...on his way home...." And WRC-TV anchors and reporters were, if anything, more definite in their reporting of Barry's impending return to Washington. WUSA-TV had not sent a crew to follow Barry and stayed away from the lure—though it did report that several news organizations, including WJLA-TV and WRC-TV, had taken it.

WJLA-TV and WRC-TV had caught up with the facts in time for their 6 p.m. news programs. But Reichblum did not acknowledge error. He said there had been "speculation" by the station in West Palm Beach that was serving WJLA-TV and that there had been "conflicting reports" about Barry's whereabouts. WRC-TV's Marcus was unequivocal: "We fell for it." But he dismissed the significance of the incident. "In the grand scheme of things," he said, "it's not important." He described the hoax as

"a prank," presumably perpetrated by Mrs. Barry.

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Considering the enormous time and effort the television stations invested in the Barry story, the word out of the black community—at least some of that community—cannot be pleasing to the journalists involved. Kathy Hughes, who conducts a popular talk show on black-oriented WOL (AM), offered a tough critique, based on the comments of her callers. "There has been too much [coverage]; it's been too extensive," she said. "There was no other story for several days. It was like the city stood still. The invasion of Panama was a big story, but it wasn't the only one reported."

And it wasn't only the amount; the quality apparently did not appeal to Hughes's listeners either. The television crews, she said, "were chasing cars, photographing exhaust fumes and closed hotel corridors." She called it "news coverage for the sake of news coverage." And Hughes, who says she knows and respects many of the journalists she has seen on the Barry story, indicated she was talking more in sorrow than in anger. "Reporters who have reported for years," she said, "have been reduced to chasing ambulances."

Things may quiet down on the Barry story, somewhat and temporarily. Barry issued a statement asking for the media's consideration during his stay at the Hanley-Hazelden Center. He asked that, for the sake of his privacy and that of others being treated, "the media back away from this center."

The three Washington network affiliates, at least, indicated they had no intention of staking out the place. They can now turn to coverage of other things that concern Hughes's listeners.

—LZ



Full court press. Walter Cronkite and Mary Tavon are shown on the set of *Assignment Courthouse*, a 30-minute educational video hosted by Cronkite and designed to help journalists better understand and cover New York's court system. Tavon was the executive producer of the video, which features appearances by judges, print journalists and radio and TV journalists. The video was produced for the New York State Bar Association and the New York State Broadcasters Association and will be distributed to New York journalists and journalism professors.

WOMAN IN THE NEWS

NTIA's Obuchowski: hoping to make a difference

Agency's new head is anxious to help drive U.S. to forefront of international communications

Earlier this month, Janice Obuchowski, the head of the National Telecommunications and Information Administration, held a news conference to announce a major inquiry to search for ways the country's telecommunications infrastructure can be improved and its competitive position, internationally, strengthened. A couple of days later, she promoted the inquiry in a speech to a practically sold-out luncheon meeting of the Federal Communications Bar Association. A month earlier, Obuchowski had announced NTIA's first review in its 11-year history of the use and management of the radio frequency spectrum. Coming up next month is the announcement of another major inquiry, this one on the effects of media globalization on the U.S.'s domestic mass media policies. Obuchowski, it seems, wants to make a difference.

That is not always easy in her job. The titles are grand—assistant secretary of Commerce for Communications and Information and administrator for the National Telecommunications and Information Administration. And the person holding them serves, through the Secretary of Commerce, as the President's principal adviser on telecommunications policies. Still, the legislation creating the post does not provide it with much power. The agency cannot take away a broadcast station's license or adopt a common carrier policy. And some who have administered NTIA during its relatively short life have been content to hold the reins loosely and preside over an agency with a shrinking budget and diminishing influence. Others have used the job as a kind of bully pulpit—to give speeches, file comments with the FCC, lobby Congress—in an effort to influence policy. Obuchowski obviously falls in the latter group.

Obuchowski is engaged in a variety of tasks beyond the inquiries. Along with the State Department and the FCC, NTIA is involved in an effort—through an international committee—to modernize the structure of the International Telecommunication Union. As part of the Bush administration, she is helping to carry the flag of privatization and free-market philosophy to Eastern Europe, as countries there shuck the trappings of communism and look to the West for guidance in revitalizing their economies and in moving toward democracy. Last month, as part of that effort, Obuchowski accompanied Secretary of



NTIA's Janice Obuchowski

Commerce Robert A. Mosbacher to Warsaw (where her name may have enhanced the credibility of the American delegation) for talks with the minister of communications. Next month, it will be Pattaya, Thailand, where she will co-chair a meeting of the Association of Southeast Asian Nations on telecommunications. And so on.

Obuchowski, who is 38, arrived at her present post five months ago as the daughter of a Connecticut mill town (Manchester) who abandoned the Democratic politics of her family for the Republican party of Ronald Reagan in the early 1980's. Like others who have made that political shift, she says it was the Democratic party—not she—that changed. "I never left the party's bedrock principles," she says. She also thinks the Republicans had "the right answers" to the economic questions confronting the nation. Whatever the reason, the ideology and career moves were in sync. She was practicing antitrust law in Washington when she joined the FCC of Democratic Chairman

Charles D. Ferris in 1980. Over the next several years, she held increasingly important jobs in the Common Carrier Bureau before moving into the chairman's office as adviser to Mark Fowler on telecommunications and international communications issues. And in 1987 she left the commission for the private sector—briefly, as it turned out—when she joined NYNEX as executive director, international affairs. Mosbacher apparently picked Obuchowski for the NTIA post on the basis of an interview after "several people"—she is not more specific—recommended her for the job. "I have only Secretary Mosbacher to thank," she says. "I hadn't even thrown my hat in the ring."

Trying to pigeonhole Obuchowski ideologically is not easy. And factoring her husband into the mix only complicates things. Albert Halprin, who was chief of the commission's Common Carrier Bureau during her tour in the chairman's office and who is now practicing communications law

with the Washington firm of Verner Lipfert Bernhard McPherson & Hand, is known as a classic free-enterprise, free-marketer who thinks of government more as part of the problem than the solution. In those respects, he seems to be an ideological twin of Fowler's. And Obuchowski speaks of Fowler as "a visionary" whose views on competition and privatization are being copied "all over the world," including Eastern Europe. (Obuchowski, incidentally, has filed a "recusal statement" with the Commerce Department's general counsel designed to guard against conflict of interest problems her husband's practice might create. So far, it has cost him some business.) Still, Obuchowski does not seem a carbon copy of either.

True, she says that, given her choice between regulating market entry by government or by competition, she would choose the latter. Like Fowler she supports the idea of auctioning and leasing spectrum. And globally speaking, she is also a free-marketer. (More about those matters later.) But at the news conference where she announced the inquiry into the use and management of the spectrum, Obuchowski said auctioning or leasing spectrum appeals "to the populist" in her. More importantly, she has made it clear she does not shrink from the exercise of government power. At a symposium in Washington in November sponsored by the American Bar Association's section on public utility law, she said that the court-imposed ban on the provision of information services by the Regional Bell Operating Companies "had not been a bad thing—it created circumstances for equal access." (The Bush administration has yet to establish its policy on whether to seek the lifting of the ban.)

And as for her specific responsibility at NTIA, she said in an interview: "My preoccupation is with the role of this country in the world's [telecommunications] marketplace. And while we're doing well in absolute terms—we have a big chunk of the market—we are not doing as well in rela-

tive terms; others are gaining on us. So my preoccupation is not with promoting one approach—which would be, in Mark Fowler's case, competition—but rather with our looking at our relative role in the world, and seeing what we in government can do to promote it. Competition and de-regulation are a big part of the cure. But there are other medicines in the medicine cabinet we in government ought to be taking a look at, too." She said, for instance, that government can set goals, like universal telecommunications service, and adopt policies to reach them, or take up the cudgels of advocacy for American industry abroad.

There is another aspect of the Obuchowski style worth noting. In looking for answers to the problems she feels NTIA should help solve, she is not reluctant to consider ideas the telecommunications establishment might consider disturbing.

In the inquiry on spectrum management, for instance, NTIA asks for comment on proposals that the government, instead of dividing the spectrum into blocks dedicated to specific services, auction or lease the spectrum—the so-called "market" approach. It also asks for comment on ideas designed simply to raise money for the government—the levying of fees on spectrum use, as in Canada. And in the inquiry aimed at improving the country's telecommunications infrastructure, NTIA asks the basic question of whether the historic definition of "universal" service—POTS (Plain Old Telephone Service)—should be expanded to include the additional services made available by advancing technology. It also opens what broadcast and cable interests consider a Pandora's box, with questions generated by the development of end-to-end fiber optic technology and broadband switching that makes possible the offering not only of video programming but of new interactive video services.

The upcoming inquiry on media globalization promises to raise some interesting questions also, if Obuchowski's comments

Two down

As expected, the FCC approved at a closed meeting, settlements in two more comparative renewal cases involving stations of RKO General, which is under pressure to divest all of its stations as a result of a finding that it violated FCC rules. Adams Communications is purchasing WHBQ-TV Memphis for \$39 million, of which RKO will receive \$25.35 million and eight challengers will share \$13.65 million. Acklerley Communications is buying waxy(FM) Fort Lauderdale, Fla., for \$21 million. RKO will get \$12.6 million; four challengers will split \$8.4 million.

on the project are any guide. For openers, there is the question of how the emergence of media companies with interests around the world affect the FCC's rules barring networks from ownership and syndication rights in the programming they purchase. And that ties into the question of how globalization affects "the commitment to localism." She noted that there is concern that the purchase of a station by "a Rupert Murdoch" would adversely affect its commitment to the local community. But for her part, she said, "I've not bought into that fear."

Indeed, Obuchowski said that, "in the end, the net positives will exceed the negatives." For she looks at the issue through a global lens, not one fashioned in Manchester, Conn., where the *Manchester Evening Herald* has been taken over by a chain and now spends little energy on local issues. "We're strong in mass media," she said, "so to the extent the media business is opening up worldwide, with companies operating everywhere, it will probably be a net plus for us to be able to operate in a more open European market, even a more open Asian market. We have strength in programming. We have a lot of know-how about broadcasting. So in the end, all the openness around the world will operate to the benefit of the American globalized corporation."

There may be more to Obuchowski's upward mobility even than drive and ideas and energy. She has a knack for making important people—including those on Capitol Hill—like her. There was, for instance, the statement that Senator James A. Exon (D-Neb.) made in introducing her as she was about to testify at an NTIA authorization hearing in November. Such statements are normally polite and friendly. This one seemed a touch more: "NTIA's mission is an ambitious one. We are lucky to have someone in charge of this post who is knowledgeable, competent and a pleasure to work with. As a former senior official at the FCC, an executive of a major U.S. telecommunications company and now administrator on NTIA, Ms. Obuchowski has the breadth of experience and talent that we need in this role. I look forward not just to hearing her testimony here this morning but also to working with her in the future."

Such endorsements can only help her make a difference.

—LZ

Drop-in's dropped

A concerted effort by the television broadcasters effectively killed a 1980 FCC proposal to shoe-horn in scores of new VHF stations years ago, but it was not until this month that the FCC officially pronounced the proposal dead.

Prior to the FCC's Jan. 11 open meeting, FCC Chairman Alfred Sikes announced that the VHF "drop-in" proposal was among 15 "stale" proceedings the FCC had voted to terminate. The FCC has "cleaned house," said Sikes. "The public has a right to timely action on proposed changes in our rules and policies," he said. "If the commission is unable to act in a timely fashion on the basis of the record before it, the proceeding should be terminated so that public uncertainty is eliminated."

Bill Johnson, deputy chief of the FCC Mass Media Bureau, said there is no longer any interest in resurrecting the idea of expanding the number of VHF stations. It has been "superceded" by the need to reserve spectrum space in the VHF and UHF band for the broadcasting of high-definition television, he said.

David Donovan, vice president for legal and legislative affairs, Association of Independent Television Stations, applauded the issuance of the official death notice. Independent stations vigorously opposed the VHF drop-in on economic and technical grounds, he said. "We were happy to see it closed out."

The FCC terminated seven other mass media proceedings, including a 1985 notice of inquiry aimed at expanding the scope of the distress sale policy, which allows licensees that run afoul of FCC rules to sell stations at below-market value to a minority to avoid revocation proceedings. The constitutionality is under review by the Supreme Court (BROADCASTING, Jan. 15).

Communications Act: There'll be some changes made

Speakers at Center for Communication breakfast see need arising in near future to alter 1934 law

The occasion was meant to deal with the press, politics and the First Amendment, but three speakers used it to favor or predict (in the words of NBC President Robert Wright) "a completely new look at the Communications Act of 1934." Although Congress appears "not interested in entering the fray," in Wright's view, there is now "no real 1990's public policy to deal with spectrum issues."

The NBC president was serving as host to a breakfast sponsored by the Center for Communication, and featuring Leonard Garment (Dickstein, Shapiro & Morin) and Floyd Abrams (Cahill Gordon & Reindel). Remarked the latter: "We live under a Communications Act that was drafted for a different country.... The time will come when we have a new one." Added Garment: "The changes [in communication] are so inevitable that something will be done."

Abrams struck an optimistic posture in regard to First Amendment matters. The laws having to do with freedom of the press have all changed, leaving us now "in a mopping up time," he said. "Prior restraint is dead"; the press, including broadcasting and cable, are not about to be told what they can publish. The fairness doctrine is no more, he said, and there are fewer controls over what a broadcaster can publish. (Abrams later excepted indecency from his sanguinity. That dilemma will be at center stage in all media for years to come, he said, noting the movement in law schools to ban hate speech.)

Abrams has recently been caught up in a First Amendment controversy of his own, having taken on representation of telephone companies in their bid to be allowed into media as information carriers—an initiative opposed by Abrams's earlier clients, including *The New York Times* and the American Newspaper Publishers Association. "My clients approved," he said, "but when things get hot, that doesn't mean anything." Abrams predicted that "the die is cast in those cases to this extent: the telephone companies will be involved in a wider range of activities than now; people will have to make peace with that."

Abrams told the Center for Communications forum that future First Amendment struggles will be concerned less with content issues than structural ones, such as the question raised by the financial interest and syndication rules (dictating who can own programs and distribute them) and by the telco entry dispute.

But if the issues have changed, so has the public's attitude toward the press, Abrams said. The "Front Page" image of journalists portrayed them as "fun, romantic and not important." Since then the role has changed to romantic and savior (as in Woodward, Bernstein and Redford) to irresponsible and villainous, to, most recently,

just another part of the corporate culture.

The expanding international character of the press also will lead to more challenges by laws governing the behavior of Americans abroad. The *International Herald Tribune* comports itself by the laws of France, he said, and television will face even more difficult adjustments as it extends its reach around the world.

Garment, too, expressed qualified optimism over the protracted conflict between government and the media. He characterized that relationship as one of mutual dependence and mutual hostility marked by occasional armistices. The main obligation of the government is to disclose only what best suits the governors, he said, while the

main obligation of the media is to dig. In general terms, Garment said, the government is ahead in its contest with the press; it has managed to contain it. His sympathies, however, lie with the press, he said, citing the simple indignity, and difficulty, of having reporters' phone calls unreturned.

Cable, he said, is revolutionizing politics, pointing out—in addition to the medium itself—all the magazines and newspapers to which it has given rise. Garment noted that only 10-15% of the country is interested in politics, and said that audience is consolidated by cable—particularly by CNN and C-SPAN. It is a circumstance he called a "looming event" for the country.

—DW

Ad attack

The National Association of Broadcasters, American Advertising Federation and Florida Association of Broadcasters are among a number of media groups opposing a proposal by the Florida Bar Association to impose restrictions on lawyer advertising. The FBA proposal, filed with the Florida Supreme Court, would ban the use of endorsements or testimonial advertising, as well as the use of dramatizations. Another provision would require a disclaimer not required in print advertising.

The Miami law firm of Leibowitz & Spencer, in a brief filed in behalf of media groups, told the Supreme Court that the effect of the proposed restrictions would be substantially to "reduce or eliminate the use of radio and television by lawyers." And "since radio and television are the most effective advertising media," the firm added, "we believe this dramatically reduces the public's ability to learn about the judicial system and access to it."



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USTA study shows cable rates up 68% between 1986 and '89

NCTA calls study 'inaccurate and deliberately misleading'

The telcos are turning the heat up on cable. Last week, the United States Telephone Association released the results of a cable rate survey that claims basic cable rates nationwide rose 68% from 1986 through late 1989. USTA reported on rates in each state and distributed the results to local and national press across the country and to Congress.

By attacking cable on rates, USTA hopes to convince Congress to eliminate the telco-cable crossownership prohibitions, enabling telephone companies to offer video services in their franchise area. Among the findings that were hotly disputed by the National Cable Television Association were the individual state rate hikes cited. For example: Alabama, 55%; Arkansas, 60%; Arizona, 65%; Iowa, 69%; Missouri, 71%; Tennessee, 74%; Illinois, 76%; Texas, 79%;

Maine, 85%; Michigan, 87%; Virginia, 102%; Maryland, 109%, and Delaware, 112%. There were no decreases, and Alaska registered the smallest increase, at 2%.

NCTA spokesman John Wolfe called the USTA study "inaccurate and deliberately misleading." He claimed that their 1986 figures are actually based on rates changed in 1985. USTA's Gerard Lederer said the information is "timely. We believe the information is very good." USTA obtained the 1989 figures by phone late last year by polling cable operators in various cities from each state.

According to a General Accounting Office survey released last year, there was a 29% increase in basic rates from October 1986 to October 1988. But USTA said its study offers "insight into cable rate increases through 1989."

Wolfe also criticized USTA for failing to take into account the collapsing of tiers. "Apparently, USTA feels it is more qualified to assess and analyze cable rates than the GAO or Bureau of Labor Statistics," he said.

This is not the first time USTA has looked at cable rates. The association prepared a survey of rate hikes in 20 states represented by members of the Senate

Commerce Committee and supplied the information to the senators prior to last November's cable oversight hearings held by the Communications Subcommittee. NCTA also questioned the validity of those numbers. As one cable television industry source noted, "This irresponsibility only throws into further question the credibility of USTA."

A release attached to the USTA survey argues that telco entry would benefit consumers. "With increasing public concern surrounding the quality, reliability, delivery and cost of cable TV, a local telephone company offering cable would create the type of competitive marketplace that would lead to higher quality and more widely available cable service being delivered at competitive prices. USTA endorses full competition in the provision of cable service, leaving no interested provider out, including telephone companies."

The USTA release also urged reporters to contact their mayor's or city council's office or cable franchising authority with any questions about cable. "You can even call your local cable company to see if local rates match what is happening around the country," suggested the telephone association. —KM

The Media

TCI plans to launch demi-DBS service

Proposal would beam 10 channels to one-meter home dishes; company would be owned by group of six other cable operators and use Satcom K-1

Tele-Communications Inc. last week began unveiling the plans (and the rationale) for a 10-channel satellite broadcasting service that a TCI-led consortium of cable operators and GE Americom hopes to begin providing by the end of this year.

Speaking before more than 300 retailers of home satellite equipment at the Satellite Broadcasting and Communications Association convention in Las Vegas, Bob Thomson, TCI vice president, government relations, said the planned \$100 million service would beam seven superstations and three pay-per-view channels via GE Americom's Satcom K-1 to subscribers with one-meter dishes.

Thomson said he was not prepared to announce full details of the service because the contracts solidifying the joint venture had not yet been completed, but he discussed the reasons for TCI's involvement and he assured the dish retailers that they would have a role in installing and maintaining the home reception gear and marketing the service.

Thomson later told BROADCASTING that if all goes well, a formal announcement with more details would be made this week.

Aside from GE Americom, TCI's prospective partners in the joint venture include several of the nation's largest cable operators—Time Warner, Cox Cable, Comcast, Continental, Newhouse Broadcasting and Viacom Cable.

Judging by the service's proposed programming lineup, it is intended primarily to supplement cable service. In addition to three PPV channels, it will comprise seven broadcast signals that are already widely distributed via cable: WTBS(TV) Atlanta; WGN-TV Chicago; WPIX(TV) and WWOR-TV, both New York; WSBK-TV Boston; KTLA(TV) Los Angeles, and KTVU(TV) San Francisco.

Thomson was silent on whether the joint venture would create its own PPV channels or use one of the established services. If it goes the latter route, the best bet is that it would opt for Viewer's Choice, whose owners include six of the K-1 partners: Viacom, Time Warner, Cox, Continental, Newhouse and Comcast.

According to Thomson, plans now call for charging subscribers a one-time installation charge and a monthly fee, which will cover programming and the lease of the reception equipment.

Thomson said the service is "experimental" and intended to provide a transition to a "true" direct broadcast satellite (DBS) service. "It could be an important step forward into making DBS a reality in the United States," he said.

"True DBS," as Thomson used the term, would employ high-power satellites capable of delivering signals to homes with one-foot parabolic or flat-plate antennas. GE's Satcom K-1 is a medium-power satellite, requiring reception antennas at least one meter in diameter.

TCI, through its Tempo Satellite subsidiary, is an applicant for a DBS system. However, the Media Access Project has challenged TCI's fitness to hold any kind of broadcast license, arguing that a \$35 million antitrust judgment against it in connection with a Jefferson City, Mo., franchising proceeding was disqualifying.

Ticking off the reasons for TCI's interest in satellite broadcasting, Thomson said it would permit TCI to offer additional programming services and, possibly, high-definition television, which requires more bandwidth than conventional channels, without rebuilding its system to increase channel capacity.

The pressure from Washington policymakers to keep rates down is a "disincentive" to cable companies' making "substantial improvements in channel capacity. We don't know if we will be able to recover the cost," he said.

Some of the proposed HDTV systems are not spectrum efficient, he said. "It would be difficult for cable systems as they exist today to deal with them."

Thomson said the K-1 service will also

permit TCI to dabble in PPV. Although PPV will "someday" be a business, he said, "it is not at all clear it will be appropriate to carry PPV over cable because of the channel capacity and bandwidth restraints."

Thomson said satellite broadcasting can also extend the reach of cable. "We have always been searching to find ways of transferring cable's economy of scale to rural areas that cannot be served by cable," he said.

Thomson said it is the joint venture's intention to sell its service to cable and non-cable subscribers alike. And, he said, it believes the best vehicle for doing that is through established retailers of home satellite equipment.

"The most efficient way" to deliver the service to cable subscribers and non-cable subscribers "is through dish dealers...as installation contractors, as agents for the sale of the programming and...for marketing and promoting the service," he said.

TCI does not want to get involved in the selling or warehousing of satellite equipment, he said. The venture "cannot succeed if we have to go out and set up an entirely different infrastructure...and have cable people who are interested in maintaining cable systems and selling cable service involved in trying to market an entirely different business," he said.

Over the past decade, the dish dealers have sold some three million home earth stations, which typically have a 10- or 12-foot dish and retail for around \$2,500. Most of the dishes are capable of receiving signals from C-band (4 ghz) satellites only, but a growing number can also pull in Ku-band (12 ghz) satellites such as Satcom K-1.

Some 650,000 of the dish owners have acquire descramblers, enabling them to subscribe to the many cable programming services that have scrambled their satellite signals. (Another few hundred-thousand receive the scrambled cable programming without paying by using illegally modified "pirate" descramblers.)

The K-1 project should not hurt sales of large dishes—the dealers' bread and butter, according to Thomson. In fact, he said, it could spur such sales. Someone who comes in to sign up for the K-1 service may end up buying full-size dishes to avail themselves of all the programming available off the satellites, he said.

The joint venture's decision to involve dish dealers in the satellite broadcasting project may be motivated by political as well as business concerns.

TCI is well aware that the cable operators' plans to take a prominent position in satellite broadcasting, a medium that was long envisioned by policymakers as a potential competitor to cable, could exacerbate cable's already precarious political situation in Washington. Alarmed by what they see as cable's abuse of its local monopolies, Congress and the FCC are moving to reregulate cable to one degree or another.

By including the dish retailers in their plans, the cable operators may be heading off opposition from a group that has caused trouble for cable in the past.

Thomson also said it is not TCI's goal to "take over" true DBS service in the future. "Even if we desired to do so, it would not be possible," he said. TCI is only one of several companies that have applied to launch DBS systems, he said.

Representatives of the dish dealers in private meetings have urged the K-1 partners to use General Instrument's Videocipher II scrambling system, which has established itself as the de facto standard in cable and the home satellite industries, Thomson said. "The case has been strongly made that instituting a second decrambler for a project of this magnitude would have adverse consequences for this industry," he said.

Nonetheless, for reasons he did not make clear, Thomson said the K-1 has yet to settle on a scrambling system and is, in fact, considering several systems. One of the other systems TCI is looking at is Scientific-Atlanta's B-MAC, which is used extensively in private business networks and closed-circuit television.

—HAJ

NRB faces 'rocky points' on convention eve

Religious broadcasters lose some members in transition from scandals to tougher ethics; Bush to address annual gathering

"The most traumatic years in the history of religious broadcasting...have spawned an adjustment period," said National Religious Broadcasters Association President Jerry Rose on the eve of NRB's annual convention Jan. 27-31 in Washington, a meeting this year circumscribed by the forward-looking theme, "Looking Unto Jesus for a Decade of Opportunity."

If that transition is toward new opportunities, it is also away from scandals surrounding the conduct of the association's once most prominent members, Jim Bakker and Jimmy Swaggart. And on the heels of a court decision limiting members' fund-raising activities, and of a large broadcast group leaving NRB, Rose conceded: "For the next two or three years, there will be rocky points."

In addition to the battle NRB members are waging to win back disaffected viewers and listeners, the association continues its internal battle to reduce what televangelist Pat Robertson last year called "guilt by association" with Bakker and Swaggart. That holy war of sorts began in 1988 when the NRB adopted a code of ethics that requires, among other things, full financial disclosure by about 40% of its members—those which are, due to their status as non-profit organizations, said Rose, accountable for how they spend public money. A "nonsense executive committee" at NRB has stuck to its guns, despite losing some members over the new requirements, he

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Satellite Footprints

Better late. Following a week-and-a-half delay attributed to an anomaly in its tape recorder, the French optical observation satellite Spot 2 was carried into orbit Sunday, Jan. 21, aboard Arianespace flight 35 from Kourou, French Guiana. Spot 2 will be capable of delivering computer enhanced high-resolution pictures of earth to users, including news operations.

Flight 35 also carried a British Ministry of Defense satellite and six other very small experimental payloads. "Launching seven satellites on an Ariane 4 [rocket] is a first for Arianespace," said Charles Bigot, director general of Arianespace. "Together with Spot 2, six microsatellites for university research and for radio amateur services were successfully put into orbit, a fact which proves the company's ability to perform a variety of space transportation missions." In late February, Arianespace is scheduled to launch two Japanese birds—Satellite Communications Corp.'s Superbird B and NHK's BS-2x—aboard an Ariane 44L rocket.

Transponder transitions. Taking advantage of the opportunity to improve the technical quality of its video signal without making a major investment in upgraded facilities, SportsChannel America (SCA) has moved its main satellite feed from a 5.5-watt transponder to an 8.5-watt transponder aboard GE Americom's Satcom IV. "Providing for increased receivability," said SCA, the move puts regularly scheduled programming on transponder three and SCA's alternate feed on transponder 10, where affiliates can find simultaneous regional National Hockey League transmissions.

And on Feb. 14, the Tuxedo Network will move from transponder 10 to transponder four on Hughes Communications' Galaxy II satellite. Although cable affiliates have not experienced problems with the Tuxedo signal, the network said that, since the Dec. 15, 1989, activation of an adjacent transponder on the bird, home

dish owners "have been experiencing some reception difficulties."

Eight and counting. Houston-based Satellite Transmission and Reception Specialists (STARS) will spend more than \$1 million expanding its transportable fleet this year and last week placed into service STARS 8, a custom-built international satellite communications truck that, said STARS, "will play an important role in providing satellite transmission services during the Economic Summit in Houston in July." The company is scheduled to roll out an identical model in May.

Better in bundles. The number and kind of ancillary satellite television services will increase next month with the launch of The PSA Channel by Washington-based Potomac Television/Communications Inc. As Cyclecypher seeks to establish satellite delivery of advertising and Medialink expands its delivery of "satellite news releases," Potomac's Video Services Group will, beginning Feb. 20, inaugurate satellite delivery of public service announcements to TV stations.

But the "channel" will itself be a public service, with all costs absorbed by Potomac. Using a database that includes more than 600 station public service and public affairs directors, The PSA Channel will package PSA's in bundles for regular monthly delivery, thereby overcoming the fact, said Potomac General Manager Stephen Hellmuth, that "PSA departments don't have as much access to downlink facilities at the stations as the news and programming divisions do." Each nonprofit association or organization may schedule, by the 13th of each month, one 60-second PSA window.

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said, adding that, because of that, the association is "building a stronger base."

A clear-cut event within the transition process will occur this week, as Saturday's opening session was scheduled to include a tribute to retiring 23-year executive director Ben Armstrong. As Armstrong's successor, said Rose, "we're getting an insider" in Brant Gustavson, a former NRB president (1982-84) who is leaving his post as vice president for Los Angeles-based Trans World Radio to take on the daily operations of the association. Another "upbeat" event, Rose added, is President George Bush's scheduled 2 p.m., Jan. 29, convention appearance at the Sheraton Washington and Omni Shoreham hotels. He missed last year's meeting with a last-minute case of laryngitis and promised then "not to disappoint" the group a year hence. Missouri Governor John Ashcroft and well-known evangelist and former presidential candidate Pat Robertson are also scheduled to speak. As of last week, said NRB, hotel registration was 15% ahead of last year, when about 4,500 attended.

But over the course of the five days, assessments on the health of religious broadcasting are likely to focus on the relationship between public image and compliance with the association's stricter rules. Motivated in part by a desire to preclude government regulation, as well as to distance itself from scandalized ministries (BROADCASTING, Jan. 30, 1989), NRB in 1988 adopted Ethics and Financial Integrity Commission (EFICOM) guidelines—complete with the financial disclosure require-

ments, the mandate to record and divulge fund-raising practices and restrictions on family or staff control of ministry boards.

Two years later, unanimity on EFICOM is incomplete. "We knew that some organizations would object" and perhaps leave NRB, Rose said. "But NRB exists to serve its membership" and continues to be prepared to accept the loss of some members as part of the price of doing so. The latest casualty, in terms of member organizations dropping membership rather than comply with EFICOM, is Trinity Broadcasting Network, which owns 12 TV and several radio stations and was paying "pretty hefty dues" to NRB, said Rose, who said Trinity President Paul Crouch "had made it pretty clear" that the board control restrictions were unacceptable.

There are other NRB members that believe a change in their family- and/or staff-controlled boards would compromise their missions, said Rose. But for now, that appears to be a minority view and NRB will continue to enforce the standards written into EFICOM.

However, Rose stressed, counting NRB total members—about 825—and the numbers of them that have not responded to EFICOM inquiries—211 as of Dec. 1, 1989—does not tell the whole story. "It's easy to look at the numbers and say it's working or not working," he said. According to NRB, fewer than 100 of the 211 are the nonprofit, 501-C organizations targeted by EFICOM. The remaining for-profits must document that EFICOM does not apply to them. Additionally, more than 60 of the 211 are in Puerto Rico and do not retain 501-C status.

Overall, about 58%-60% of NRB members are for-profit organizations; they "can be family owned and controlled. They're not raising money for the public," Rose said, and therefore are not required to answer to public oversight in the form of EFICOM. Some of the nonprofits are already accountable to the larger churches or nonprofit organizations that fund them. For example, he said, NRB member the Nazarene Broadcast Group is funded by, and is already accountable to, the Nazarene Church, which is itself not an NRB member.

Additionally, he said, a large group of members are also making below \$500,000 in annual revenue and could not afford the required audit by an outside source. A permanent formula for determining which of the nonprofits will be required to comply has still to be worked out this year, Rose said.

Other lingering elements of the "traumatic years" include heightened scrutiny of religious broadcasters by both the public and government. And two weeks ago, Swaggart's ministry lost a \$183,000 back taxes case when the U.S. Supreme Court upheld a ruling that Swaggart owed the state of California that amount in back taxes on the sales of religious merchandise over the air, a decision also likely to make fund raising more difficult for some nonprofit ministries.

And data appear to document a sense among some members that the Bakker and

Swaggart scandals have alienated many viewers from on-air fund raising in general.

As of last fall, overall viewing of religious programming had dropped more than 30% since the Bakker scandal surfaced in March 1987, according to a study of A.C. Nielsen ratings conducted by Stephen Winzenburg, communications professor at Grand View College in Des Moines, Iowa. But Winzenburg also found that, although "charismatic, entertainment-oriented" televangelists such as Swaggart and Oral Roberts "have lost over half their viewers...more traditional church programs, such as the Catholic Mass or D. James Kennedy's Presbyterian service, have seen an in-

crease in ratings."

Rose—president of WCFC-TV Chicago, which airs news, talk, entertainment and directly religious programming, and which is "looking at a \$400,000 [positive] turnaround" in revenue in 1989 over 1988—expressed concern that some members may overreact to recent losses in viewership. "One major danger we could have here," he said, "is that, because of the pressure, because of what happened to Jim Bakker and Jimmy Swaggart, we could decide that we could no longer present this message. I am first in ministry and second in television. We still have to present that message."

—PDL

Changing Hands

WWIN(AM) Baltimore-wwin-FM Glen Burnie, Md.

□ Sold by Ragan Henry to ALMIC Broadcasting Inc. for \$6,375,000. **Seller** is headed by Ragan Henry, who, through various companies, is licensee of six AM's, 10 FM's and one TV. **Buyer** is headed by Catherine L. Hughes and is also licensee of WOL(AM) Washington and WMMJ(FM) Bethesda, Md. WWIN(AM) is fulltime on 1400 khz with 1 kw. WWIN-FM is on 95.9 mhz with 3 kw and antenna 91 feet above average terrain.

WQBZ(FM) Fort Valley, Ga. (Macon) □ Sold by Fox Valley Broadcasting Corp. to Taylor Broad-

casting of Atlanta for \$3 million. **Seller** is headed by Buddy Barton, and is group of Charleston, S.C., investors. **Buyer** is headed by Stephen Taylor and is licensee of WTLZ-FM Saginaw, Mich.; WKS-FM New Bern, N.C., and WACT-AM-FM Tuscaloosa, Ala. WQBZ-FM is on 106.3 mhz with 3 kw and antenna 415 feet above average terrain. **Broker: H.B. LaRue Media Brokers.**

WBZA(AM) Glens Falls and WAY-FM Hudson Falls, both New York □ Sold by Northway Broadcasting Inc. to Alpine Media Inc. for \$2,870,000. **Seller** is headed by Joseph Reilly

WHLQ FM Canton
KEZK FM St. Louis
WHYI FM
Fl. Lauderdale
WLYF FM Miami
WJVA FM South Bend
WLAK FM Chicago
WYCH FM Hamilton
WEZW FM Milwaukee
WVIT TV Hartford
WTTV TV Indianapolis
WORL/WORJ Orlando
WSEE TV Erie
KDKB AM/FM Phoenix
WPHL TV
Philadelphia

WISCONSIN

TV NETWORK
WAOW TV Wausau
WKOW TV Madison
WXOW TV La Crosse
WHEC TV Rochester
KTNQ Los Angeles
WDCA TV Washington
KHTZ FM Los Angeles

WGBS/WLYF Miami
WSPD Toledo
WBIR AM/FM Knoxville
WVEZ FM Louisville
WMOH Hamilton
KOAX FM Dallas-
Fl. Worth
WHN New York
WZZD Philadelphia
WOKF FM Clearwater
KTVM TV Reno
WLAC Nashville
WQOB FM Nashville
WQHI FM Louisville
WYFA Long Island
WYGR Grand Rapids
Sandia Cablevision
LaBelle Cablevision
KEGL FM Dallas-
Fl. Worth

KHOW Denver
WTCR Ashland
WHEC FM Huntington
WBZ Boston
WLAK FM Chicago
WSAI AM/FM Cincinnati
Fairfield Cablevision

Circleview Cablevision
WOKV Cincinnati
WIXT TV Syracuse
WFFT TV Fort Wayne
WHTT Miami
WFYV FM Jacksonville
KIOA/KMJL Des Moines
Champaign Cablevision
C & A Cablevision
WIRK AM/FM
W. Palm Beach
WGY/WGFM Schenectady
WSIX AM/FM Nashville
KFOG FM San Francisco
WLQR FM Toledo
WOWO Fort Wayne
WTPA FM Harrisburg
WJIB FM Boston
WPNT Pittsburg
WCOM FM Urbana
WNRZ Quad Cities
WTRX Flint
WATI Indianapolis
WHLO Akron
KZAZ TV Tucson
KGSW TV Albuquerque

KBCQ Roswell
Angel Cablevision
Rutland Cable Franchise
WYHY Nashville
WMYN FM Knoxville
KITN TV Minneapolis
BannerGraphic
Newspaper
King Mountain Cable
WZNE FM Tampa
WKYJ Lexington
WWSG TV Philadelphia
WMOH Hamilton
WLAC AM/FM Nashville

NTV NETWORK

KHGI TV Lincoln
KSNB TV Superior
KWNB TV Hayes Center
WDHO TV Toledo
Louisville AM CP
WCSC/WXTC Charleston
WCEF FM Ripley

MID AMERICA

MEDIA GROUP
WIRL/WSWT Peoria

KRVR FM Davenport
WIRE/WXTZ Indianapolis
KBEZ FM Tulsa
WKAN/WLRT Kankakee

GROUP ONE

RADIO GROUP
KMEZ AM/FM Dallas
WAKR/WONE Akron
WONE/WTE Dayton
KLZ/KAZY Denver
WROQ/WAES Charlotte
WAMS Wilmington
WBEE Chicago
WRAP Norfolk
WCHY AM/FM Savannah
WSEE TV Erie
KXXV TV Waco
WNAC TV Providence
KOMA/KRXO
Oklahoma City
WRLH TV Richmond
WVRN TV Richmond
WPQC TV Charlotte
WZFM FM Briarcliff
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No deal for Westwood One

Two months after announcing its intentions to sell its 50% interest in WNEW(AM) New York and buy KJQY(FM) San Diego, Westwood One announced that neither will take place. The three-party deal also involved Group W and Command Communications (see BROADCASTING, Nov. 20, 1989). The KJQY(FM) deal called for \$15 million cash to Group W and \$4 million in stock to Command. Industry sources said that the deal fell through because current financial circumstances, notably a decline in Westwood One stock (due, in part, said a source, to negative reports in *Forbes* magazine and short selling), forced a rethinking of the venture.

and is licensee of WKMC(AM) Roaring Spring and WHPA-FM Hollidaysburg, both Pennsylvania, and translator station W296AQ Bellwood, Pa. Joseph Reilly has 25% interest in Hometown Broadcasting Corp., licensee of WIZR(AM)-WSRD(FM), Johnstown, N.Y. Buyer is headed by Michael Nigris, Dean Landsman, Norma Nigris and Kathleen P. McCarthy and has no other broadcast interests. Wbza is on 1230 khz with 1 kw day and 250 watts night. WAYI-FM is on 107.1 mhz with .28 kw and antenna 257 feet above average terrain.

WYYN(AM)-WTNT(FM) Tallahassee, Fla. □ Sold by Palmer Communications Inc. to Arso Radio Corp. for \$2.8 million. **Seller** is headed by William J. Ryan and is licensee of WHO-AM-TV-KLYF(FM) Des Moines; WNOG(AM)-WCVJ(FM) Naples, Fla., and KTVY(TV) Oklahoma City. **Buyer** is headed by Jesus M. Soto and is licensee of WDSR(AM)-WNFB(FM) Lake City, Fla., and WPRM(FM) San Juan and WIVA(FM) Aguadilla-Mayaguez, both Puerto Rico. WYYN is fulltimer on 1270 khz with 5 kw. WTNT is on 94.9 mhz with 1 kw and antenna 849 feet above average terrain. *Broker: Donald K. Clark Inc.*

WMLO(FM) Havana, Fla. □ Sold by Ed Winton to Nitrameel Inc. for \$2.2 million. **Seller** has interest in WEZI-AM-FM Memphis, Tenn., and KCKJ(AM)-KBCQ(FM) Roswell, N.M. **Buyer** is headed by John Robert E. Lee and Willie J. Martin. Lee is 51% owner of WMJM(AM)-WFAV-FM Cordele, Ga., and WJIZ-FM Albany, Ga. Martin is 50.5% owner of WBZS(FM) Eatonville, 51% owner of WTWF(AM) Woodville and 100% owner of WBZR(AM) Destin, all Florida. WMLO(FM) is on 104.9 mhz with 2.1 kw and antenna 400 feet above average terrain.

KRTX(FM) Galveston, Tex. □ Sold by Irvin Davis to Sonoma Media Corp. for \$1.6 million. **Seller** has no other broadcast interests. **Buyer** is headed by Roy E. Henderson, and also owns KGLF(FM) Freeport, Tex. WRTX(FM) is on 104.9 mhz with 3 kw and antenna 328 feet above average terrain.

Wocd(TV) Amsterdam, N.Y. □ Sold by Amsterdam Broadcasting Inc. to Capital District

Broadcast Partners for \$1.5 million. **Seller** is headed by Louis J. and Shirley C. Kearns, husband and wife; Robert L. Kearns, son, and Janet L. Kearns, daughter, and has no other broadcast interests. **Buyer** is headed by Charles A. Cohen, Charles Butera and Kenneth Polin. Cohen and Butera are 14.6% and 56.2% shareholders, respectively, of American Television Network, which holds construction permits and operating licenses for eight LPTV's in Arizona and six LPTV's in California. Wocd(TV) is on ch. 55 with 5,000 kw visual, 500 kw aural and antenna 731 feet above average terrain.

KGTN(AM) Creedmoor, Tex. (Georgetown) □ Sold by Dan Kubiak to Texas Concepts Inc. for

\$500,000. **Seller** has 10% interest in buyer. **Buyer** is headed by Guadalupe Perez and has no other broadcast interests. KGTN(AM) is daytimer on 1530 khz with 1 kw.

WGRG(FM) Greensboro, Ga. □ Sold by Andrew Boswell to Briarpatch Radio Inc. for \$300,000. **Seller** is headed by Andrew Boswell and has no other broadcast interests. **Buyer**, headed by Sandra J. Gwyn and Hugh Christian, is owner of WRFC(AM) Athens and WBLW(AM)-WBIC(FM) Royston, all Georgia. WGRG is on 103.9 mhz with 3 kw and antenna 320 feet above average terrain.

KKGZ(AM)-KKDD(FM) Brush, Colo. □ Sold by Claud M. and Margaret E. Pettit, husband and wife, to KKDD-FM Broadcasters for \$250,000. **Sellers** have no other broadcast interests. **Buyer** is headed by Robert D. and Marjorie M. Zellmer, husband and wife; George W. Doering, and Carroll Sorelle. Zellmers own KGRE(AM) Greeley and KDMN(AM) Buena Vista, both Colorado, and KRZD(AM)-KATR-FM Wray, Colo. KKGZ(AM) is on 1010 khz with 5 kw day and directional antenna at night. KKDD(FM) is on 107.1 mhz with 3 kw and antenna 91 feet above average terrain.

For other proposed and approved sales see "For the Record," page 53.

Business

Sillerman seminar finds Fox up, cable, broadcast steady

The growth of Fox Broadcasting Corp., a slowdown in both TV's fragmentation and cable's growth and the state of radio were among the topics discussed in various panels at this year's Sillerman Companies Radio and Television Outlook for 1990 seminar in New York.

Speaking from the television network point of view at a panel on projected growth rates and trends for television, David L. Poltrack, senior vice president, planning and research, CBS Inc., said that the networks will not be confronted with the "dramatic proliferation of competitors" that they witnessed in the 1980's. Network shares, he said, will not be driven down by cable and VCR's to the extent that they

were in the 1980's.

As for revenues, the CBS executive is looking for an 8% to 9% gain in 1990, with a five-year annual growth rate of 7.5%, compared to "nominal" 7.3% annual gross national product growth. He expects a 9% compound growth in national advertising, with cable and syndication advertising continuing to outpace the networks.

John Hunt, vice president, associate director, media research, Ogilvy & Mather, projects continued growth for syndication and anticipates 70% penetration for cable. By the mid-1990's, Hunt said, there will be a 50% share for the three networks, with Fox getting 12%, cable 34% and independents the remaining 4%.

There was no disagreement about the growth of programing options in the 1980's. The viewer entered the 1980's with five viewing choices and ended it with over 30 choices, not to mention the VCR, said Poltrack. However, the CBS vice president felt that it was not to cable's advantage to push cable penetration beyond 60% because it could lead to a cost reduction in service. Poltrack explains: "The battle for viewers in the 1990's will be fought on a programing and marketing front. It is not that the cable programers do not have the ability to compete with the networks for first-run quality programing, or that they do not have the resources to do so. It is that they do not have the incentive. Cable [programers] will not compete with the networks in the 1990's as much as they will be competing with each other."

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L to r: Finkelstein, Poltrack and Hunt

As for independent stations, Poltrack described Fox as an "agent of consolidation," and said that Fox has made the balance of nonaffiliated independents weaker.

Disagreeing about Fox with Poltrack was Michael Finkelstein, CEO of New York-based group owner Renaissance Communications Corp. (Renaissance owns four independents and has an agreement pending for a fifth.) Fox, Finkelstein said, has a lot to do with the growth of independent stations and, contrary to what Poltrack said, is being sold as an alternative to networks, not independents.

Fox aside, Finkelstein said that the news for non-Fox independents was also good, and cited series like Paramount's *Star Trek: The Next Generation* and MCA's *Dragnet* and *Adam-12* as programming "designed for independents." Finkelstein pointed to the Monday night success of his non-Fox-affiliated independents as examples of independents being helped by Fox because it takes one more movie competitor out of the market.

Poltrack said that the networks "feel confident that we can compete against this new competition on a level playing field." However, the CBS executive feels that the networks have been handicapped by the financial interest and syndication rules. Poltrack explains: "I would argue that the current debate over the financial interest and syndication rules in the 1990's will be the single most important factor in reshaping

CBN creates barter net

The Christian Broadcasting Network has created a barter network for independent and religious TV stations—airtime in CBN's 700 Club in exchange for other CBN-produced programming, plus sales and graphics help. The package includes *The 700 Club*; *Superbook*, an animated series; *The Flying House*, another children's program; *Another Life*, a daytime drama; *Scott Ross Straight Talk*, a live late-night talk show, and *Heart to Heart with Sheila Walsh*. Stations affiliating with the network are required to run *The 700 Club* and *Heart to Heart* in agreed-upon time slots. Stations and CBN split ad avails in other programs.

the competitive playing field in the network arena." ABC, CBS and NBC, according to Poltrack, find it unfair that Sony's Columbia and Rupert Murdoch's Fox do not operate under the same constraints as the U.S. networks do. And it is something that Poltrack believes that Congress and the FCC are going to do something about before the decade is out.

Radio has already gone through fragmentation, according to a panel consisting of Les Goldberg, president and CEO of the Interop Radio Store; Ken Swetz, president, Katz Radio Group; Warren Potash, president of the Radio Advertising Bureau, and Terry Robinson, co-chairman and co-CEO of Unistar Communications Group Inc. Despite the continuing problems of AM, the

This announcement appears as a matter of record only.

January, 1990

United International Holdings, Inc.

and certain Swedish investors have acquired the majority interest in

Seth's Kabelvision KB

which operates cable television systems in the Kingdom of Sweden

from

United Artists Entertainment Company

The undersigned acted as financial advisor to United International Holdings, Inc. in this transaction.

PaineWebber Incorporated

Arbitron data

Arbitron is introducing "Lifestyle Target AID," a new PC application which combines Arbitron's AID database with PRIZM (Potential Rating Index by ZIP code Markets) Clusters, computer-generated data that categorize demographics by ZIP code to predict eating, drinking and television viewing habits.

"Lifestyle" breaks out audience data according to 40 different PRIZM Clusters, or 12 social groups. PRIZM utilizes statistical techniques to define neighborhood or community groupings exhibiting similar and predictable behavior patterns toward products, services, media and promotions, and to locate similar communities throughout the country. These are then arranged into social groups and refined into more precise clusters so that TV stations can target to the larger community as well as on the neighborhood level.

The 12 social groups range from "educated, affluent executives and professionals in elite metro suburbs" to "mixed, unskilled, service and labor in aging, urban row and highrise areas." Clusters fall into such categories as "Blue Blood Estates," "God's Country," and "Downtown Dixie Style."

panel said the medium should see continued growth in the decade to come.

Potash expects radio to gain from the newspaper industry's current advertising and circulation woes. Reasons for radio's success where newspapers may have failed, according to the RAB president, is that radio is more flexible, cost-efficient and more localized to serve the advertiser.

Goldberg also expressed optimism, citing a growth rate of 8.7% annually for the last seven years, which he says was fueled by local advertising. Not every market prospered, however: Goldberg named Denver, Boston and Minneapolis as markets that had down years.

The radio network business, according to Robinson, has come through a decade which saw fragmentation and then consolidation. The Unistar CEO described both 1980 and 1989 as years which saw the business dominated by a few players. However, the difference, he said, is that during the 1980's, business grew from \$156 million to \$425 million and the players changed from ABC, CBS and NBC to ABC, Westwood One, Unistar and CBS.

No new ideas emerged for bringing back AM. Panelists debated whether the medium needed new technology, new programming or a new way to reach advertisers, without reaching any conclusions. —JF

Daniels promotes cable's contribution to the economy

Cable television will account for more than \$24 billion of the gross national product this year, including providing 561,000 jobs and \$18.2 billion in income, according to a study by Bortz & Co. commissioned by Bill Daniels.

The study said that industry revenues continue to increase 10% annually, spread across the country. "Both direct and indirect cable employment is concentrated overwhelmingly at the local level, generating positive economic impacts through the 9,000 individual systems serving communities across the nation," Daniels said. Cable also has contributed \$5.5 billion to charities over the past decade.

Daniels included the results of the study in letters to federal officials. "Before you endorse a course of action that would adversely impact the cable industry, and more importantly, the American public," he wrote, "please consider this industry's positive impact on our economy."

The study estimated that cable revenue will hit \$17.3 billion in 1990, providing direct employment for 101,400 people. Total employee income will hit \$2.8 billion this year. Industry operating expenses will hit \$9.8 billion in 1990, leaving operating cash flow at \$7.4 billion.

Cable suppliers will add 69,000 jobs, generating \$2.4 billion in income. Overall, the study said, 14,000 direct new jobs have been added since the 1988 impact study and 24,000 since 1986.

In other overview statistics, the report states that 89% of subscribers receive 30 or more channels, including 20.6% who are getting 54 or more. Only 8.8% received between 20 and 29, while 2.7% get 19 or fewer channels. Four years ago, the number receiving more than 30 channels was less than 67%.

There are now 114 cable services, 86 national and 28 regional. Basic cable, superstations and pay cable account for more than 40% of the viewing in cable homes, the study said.

In programming costs, the study estimates that basic cable networks will spend \$1.3

December, 1989

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Media by media:

Revenue in billions of dollars

Category	1980	1988	% chg
Cable	\$2.9	\$13.7	21.4%
Telephone	\$61.2	\$138.4	10.7%
Newspapers	\$18.0	\$33.4	8.0%
Periodicals	\$9.0	\$18.0	9.1%
Broadcast TV			
Network	\$5.1	\$9.4	7.9%
Natl/reg	\$3.3	\$7.2	10.2%
Local	\$3.0	\$7.4	11.9%
Radio	\$3.7	\$7.7	9.6%
Theatrical	\$2.7	\$4.4	6.3%
Home video	\$0.4	\$8.1	53.7%

billion in 1990, excluding \$210 million in copyright payments. The pay networks will spend \$1.18 billion, while PPV will account for \$110 million. Overall, the study estimates that between \$1.6 billion and \$1.7 billion will flow to motion picture studios and other producers and between \$500 million and \$600 million to sports rights holders.

—MS

New round in Arbitron-Birmingham dispute

In what seems to be a case of perpetual motion, Arbitron Ratings Co. has filed suit in the United States District Court for the Southern District of New York against Times Mirror-owned NBC affiliate WVTM-TV Birmingham, Ala. Arbitron said the dispute between the ratings service and the station is a financial one, involving the payment of a \$129,000 bill for services rendered from Aug. 1, 1986, through Jan. 1, 1988. Times Mirror council Jeff Smith said, however, that WVTM-TV stopped paying for the service because it felt Arbitron was not publishing the Birmingham market in accordance with its own methodology.

The dispute has its root in 1985 when independent station WDBB asked Arbitron to be included in the Birmingham book, which is the 47th ranked ADI market, rather than the 185th ranked Tuscaloosa market. Arbitron, according to WDBB President David DuBose, gave permission for the switch and then changed its mind. DuBose told BROADCASTING that Arbitron told WDBB that it could get into the Birmingham books if it agreed to combine its viewership with WNAL-TV Birmingham (Gadsden), Alabama. Since WDBB pays WNAL-TV to carry much of WDBB's programming, it agreed to the listing. However, the station ended up being included in only four Arbitron books from May 1986 through February 1987. DuBose says that Arbitron was being pressured by other stations in the market to back out of the agreement, and when Arbitron did so, the two stations took the ratings service to court and won.

Last April, a federal jury found Arbitron had committed fraud and breach of contract in connection with an agreement involving the two stations and ordered the ratings service to pay them \$5.5 million (BROADCASTING, April 24, 1989). WDBB is now in the Nielsen book and is not using the Arbitron service.

WVTM-TV got involved in 1986 when it canceled its contract with Arbitron after WDBB was initially put in the Birmingham book.

WDBB is also in the process of trying to transfer its city of license from Tuscaloosa to Bessemer, Ala., which is within the Birmingham ADI. CBS affiliate WBMG-TV, DuBose said, has filed a petition to deny the transfer. Earlier, WDBB filed suit against WBMG in the circuit court of Jefferson County, Ala., alleging that the CBS affiliate coerced Arbitron to drop WDBB.

Arbitron, DuBose said, will list WDBB if the FCC approves the license transfer. □

BottomLine

Suit settlement. Quintex Entertainment Inc. said it has reached settlement with MCA Television ending litigation regarding Quintex's distribution of *The New Leave it to Beaver*, *McHale's Navy* and *Leave it to Beaver*. Failure of Quintex to make payment to MCA precipitated former company's filing for protection under Chapter 11 bankruptcy on Oct. 19, 1989. Company still has several weeks under which it has exclusive right to file reorganization plan, said spokesman. Announcement last week said that under agreement, "MCA will assume responsibility for future programing sales, and proceeds from current receivables will be allocated between the two companies." Bankruptcy court, Quintex said, has approved settlement.

□

Expensive playthings. MCA said it has decided to sell LJM Toys subsidiary and would record after-tax "loss from discontinued operations" of roughly \$53 million. Company said that amount includes \$30 million after-tax provision "related to the future sale of LJM," and division's expected operating loss for 1989. MCA completed acquisition of toy manufacturer in mid-1985. During both 1987 and 1988, toy products division lost over \$30 million.

□

Rep mutation. Marvin Roslin, president of Roslin Radio Sales, announced formation of new television sales company to be located in New York. Said Roslin: "Many leaders in the television industry have come to the conclusion their stations should draw upon the experience and expertise of successful radio station representatives. Television...should be employing radio's target market and merchandising skills." Roslin said many "newer independent" TV stations have already sought help from company.

□

Movable feast. Negotiators for NBC and the National Association of Broadcast Employees and Technicians continued their respective contract proposals to replace the current labor agreement which expires March 31. Additional negotiations are scheduled in early February for Orlando, Fla., and in mid-March in New York.

□

Leveraged delivery. Falcon Cable Systems Co. said majority of limited-partnership unit holders agreed to amend partnership agreement. Amendment will allow increase of debt limitation from 40% "of the greater of the cost of all partnership assets or the fair market value of all partnership assets," to 65% of same. Company said amendment will allow MSO to continue to pay quarterly cash distributions to unit holders through Dec. 31, 1992.

□

Just one of those things. Ammirati & Puris, which was sold to Omnicom in 1987, said it completed repurchase of its stock from latter advertising agency for undisclosed sum.

□

On the road again. Brookfilms is near completion of road show for initial public offering of 1.5 million units, each unit consisting of one share of common stock and one warrant to purchase one-third share of common. "Red herring" document suggests offering price of \$9-to-\$11 per unit. Company, currently 95%-owned by Mel Brooks, would, after offering and assuming exercise of warrants, still be 60%-owned by comedian-director-producer. Company's only long-running series is *Get Smart*, in which it still has 15% participation interest in series's net profit and still receives \$250 per-run per-market royalty. Prospectus said Brookfilms "expects to augment its staff to expand its activities in the development of television programing and to develop, both on its own and in conjunction with foreign television suppliers and users of product, additional television properties for distribution throughout the world." In fiscal 1989, ending Feb. 28, company had revenue of \$6.5 million, income from operations of \$112,000 and net income of \$323,000, or 11 cents per share.

□

New shelf. Comcast Corp. said it filed shelf registration with Securities and Exchange Commission for \$300 million of senior debentures, senior subordinate debentures and subordinated debentures, some of which may be convertible into company's class A special common stock or class A common stock. Philadelphia-based MSO said it also filed shelf registration for \$100 million, representing both types of class A stock.

Cincinnati sports coverage

SportsChannel has reached an agreement to carry the Cincinnati Reds in a three-year agreement that begins this year. The Reds games will be the foundation of the newly launched SportsChannel Cincinnati regional sports network, which premieres April 1. SportsChannel Ohio operates in the northern part of the state and carries the Cleveland Indians and Cavaliers. The new service will serve the southern and western portions of the state, as well as systems in Kentucky, Tennessee, Indiana and portions of West Virginia, Mississippi and North Carolina that are strong Reds territory. The total potential reach will be four million cable homes.

SCC will carry 30, 35 and 40 games, respectively, in '90, '91 and '92. It will be a "moderately to lower" priced regional, SCA said. Service provides link between SportsChannel services in Chicago and Cleveland, giving SCA a strong presence in Midwest.

More Midwest sports

Prime Network will launch Minneapolis-based Prime Sports Network-Upper Midwest regional cable sports service, by late winter or early spring, using 25 NBA Timberwolves games as a "foundation," said Prime Vice President Bob Thompson. The partnership comprises affiliates of Paragon Cable, TCI, Continental Cablevision, King VideoCable Co. and Hubbard Broadcasting, the last of which holds the rights to eight of its own Timberwolves games and will provide production expertise. Thompson said TCI-Daniels-owned Prime expects strong Upper Midwest viewer interest in Big 10 and Big Eight sports to be shared by other Prime regionals in Indianapolis and Denver. Midwest Sports Channel, which holds regional cable rights to Minnesota Twins baseball through 1992 and to Minnesota Northstars hockey through 1991, already claims about 330,000 basic subs there. Midwest (wholly owned by Midwest Communications) also signed two-year contract for access to SportsChannel America programming last fall.

Growing pay per view

Scientific Atlanta has joined Tele-Communications Inc., Continental and CableLabs as the fourth corporate sponsor in Eidak Corp., which is developing an anti-taping technology that is seen as a key to the growth of pay per view.

Those four companies will hold a 27% equity stake in Eidak. Previous corporate investors put in \$1.5 million each.

Eidak President Dick Leghorn said, "This investment assures compatibility of the

Eidak system of copy protection with S-A's B-MAC encryption system for satellite transmission."

Pizza Hut's cable support

Pizza Hut and the National Academy of Cable Programming are teaming together to help push April as National Cable Month. The joint promotion is valued at \$7 million.

Pizza Hut will produce a 30-second spot, featuring a product promotion and NCM, and it will buy time on seven cable networks. It will also create and produce discount coupons to be placed in bill stuffers. Pizza Hut will also feature the NCM calendar in an April co-op campaign that will reach 25 million households and be on 20 million Pizza Hut placements.

The 17 networks who have their own nights during NCM will carry the Pizza Hut spot. Pizza Hut will also be included in a generic NCM spot that will be distributed for use by more than 50 cable networks.

In addition, CableData and American Express will offer cable operators an insertion discount for the bill stuffer coupon.

Separately, Pizza Hut and Nickelodeon have teamed up in a multimillion-dollar, multiyear marketing venture, the largest sponsorship deal ever for the network. Pizza Hut will have "an active role" in Nickelodeon's new magazine, to be launched in May, developing premiums and promotions for specific programs and participating in channel special events, as well as running commercials on the network.

The new Nickelodeon magazine will be distributed at the nation's 6,000 Pizza Huts, and the restaurant will also be a presenting sponsor of Nickelodeon Studios, part of Universal Studios, in Orlando, Fla. Pizza Hut will also co-sponsor a 20-city May-October audition tour.

VISN board

Tele-Communications Inc. has made a several-million-dollar commitment to be a charter incorporator of the Vision Interfaith Satellite Network. The VISN board expects other MSO's that helped to initially fund the service—Jones, Post-Newsweek, TKR, Heritage and UA—will also become charter members by increasing their initial investments. VISN said the total group will commit between \$5 million and \$12 million. The quicker the service reaches a break-even point, the less money will be needed, VISN said.

Companies signing on as charter incorporators will be part of VISN Group Inc., which will have no equity interest in VISN. VISN will continue to be run by the National Interfaith Cable Coalition, made up of representatives of the 22 faith groups.

The operator financing will mean an

expansion of VISN affiliate sales and marketing staff, VISN said. It will also better position the network to sell advertising, it said.

Zappa-ing FNN

FNN has new a correspondent, per se: rock musician Frank Zappa, who is currently touring Eastern bloc countries to meet with officials concerning his own business ventures.

FNN said Zappa is interviewing business and government officials (he's met with Hungarian President Vaclav Havel) and portions of those interviews will be carried on FNN in early February. Zappa will also be visiting Yugoslavia and Russia, FNN said. There are negotiations for Zappa to do a whole week-long series of reports, based on his interviews.

Zappa has previously appeared on FNN and also is an avid viewer of C-SPAN, according to that network. He was one of a number of viewers profiled in a book published by C-SPAN last year.

Court network

Rainbow Programming plans to launch a new cable service, In Court, in September, which will focus on judicial and legal issues. It will provide live coverage of various courts in 44 states which permit such coverage, commentary from legal experts, news of trials around the world, profiles and interviews with prominent judges and lawyers, and legal advice consumer call-in shows. Weekend programming will include the week's highlights as well as "movies and television classics featuring courtroom dramas."

Rainbow said it expected TCI, Century, Adelphia and Lenfest to be charter affiliates. The companies together serve 15 million basic subscribers. The service will be offered to operators "at minimal cost," in the several penny range, when taken with other Rainbow services. In Court will sell advertising, but at natural breaks in the proceedings.

Sharon Patrick, president, Rainbow Programming Holdings, said when Long Island News 12 has covered courtroom proceedings, viewers have shown strong interest. That experience, plus the syndicated success of courtroom shows, provided the impetus for Rainbow to launch the channel.

Super cops

Prime Ticket and Sunshine Network will carry Super Police Bowl I, football game between Los Angeles and Miami police departments, with proceeds going to benefit local children's charities in each locale. The Feb. 3 game will be seen Feb. 4 at 4 p.m.

For the Record

As compiled by BROADCASTING from Jan. 18 through Jan. 24 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

■ KZAO(AM) Dardanelle, AR (BAL891212EA; 1490 khz; 1 kw-D, 250W-N)—Seeks assignment of license from Master Sound Inc. to Johnson Communications Inc. for \$89,600. Seller is headed by Brenda Miller and Judy Purtle. Purtle is sole shareholder of KAIO-FM Inc., licensee of KAIO-FM Russellville, AR (application to transfer license pending). Buyer is headed by Dewey E. Johnson, Betty Johnson, Mitchell Johnson and Lori Brandon, and has interest in KAIO-FM Russellville, AR. Filed Dec. 12,

1989.

■ KKDD-FM Brush, CO (BALH891214GM; 107.1 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from Claud M. and Margaret E. Pettit, husband and wife, to KKDD-FM Broadcasters for \$250,000 (purchase includes KKGZ(AM) Brush, CO). Sellers have no other broadcast interests. Buyer is headed by Robert D. Zellmer, George W. Doering and Carroll Sorelle. Robert D. and Marjorie M. Zellmer, husband and wife, as joint tenant are licensee of KGRE(AM) Greeley and KDMN(AM) Buena Vista, both Colorado, are 100% joint owners of stock of WRAY Radio Inc., licensee of KRZD(AM) and KATR-FM Wray, CO. Filed Dec. 14, 1989.

■ WMLO(FM) Havana, FL (BALH891219GT; 104.9 mhz; 2.1 kw; ant. 400 ft.)—Seeks assignment of license from Ed Winton to Nitrameel Inc. for \$2,200,000. Seller has interest in WEZZ-AM-FM Memphis, TN, and KCKN(AM)-KBCQ(FM) Roswell, NM. Buyer is headed by John Robert E. Lee and Willie J. Martin. Lee is 51% owner of Silver Star Communications, licensee of WMJM(AM)-WFAV-FM Cordele, GA, and WJIZ-FM Albany, GA. Martin is 50.5% owner of WORL Radio Inc., licensee of WBZS(FM) Eatonville, FL; 51% owner of Tallahassee Radio Inc., permittee of WTWF(AM) Woodville, FL, and licensee (sole proprietor) of WBZR(AM) Destin, FL. Filed Dec. 19, 1989.

■ WGRG(FM) Greensboro, GA (BALH891213GN; 103.9 mhz; 3 kw; ant. 320 ft.)—Seeks assignment of license from Andrew Boswell to Briarpatch Radio Inc. for \$300,000. Seller is headed by Andrew Boswell and has no other broadcast interests. Buyer is headed by Sandra J. Gwyn and Hugh Christian and is owner of AM 96 Inc., licensee of WRFC(AM) Athens and WBLW(AM)-WBIC(FM) Royston, all Georgia. Filed Dec. 13, 1989.

■ WMCS(AM)-WALZ Machias, ME (AM: BAL891220GX; 1400 khz; 1 kw-D, 250 w-N; FM: BALH891220GY; 95.3 mhz; 3 kw; ant. 220 ft.)—Seeks assignment of license from Radio Four Broadcasting Inc. to Henry Chausse for no finan-

cial consideration. Seller is headed by Robert Newsham, Edward Carey and Henry Chausse. Newsham has interest in WQKI(AM) St. Matthews, S.C. Buyer has no other broadcast interests. Filed Dec. 20, 1989.

■ WWIN-AM Baltimore and WWIN-FM Glen Burnie, MD (AM: BAL891219GV; 1400 khz; 1 kw-U; FM: BALH891219GW; 25.9 mhz; 3 kw; ant. 91 ft.)—Seeks assignment of license from Ragan Henry to ALMIC Broadcasting Inc. for \$6,375,000. Seller is headed by Ragan Henry, who, through various companies, is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clemens, MI; WMXB(FM) Richmond, VA; WWIN-AM-FM Baltimore and WXTR(FM) Marlow Heights, both Maryland; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; 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 WHYY-FM Philadelphia; WHYY-TV Wilmington, DE, and WGER-FM Saginaw, MI. Henry is also purchasing WCOS-AM-FM Columbia, SC and KCCV(AM) Independence, Mo. Buyer is headed by Catherine L. Hughes, and is also licensee of WOL(AM) Washington and WMMJ(FM) Bethesda, MD. Filed Dec. 19, 1989.

■ WOCD(TV) Amsterdam, NY (BALC891218KG; ch. 55; 5,000 kw-V; ant. 731 ft.)—Seeks assignment of license from Amsterdam Broadcasting Inc. to Capital District Broadcast Partners for \$1,500,000. Seller is headed by Louis J. and Shirley C. Kearn, husband and wife, Robert L. Kearn, son, and Janet L. Kearn, daughter, and has no other broadcast interests. Buyer is headed by Charles A. Cohen, Charles Butera and Kenneth Polin. Cohen 14.6% shareholder of American Television Network. Butera is 56.2% shareholder of American Television Network. American Television Network holds construction permits and operating licenses for LPTV's K48CD Flagstaff, K52DA Yuma, K62DK Phoenix, K54CZ Apache Junction, K53DJ Casa Grande, K393V Quartzsite, K41CE Quartzsite, K43CA Quartzsite, all Arizona; K33BX Grass Valley, K19BN San Diego, K69FO Blythe, K21CQ Brawley,

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K38AT 29 Palms, and K26DH Yucca Valley, all California. Filed Dec. 18, 1989.

■ **WQKZ(FM)** Catskill, NY (BAPH891219GR; 98.5 mhz; 2.1 kw; ant. 120 ft.)—Seeks assignment of license from Catskill FM Ltd. to Catskill Communications Inc. for no financial considerations. Seller is headed by Carmine A. Pizza and is licensee of WCKL(AM) Catskill, NY. Buyer is headed by Nick Vanoff, Carmine A. Pizza, Alan S. Courtney, Arnold Sundel, John Aylesworth and Frank Peppiatt and is licensee of WCKL(AM) Catskill, NY. Filed Dec. 19, 1989.

■ **WBZA(AM)** Glens Falls and WAYI-FM Hudson Falls, both New York (AM: BAL891213EA; 1230 khz; 1 kw-D, 250 w-N; FM: BAL891213EB; 107.1 mhz; .28 kw; ant. 257 ft.)—Seeks assignment of license from Northway Broadcasting Inc. to Alpine Media Inc. for \$2,870,000. Seller is headed by Joseph Reilly, and is licensee of WKMC(AM) Roaring Spring and WHPA-FM Hollidaysburg, both Pennsylvania, and translator W296A Q Bellwood, PA. Joseph Reilly has 25% interest in Hornetown Broadcasting Corp., licensee of WIZR(AM) and WSRD(FM), both Johnstown, NY. Buyer is headed by Michael Nigris, Dean Landsman, Norma Nigris and Kathleen P. McCarthy and has no other broadcast interests. Filed Dec. 13, 1989.

■ **KMNZ(TV)** Oklahoma City, OK (BALCT891211KE; ch. 62; 5,000 kw-V; ant. 1,520 ft.)—Seeks assignment of license from Mendoza Broadcasting Ltd. to Faith Pleases God Church Corp. for no financial considerations. Sale is transfer of interests. Seller is headed by Carlos Ortiz, Bond Cosby and Richard Mendoza. Buyer is headed by Carlos Ortiz, Aracelis Ortiz, John Jacobson and Minerva Jacobson. Faith Pleases God Church Corp. is licensee of WUJA(TV) Caguas and WELU(TV) Aguadilla, both Puerto Rico and is permittee of LPTV's W03AY and K18CA. Filed Dec. 11, 1989.

■ **KGITN(AM)** Creedmoor, TX (BAPL891211EB; 1530 khz; 1 kw-D)—Seeks assignment of license from Dan Kubiak to Texas Concepts Inc. for \$500,000. Seller has 10% interest in buyer, which is headed by Guadalupe Perez who has no other broadcast interests. Filed Dec. 11, 1989.

■ **KRTX(FM)** Galveston, TX (BAPH891214GQ; 104.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Irvin Davis to Sonoma Media Corp. for \$1,600,000. Seller has no other broadcast interests. Buyer is headed by Roy E. Henderson, and is licensee of KGLF(FM) Freeport, TX. Filed Dec. 14, 1989.

■ **KJAS(FM)** Jasper, TX (BALH891219GU; 100.9 mhz; 3 kw; ant. 299 ft.)—Seeks assignment of license from Jasper County Broadcasting Co. Roy E. Henderson for \$235,000. Seller is headed by Robert S. Eaves, James M. Lout, Willie D. Williford, Edmond R. Hilley and John G. Bryan. They have no other broadcast interests. Buyer has, through various companies, construction permits for new FM's at South Padre Island, Caldwell and Mason, all Texas, and is the licensee of LPTV K051L Clear Lake City, TX (see KRTX(FM) Galveston, TX). Filed Dec. 19, 1989.

■ **KJFC-FM** Portland, TX (BALH891214HT; 105.5 mhz; 3 kw; ant. 353 ft.)—Seeks assignment of license from JKC Communications of Texas Inc. to Chitex Communications Inc. for \$525,000 (see "Changing Hands" Dec. 25, 1989). Seller is headed by Jonathan Cohen and owns WJKC(FM) Christiansted, St. Croix, VI. Buyer is headed by Daniel G. Donovan and Cathleen Kramer and has no other broadcast interests. Filed Dec. 14, 1989.

Actions

■ **WXVI(AM)** Montgomery, AL (BAL891024EB; 1600 khz; 5 kw-D, 1 kw-N, DA-2)—Granted app. of assignment of license from WXVI Radio Inc. to RFB Radio of Montgomery Inc. for \$300,000 (see "Changing Hands," Oct. 30, 1989). Seller is headed by Wes Attaway and has no other broadcast interests. Buyer is headed by Bob Bell, who owns WCGL(AM) Jacksonville, FL. WCLY(AM) Raleigh, NC and WLLV(AM) Louisville, KY. Action Jan. 5.

■ **WSHU(FM)** Fairfield, CT (BTCE891114HV; 91.1 mhz; 1 kw; ant. 624 ft.)—Granted app. of assignment of license from Sacred Heart University Inc. to Sacred Heart University Inc. for no financial consideration. Sacred Heart University is headed by Rev. Edward Egan and has no other broadcast interests. Action Jan. 5.

■ **WGNB(FM)** Indian Rocks Beach, FL (BAPL891020EA; 1520 khz; 1 kw-D)—Granted app. of assignment of license from Moody Bible Institute of Chicago to Global Broadcasting Inc. for \$550,000. Moody Bible Institute of Chicago is licensee of following non-commercial educational broadcast stations: WMBI-AM-FM Chicago, IL; KMBI-AM-FM Spokane, WA; WDLM-AM-FM East Moline, IL; WMBW-FM Chattanooga, TN; WMBV-FM Dixon Mills, AL; WRMB-FM Boynton Beach and WDES-FM St. Petersburg, both Florida, and WCRF-FM Cleveland, OH. Buyer is headed by Ronald E. Crider, who holds 19% equity interest in Vail Aspen Broadcasting Ltd., licensee of

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KVMT(AM)-KSPN-FM Vail, CO. Action Jan. 5.

■ KGLQ(AM)-KNIQ(FM) Mason City, Iowa (AM: BTCH890905EF; 1300 khz; 5 kw-U; FM: BTCH890905EG; 93.5 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Lewis W. Van Nostrand to James Ingstad Broadcasting of Iowa Inc. for \$1,650,000. Seller has no other broadcast interests. Buyer is headed by James Ingstad, who through various companies is licensee of KNUJ(AM)-KXLP(FM) New Ulm, KOVC-AM-FM Wadena and KQHT(FM) Crookston, all Minnesota, and KFKA(AM)-KSQI(FM) Greeley, CO. Action Jan. 5.

■ KSSC(AM) Joplin, MO (BALH891002EB; 1230 khz; 1 kw-U)—Granted app. of assignment of license from J. Kevin Checkett, trustee in bankruptcy, to Saturn Communications Inc. for \$200,000. Seller is headed by William Mensendiek and is also licensee of KSSC-FM Columbus, KS. Buyer is headed by Andrew Wolfson and has no other broadcast interests. Action Jan. 9.

■ KZKX(FM) Seward, NE (BALH891106HY; 96.9 mhz; 100 kw; ant. 610 ft.)—Granted app. of assignment of license from Musicradio of Nebraska Inc. to KZKX Inc. for \$1,970,000 ("Changing Hands," Nov. 13). Seller is headed by Jon Peterson and Mike Levine, who are also principals of WXIT(AM)-WKZT(FM) Charleston, WV. Buyer is headed by Bob Sherman and also owns KKRQ(FM) Wichita, KS. Action Jan. 5.

■ WBVE(FM) Hamilton, OH (BALH891109GI; 96.5 mhz; 19.5 kw; ant. 810 ft.)—Granted app. of assignment of license from Reams Broadcasting Corp. to Entertainment Communications Inc. (Entercom) for \$5.85 million ("Changing Hands," Nov. 6). Seller is headed by Frazer Reams and also owns WCWA(AM)-WIOT(FM) Toledo. Buyer is headed by Joseph Field, and also owns KITS(FM) San Francisco; WKTK(FM) Crystal River and WXCR(FM) Safety Harbor, both Florida; KLXX(FM) Minneapolis and WYAL(AM) Richfield, both Minnesota; WEEP(AM)-WDSY(FM) Pittsburgh; KLDE(FM) Houston; KTA-C(AM)-KBRD(FM) Tacoma, WA, and KLTE(FM) Oklahoma City. Action Jan. 5.

■ KLAY(AM) Lakewood, WA (BAPL891109EG; 1180 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Clay Frank Huntington to KDPL Public Radio Associates for no financial consideration. Seller has no other broadcast interests. Buyer is headed by Henry Perazzo and has no other broadcast interests. Action Jan. 5.

New Stations

Actions

■ Greenville, MS (BPH880725ND)—Granted app. of Seque Communications Inc. for 104.7 mhz; 50 kw H&V; 478 ft. Address: P.O. Box 705, Mt. Pleasant, SC 29464. Principal is owned by William G. Dudley III and Jerrold Miller, and has no other broadcast interests. Action Jan. 8.

■ Uhrichsville, OH (BPH880107MV)—Granted app. of Edward Alan Schumacher for 99.9 mhz; 3 kw H&V; 328 ft. Address: Rural Rte. 2, Box 295A Dundee, OH 44624. Principal has no other broadcast interests. Jan. 1.

Facilities Changes

Applications

■ Fresno, CA KFNO(FM) 90.3 mhz—Dec. 18, 1989, application for Mod of CP (BPH840301CC as Mod) to change ERP: 1.7 kw H&V; ant.: 1,970 ft. H&V; correct geographical coordinates: 37 04 26N 119 25 52W.

■ Enfield, CT 97.9 mhz—Dec. 18, 1989, application for Mod of CP (BPH8609180J) to change ERP: 1.11 kw H&V; ant.: 529 ft. H&V; TL: located in Hamden County, MA, approximately 1 km NNW of the junction between N St. & N-W St.

■ South Kent, CT WGSK(FM) 90.1 mhz—Dec. 28, 1989, application for CP to change ant.: -38 m H&V; TL: Bulls Bridge Rd., S. Kent, Litchfield, CT.

■ Beaver Dam, KY 102.7 mhz—Dec. 13, 1989, application for Mod of CP (BPH870312MA) to change ERP: 3.0 kw H&V; change ant.: 328 ft. H&V.

■ Athol, MA WCAT(FM) 99.9 mhz—Dec. 12, 1989, application for Mod of CP (BPH880107MW as Mod) to change ERP: 3.72 kw H&V.

■ Coleman, MI WSMZ(FM) 101.5 mhz—Dec. 14, 1989, application for Mod of CP (BPH861002TJ as Mod) to change ant.: 328 ft. H&V; TL: .3 km N. of intersection of Baker and Alamando Rd.; Coleman, MI.

■ Omaha, NE 105.9 mhz—Dec. 18, 1989, application for Mod of CP (BPH870918MP) to change ERP: 6.0 kw H&V; change TL: .8 km NW of the intersection of 72nd St. and Military Ave., Omaha, NE.

■ Altoona, PA WPRR(FM) 100.1 mhz—Dec. 11, 1989, application for CP to change ERP: 6 kw H&V.

■ Jersey Shore, PA WYRS(FM) 97.7 mhz—Dec. 11, 1989, application for CP to change ERP: 6 kw H&V; ant.: 295 ft. H&V.

■ Sturgeon Bay, WI WQZZ(FM) 100.1 mhz—Dec. 11, 1989, application for CP to change ERP: 50.0 kw H&V; ant.: 492 ft. H&V; TL: on Dhuey Hill, 11 km E. of Dyckesville. Township of Lincoln, WI.

Actions

■ Edwardsville, IL WRYT(AM) 1080 khz—Jan. 10 application (BMP891005AC) granted for Mod of CP (BPH870918AC) to modify the daytime DA ant. system.

■ Kinston, NC WELS(AM) 1010 khz—application (BPH890913AB) granted for CP to change TL: 4.1 km W. of Kinston NC; and make changes in ant. system; 35 17 02N 77 39 55W.

Actions

■ FCC upholds review board decision dismissing application of Mogan Hill FM Ltd. for new FM on channel 241A (96.1) at Morgan Hill, CA - MM Docket 88-205 (Report DC-1543, action in docket case). Review Board dismissed application for failure to prosecute. Action by commission Jan. 11 by MO&O (FCC 90-22).

■ FCC upholds review board decision to renew license of KVBC(TV) Las Vegas, NV - MM Docket 85-228 (Report DC-1544, action in docket case). Review Board decided to renew license of KVBC(TV) Las Vegas, NV, and denied mutually exclusive application of William H. Hernstadt et al. for construction permit. KVBC-TV is licensed to Valley Broadcasting Co. Action by commission Jan. 11 by order (FCC 90-23).

■ FCC upholds bureau action concerning new FM at Altus, OK (Report MM-447, Mass Media Action). Commission has denied Robert M. Kerr's request for review of decision by Mass Media Bureau returning his application for new FM station on Channel 300A (107.9 mhz) at Altus, OK, as insufficient for tender. Kerr's application was returned because it lacked required certification of site availability. Action by commission Jan. 11 by MO&O (FCC 90-20).

■ Broadcast auxiliary STL/ICR transmitters. Extended to July 1, 1993, date by which equipment operating on 944-952 mhz must be approved (By Order [DA 90-37] adopted Jan. 12 by chief, Mass Media Bureau).

■ Errata to report and order (DA 89-1682) in matter of amending FM Table for new station at Casa Grande, Claypool and Kearny, AZ (MM Docket 89-75 [DA 90-26]).

■ NAB. Denied NAB's request for issuance of declaratory ruling to preempt state and local regulation of RF radiation standards that affect communications services to public (By Order [FCC 90-10] adopted Jan. 9 by commission).

■ Prohibitions against broadcast indecency. Extended until Feb. 20 and March 20, respectively, time to file comments and replies in matter of enforcement of prohibitions against broadcast indecency (MM Docket 89-494 by order extending time to file comments [DA 90-24] adopted Jan. 12 by chief, Mass Media Bureau).

■ Des Moines, IA. KUCB-FM ordered to show cause why its license should not be revoked (Report MM-446, Mass Media Action). Ordered The Center for Study and Application of Black Economic Development, licensee of KUCB-FM, Des Moines, to show cause why its license should not be revoked for going off air without FCC authorization. Action by commission Jan. 8 by OSC and NAL (FCC 90-3).

■ Fort Walton Beach, FL. Grant of FM station to Juanina Inc. upheld - MM DOCKETS 81-856, 858, 859, 861 (Report DC-1546, Action in Docket Case). Commission has upheld its grant of application of Juanina, Inc., for new FM station on channel 243C (96.5 mhz) at Fort Walton Beach, FL. It denied requests of three unsuccessful applicants for station, Miracle Strip Communications Inc., Pinnacle Broadcasting Corp., and Da-Gon Broadcasting Corp., for reconsideration of grant. Action by commission Jan. 11 by MO&O (FCC 90-21).

■ Trion, GA. Granted application of Tri-State Broadcasting Co. for new FM station on channel 239A (95.7 mhz); denied competing application of Safe Broadcasting Corp (MM Docket 88-580, by ID [FCC 90D-3] issued Jan. 10 by ALJ Joseph Chachkin).

■ Metropolis, IL; Camden and Henderson, both Tennessee.

Denied request by Sun Media Inc. for extension of time to file reply comments in response to counterproposals to amend FM table (MM Docket 89-416 by order denying request for extension of time to file reply comments [DA 90-25] adopted Jan. 12 by chief, Allocations Branch, Mass Media Bureau).

■ West Point and Blair, both Nebraska. Dismissed LDH Communications Inc.'s and CVC Capital Corporation's request for reconsideration of action granting Kelly Communications Inc.'s request to substitute Channel 300C1 (107.9 mhz) for Channel 300A at West Point and modify its construction permit for KWPN-FM to specify higher powered channel (MM Docket 88-493 by MO&O [DA 89-1683] adopted Dec. 28, 1989, by chief, Allocations Branch, Mass Media Bureau).

■ West Carrollton, OH. Grant of FM permit to Hawes-Saunders upheld - MM DOCKET 87-526 (Report DC-1535, Action in Docket Case). Upheld Review Board's decision granting application of Ro Nita Bernice Hawes-Saunders for new FM station at West Carrollton, OH, and denying competing application of William M. Finer. Action by commission Jan. 8 by Order (FCC 90-4).

Allocations

■ Casa Grande, Claypool and Kearny, all Arizona. Effective Feb. 26, 1990, amended FM table by allotting channel 288C2 (205.5 mhz) to Casa Grande, channel 287C2 (105.3 mhz) to Kearney and channel 291A (106.1 mhz) to Claypool as their only allotments; modified license of KFA5-FM, Casa Grande, and KCDX(FM) Kearny, accordingly: filing window for Claypool allotment is Feb. 27 to March 29, (MM Docket 89-75, by R&O [DA 89-1682] adopted Dec. 21, 1989, by the chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

Call Letters

Grants

Existing FM's

WYGO(FM) WQXM-FM Quality Broadcasting, Gordon, GA
KRTY(FM) KYAY Royal Broadcasting of California Inc.; Los Gatos, CA
KRWR(FM) KNIS Sapphire Broadcasting Inc.; Carson City, NV
KSKE(FM) KVMT Vail-Aspen Broadcasting Ltd.; Vail, CO
KXKX(FM) KSAF Bick Broadcasting Co.; Knob Noster, MO
WCYK-FM WJLT-FM High Communications Partnership; Crozet, VA
WGAP-FM WYNQ Gateway Broadcasting Corp.; Maryville, TN
WGRR(FM) WBLZ The Dalton Group Inc.; Hamilton, OH
WKQL(FM) WAIV-FM Professional Building Inc.; Jacksonville, FL
WKWK-FM WEEL-FM CR Broadcasting Inc.; Wheeling, WV
WPDS(FM) WEOA Heart of Citrus Inc.; Beverly Hills, FL
WQLH(FM) WDUZ-FM Green Bay Broadcasting Co.; Green Bay, WI
WRCQ(FM) WRCQ-FM Metropolitan Broadcasting of North Carolina Inc.; Dunn, NC
WRKK(FM) WYRS S&P Broadcasting Ltd. II; Jersey Shore, PA
WRKT(FM) WRKT-FM Rambaldo Communications Inc.; Northeast, PA
WSNU(FM) WWZU Lipez Broadcasting Corp.; Lock Haven, PA
WWWK(FM) WELV-FM Straus Communications in New York; Ellenville, NY
WXRX(FM) WYBR-FM Airplay Broadcasting Corp.; Rockford, IL
WXTB(FM) WKRL Great American TV & Radio Co.; Clearwater, FL
WXXL(FM) WHLY J.J. Taylor Companies Inc.; Leesburg, FL

Book No.	Price
Total	\$

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

GSM wanted. Dominant station in great competitive market. Train, motivate, manage and carry large list. Must be goal oriented with successful track record. To 40K. Resume today: Pres., 319 Mill St., Poughkeepsie, NY 12601. EOE, M/F.

General manager. Medium California market. Sales and sales training priority responsibility. Must have management skills and experience. Send resume, salary requirements to Box A-26. EOE.

A growing, Chicago Suburban, full-service AM needs a sales manager to recruit, train and lead our sales organization. Must have good communication and organizational skills. Send resume, salary history and salary requirements to PO Box 907, Elburn, IL 60119. EOE.

General sales manager: Major station in top 40 market. Outstanding, experienced sales staff in position needs a great motivator and strong leader. Must be a producer! Send resume with references and salary history: PO Box 65243, Virginia Beach, VA 23464. EOE/AA, M/F.

Major public broadcasting company in top fifteen of group radio broadcasters searching for general manager for Southeastern AM/FM Combo. Successful candidates will have stable employment history, good sales experience and solid budget and expense control. Must be able to set example to proven sales staff by personal selling. Submit a letter giving complete career, salary history and references to: Box A-55. EOE.

General sales manager: KOKQ/KKAR, Omaha. To manage experienced sales staff of 13. Minimum 3 years sales management experience necessary. Strong people skills, leadership, motivational training skills required. Applicant must have outstanding track record. Send resume/history to Marty Riemenschneider, 1001 Farnam, Omaha, NE 68102. EOE.

Music director for Classical music station, WFMR, in Milwaukee. To program the station full time and keep library up. On air shift not required. Prior experience and in-depth knowledge of standard repertoire essential. Call 414-964-9367. EOE.

Operations manager. Growing Northwest Oldies FM seeks individual with ability in all areas, including promotion, satellite programming and sales. Small-mid size market of 100,000+. Box A-60. EOE.

Station manager for small market Ohio AM/FM Combo. Looking for successful sales manager ready for total responsibility. Send resume, salary history, references. Box A-62. EOE.

Sales manager wanted for Connecticut AM. If you like to sell and lead, here is a tremendous opportunity. Write Box A-66. EOE.

HELP WANTED SALES

Experienced radio sales rep for AC FM in southern Maryland, approx. 35 miles south of DC. Market of 300,000+ persons. Must be smart and willing to be the best. Only experienced, hard-working street-beaters will be considered. Cons and phone-hops need not apply. First-year earnings of 25-50K, depending on determination of individual. Send complete resume to: 98 STAR FM, Box 987, LaPlata, MD 20646. EOE.

Account executive wanted! WVVE-FM in Stonington, CT seeks a sales professional who enjoys the challenge of sales! Join a growing company with a training program second to none. If you have sales experience, a good education and you're a self starter, send letter and resume to Karen Quinn, GSM, WVVE, PO Box 97, Mystic, CT 06355. EOE.

WWWV/WCHV, Charlottesville, Virginia. Leader in growing market looking for an experienced and talented radio salesperson to work with major clients on top list. A great opportunity in a beautiful area. Send resume to Kevin Dalton, Sales Manager, 1140 Rose Hill Dr., Charlottesville, VA 22901. EOE/AA.

HELP WANTED ANNOUNCERS

5000 AM News/Talk station in a growing market is looking for: Humorous, friendly, capable drivetime host/anchor. Must be able to "make our listeners laugh and be happy-to-be-alive everyday." Writing, editing and board work essential. Teams considered. Great area and living conditions. Mail resume and tape to Ctry., Club Communications Inc., PO Box 1270, Palm Desert, CA 92261. EOE.

Country 105, WQXK is looking for morning talent. Individual should be warm & friendly with a sense of humor, enjoy personal appearances, and be a team player. Youngstown-Canton markets. T & R to: Chuck Stevens, PO Box 530, Salem, OH 44460. EOE.

Radio pro needed. Class operation looking for an assistant program director, morning announcer for WQMZ Charlottesville. Send your tape and resume to Box 498, Charlottesville, VA 22902. 804-977-3030. EOE.

HELP WANTED TECHNICAL

Family Life Radio station in mid-Michigan seeks staff engineer who is able to do studio construction, maintenance and repairs. FCC license or permit required plus three years broadcast engineering experience. Qualified applicants should send resume to John Harrison, WUFN, 2255 North Concord Rd., Albion, MI 49224. Resumes should be received by January 31, 1990. WUFN is an equal opportunity employer.

Chief engineer is needed immediately for AM/FM in New Bedford, MA. 1Kw AM and 50 Kw FM are in excellent shape with modern studios. SBE or General Class license required. 5 years broadcasting experience in AM, FM, digital, automation, RPU's, computers desired. Send resume and salary needs to: Edd Monskie, VP-Engineering, Hall Communications, Inc., 24 S. Queen St., Lancaster, PA 17603. Hall Communications is an equal opportunity employer and encourages women and minorities to apply.

Come work and ski in Vail, Colorado! We have a 100Kw FM powerhouse and a 5Kw AM at 610 that needs a qualified chief engineer's professional touch. Come live in this year-round playground while maintaining two big properties. Call NOW for this excellent opportunity that will not last long! Call Val Carolin at 1-800-345-5754. EOE.

Chief engineer for group owned Class C FM and 5 Kw directional AM Combo. Excellent organizational skills and ability to be a hands on chief. Must possess SBE or FCC General certification. Send resume and salary history to WAOK/WVEE, 120 Ralph McGill Blvd., Suite 1000, Atlanta, GA 30365. Attention: General Manager. EOE.

HELP WANTED NEWS

Broadcast journalist for AC FM in southern Maryland, approx. 35 miles south of DC. Rip'n/readers need not apply. Only experienced radio newsmen will be considered. Send T&R plus salary requirements to: 98 STAR FM, PO Box 987, LaPlata, MD 20646. EOE.

KLBJ-AM, the News/Talk leader in the capital of Texas seeks an anchor/host for its morning drive news block. Ability to do call-in show a plus. Minimum 3 years professional experience. Send tape and resume to: KLBJ-AM, Program Director, 8309 N. IH-35, Austin, TX 78753. EOE.

Alaska: News director: AM/FM, ABC Kenai Peninsula: Two years minimum experience required. Need a real pro who knows how to dig. KSRM/WHQ, HC-2 Box 852, Soldotna, AK 99669. Send AD/Resume. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Major market broadcaster needs a major market CHR PD to help keep this medium market East Coast power house on target. You'll be paid almost major market salary while living in one of the best markets on the East Coast. Box A-43. EOE.

Colonial Broadcasting's top rated Country station, WLWI-FM, Montgomery, Alabama, seeks program director. Knowledge of music selector software, music research, audience analysis. Light air work. Reply Sam Faulk, Box 4999, Montgomery, AL 36195. Fax 205-240-9219. WLWI, an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Top-notch manager. 10+ years. Excellent credentials - Sales & programming. Top producer. Bottom line oriented. Southeast US. Prefer Florida. Call Bill James, 804-232-5197.

Veteran broadcaster, 14 years experience, now college instructor seeks radio station general manager position in small-medium market of 25,000 plus. Background in sales, production, sports, news, remotes, promotions. Available late May. Write Box A-47.

Goal oriented. Professional. Experienced. Promotional. Successful. Seasoned. CRMC. Bottom line directed. Motivator. Trainer. Team coach. Wants challenging Southeast GM/GSM. 804-971-8908.

Only if you want the best: GM looking for a new challenge. Strong in all phases of operation. sales & profits my specialty. Small/medium markets. Box A-58.

Sales manager: Top station in top 60 market seeks position as GM or GSM in Southeast medium market. 804-744-1046.

General manager. Currently GSM for FM start-up in 17-station market. Station went on-air with totally 'raw' inexperienced, untrained sales staff. December's billing was \$28,541.00! In 1990, the station will bill over \$500,000.00! Call Don. 717-321-9035. Leave message!

Experienced GM with excellent references can put together a winning air/sales team at your station. Box A-59.

Powerful sales and marketing specialist with 26 years of solid broadcast experience can lead your station to successful new heights! Winning combinations in all areas of station operations. Sales team recruiter and trainer. Possible fulltime or consultant basis. Please contact Bill Elliott. 413-442-1283.

Profit driven GM with 23 years experience seeks quality small-mid size market opportunity. Sales, promotion, and programming leader. CRMC offering documented success. Results desired? Results delivered. Absolute top credentials. 301-426-5344.

Attorneys call 'em "rainmakers": I'm a broadcast rainmaker of revenue, ratings and programming. Seeking a success oriented station requiring a top middle-level manager. Inquire with Scott Simon, 815-634-4289 to arrange interview.

General manager available. Successful in medium and major markets. Love turnarounds and rebuilds. Group management and acquisitions experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Deane Johnson 503-472-1221.

SITUATIONS WANTED SALES

Need help? Sales, marketing, promotions, training, research, planning our specialties. Let's talk today about what YOU want. Jerry Clegg, 804-971-8908.

SITUATIONS WANTED ANNOUNCERS

Communicator: 20 years on air. Master's degree. People person. Heavy community involvement. Loyal, dependable professional seeking good company. 217-528-3119.

Baseball voice for the 90's. Desires pro/college PBP. Experience includes ESPN reporting. Group W Rad. 619-272-9558. 800-869-8040.

Need a new & bigger challenge. Experienced, hard working, team player. If you don't want to be #1, don't waste my time. Any format. Call Larry 317-935-0689 before it's too late!

Talk show pro: Provocative. Controversial. Informed. Entertaining. Professional. Serious. Funny. Dependable. Traveled. Original. Drug-free. Sober. Experienced. Available. Major market. Send business card. Box A-21.

SITUATIONS WANTED NEWS

News anchor, excellent background with WNEW, KFI, KGO seeks major market anchor opening. Please call 619-325-6642.

12 year radio veteran wants position with news format, News/Talk format or News network. Call Bob, 804-846-7140.

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.

Clairvoyant/Astrologer Kathleen Worley has been on America's largest radio stations. She is now offering her talents as an on air psychic. For information call 314-846-2323 or write to Box 29742, St. Louis, MO 63129.

TELEVISION

HELP WANTED MANAGEMENT

GSM position available in Southeast Independent/progressive TV group. Applicant must be successful trainer and motivator. EO employer. Send resume to Box A-35.

Local sales manager: WBNG-TV, dominant CBS affiliate in Binghamton, NY seeks a highly motivated, organized, and creative individual to lead our local sales team into the 90's. Send resume to: Joe McNamara, GSM, WBNG-TV, PO Box 1200, Binghamton, NY 13902. EOE, M/F.

Station manager: Midwest Fox affiliate seeks growth oriented individual with strong management skills. Great station. Great opportunity. Contact Teresa, 513-351-9110. EOE.

Production manager: KOKH/Studio 25 is seeking applicants to direct Oklahoma's #1 production facility with all the whistles and bells. (2 studios 40 X 80 & 40 X 50, AVAB 2002 lighting, CMX editing, DVE, Lexicon, etc.) Call or write James L. Harmeyer, President & General Manager, KOKH-TV 25, 405-843-2525, 1228 E. Wilshire Blvd., Oklahoma City, OK 73113. EOE.

Business manager: Requires strength in accounting, budgeting, and management. Send resume to Nick Bolton, WBRC-TV, PO Box 6, Birmingham, AL 35201 Great American Broadcasting Company. EOE.

HELP WANTED SALES

Accounting representative for NBC affiliate in New Orleans. 3-5 years experience in broadcast sales, vendor or marketing required. Compensation commensurate with experience. Position open January 1990. Salary history and resume to Mike Kibbey, GSM, 520 Royal St., New Orleans, LA 70130. EOE, M/F.

Telemarketing: Public television station seeks individual to develop educational contacts across the country. Must have good verbal skills, be highly organized, and have experience in marketing and computer database. Send resume to HITN, 449 Broadway, New York, NY 10013. EOE.

WTVM-TV is seeking a local account representative to take a small list and make it grow with new business. Experience in broadcast media preferred. Send resumes to Richard Heath, General Sales Manager, WTVM-TV, PO Box 1848, Columbus, GA 31994. EOE.

TV underwriting sales representative: Obtains financial commitments from business and professional organizations for underwriting (sponsorship) grants, corporate memberships, and related forms of funding for station. Researches prospects, calls on new and existing accounts, makes presentations and proposals, services underwriters for purpose of renewing accounts. Must generate revenues at specified minimum levels established yearly. BS in Business, Marketing or other discipline emphasizing communication skills plus minimum five years experience in corporate outside sales or marketing required. Equivalent education or experience accepted in lieu of degree on a one-year for one-year basis. Fundraising or marketing experience in public television or other non-profit environment desirable. Requires use of personal car for business calls on a reimbursement basis. Minimum salary \$21,424 DOE. Must reference ad source and send resume to UNM Personnel Department, 1717 Roma, NE, Albuquerque, NM 87131. EOE/AA. Closing date: February 12.

HELP WANTED TECHNICAL

Honolulu, Hawaii chief engineer needed for leading network affiliate. Bachelor's degree or equivalent experience required. Send letter and resume to T. Arthur Bone, Bone & Associates, Inc., 197 Taunton Ave., Suite 202, East Providence, RI 02914. EOE.

Director of engineering: WTMJ, Inc. We are seeking an experienced professional to accept responsibility for technical planning and operations at our radio and television stations. Applicant should have a BSEE or equivalent and minimum 5 years in a supervisory or management position. Along with organizational ability, applicant should possess excellent technical and interpersonal skills. SBE certification desired. Send resume to Steven Smith, President, WTMJ Inc., Box 693, Milwaukee, WI 53201. WTMJ is an equal opportunity employer.

Engineer sought for New York City facility. Experience with digital television, tape machine, telecine, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box A-29.

Transmitter/studio maintenance engineer: 3-5 years experience required on transmitter and studio equipment repair and maintenance; UHF and FM transmitter background plus. Send resume to WXEL, Personnel Dept., PO Drawer 6607, West Palm Beach, FL 33405. EOE. M/F/H/V.

Maintenance engineer/technician for cable ad sales division. Responsibilities include: Maintain and assist in MIL post-production facility. Maintain four automated tape control systems. Must have Sony 3/4" experience and solid electronics background. Some local travel req'd. vehicle & tools provided. Excellent pay & benefits. Send resume with 3 refs to: Operations Manager, GDC, 4162 Little York Rd., Dayton, OH 45414. EOE.

Maintenance engineer: NBC affiliate in NW Arkansas needs a self-starter skilled in 3/4" tape, microwave and all studio equipment. FCC General Class. SB Engineer certification, minimum 2 years strong hands-on experience. Apply to: Engineering Manager, KPOM/KFAA-TV, PO Box 4610, Fort Smith, AR 72914. EOE, M/F.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

ENG maintenance engineer: Number one CBS affiliate has an opportunity for an ENG maintenance engineer with two years experience with 3/4", ENG cameras, microwave, and two live trucks. Looking for a thinker and self starter, a General Class or SBE certificate preferred. Submit resume and salary requirements to Ken Miller, Chief Engineer, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please! EOE, M/F.

Maintenance engineer wanted with strong 3/4" and ENG experience. Resume and salary history to Chief Engineer, KEYT-TV, PO Drawer X, Santa Barbara, CA 93102. EOE.

Maintenance engineer: KVOS-TV is seeking a TV studio maintenance engineer with in-depth technical knowledge of TV broadcast and production equipment. Experience in maintenance and component level repair required. State-of-the-art facility including Ampex, Sony (field and studio) Betacam, Grass Valley, Abekas and Betacart. Beautiful Pacific Northwest location. Send resume to: Maintenance Search, KVOS-TV, Inc., Box 1157, Bellingham, WA 98227. No phone calls, please. EOE.

Industry leading company in long form TV advertising seeks video engineer experienced in installation, maintenance, and repair of complete studio and post production facility with 3/4" Beta-SP, and 1" equipment. Immediate opening. Salary dependent on experience. Call or write Terry Prechtel, Hawthorne Communications, Inc., PO Box 1366, Fairfield, IA 52556. 515-472-3800. EOE.

TV engineer: Public television station seeks engineer to repair and maintain a small full service TV studio. Send resume to HITN, 449 Broadway, New York, NY 10013. EOE.

TV maintenance engineer: Technical training and minimum 2 years maintenance experience on broadcast or post production equipment. SBE certification a plus. WFCF-TV, CH-38, Chicago. Contact Jim Tillery, CE, 312-977-3838. EOE.

The University of Alabama is seeking a highly qualified person to provide technical/operational support for its satellite uplinking effort. The Assistant Director of Broadcasting Services for Engineering should have a thorough understanding of and experience in the commercial uplinking business, as well as experience in the maintenance and operation of satellite equipment. A background in post-production systems would also be helpful. Send resume to UA Employment Office, Box 870364, Tuscaloosa, AL 35487. EOE/AA

HELP WANTED NEWS

Early news producer: Responsible for the 5:30 PM newscast. Work closely with executive producer and news director on direction and content of newscast. Must be a strong writer, organizer and coordinator. Must have strong producing skills to develop, write and organize the news for a logical, well-paced newscast. Must understand production techniques, work with engineering and production departments to identify and solve problems before the news airs. Must control and direct on-air reporters during newscast and deal efficiently with problems that occur during newscast. College degree in Journalism or Communications or equivalent experience required. Minimum two years producing newscast; handling multiple live remotes; dealing with people; organizing people and stories; meeting deadlines. Contact Tony Ballew, News Director, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. WVEC Television, Inc is an equal opportunity employer.

Consumer/business reporter: Responsible for generating, writing and reporting consumer, business and economic news stories. Must have strong writing and on-camera skills. Must be able to work well under deadline pressure. High journalistic and personal standards a must. Must have a professional on-air appearance. Must be able to work beyond schedule. College degree in Journalism required; additional course work in Business preferred. Minimum two years reporting at a commercial television station. "Live" and anchoring experience a plus. No phone calls. Non-returnable 3/4" tapes only required. Salary negotiable, depending on experience. Contact Tony Ballew, News Director, WVEC-TV, 613 Woodis Ave., Norfolk, VA 23510. WVEC Television, Inc. is an equal opportunity employer.

Consumer reporter: Minimum 2 years experience. Strong journalistic skills required including superior organization, writing, production and a good investigative instinct. We are looking for a person who wants to expose problems and work to solve them on behalf of our viewers. Salary negotiable. Send all inquiries to Alan Griggs, News Director, PO Box 4, Nashville, TN 37202. EOE.

Washington news producer wanted for British television morning program. Two years experience in television production preferred. Must be able to make editorial judgments, particularly in the areas of Washington politics and Latin American affairs. Salary negotiable. Please send resume and non-returnable tape to Clark Benton, Independent Television News, 1726 M St., NW, Suite 703, Washington, DC 20036. EOE.

Chief photographer: Dominant NBC affiliate in Sunbelt needs a leader. At least five years experience on the street. Station has SNG, Beta format. Must be street shooter, teacher and good equipment manager. Send non-returnable videotape and resume to Scott Parks, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

General assignment reporter: Minimum 2 years experience. Strong journalistic skills required including superior organization, writing, production. We want enterprising reporters, not those looking for a handout. Salary negotiable. Send all inquiries to Alan Griggs, News Director, PO Box 4, Nashville, TN 37202. EOE.

Primary anchor position: Applicants should have polished anchoring, writing and reporting skills. No beginners. You will be working at one of the top news stations in the country. Send resume, non-returnable demo tape and salary requirements to Veronica Bilbo, EEO Officer, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Tease writer/news writer: Immediate opening for a new/tease writer to work from 3:00 pm to midnight. Applicants should have 3 to 5 years of experience producing and/or writing and organizational skills. Applicants will also be required to occasionally produce the 11:00 pm newscast. A college degree is required. An equal opportunity employer. Writing samples and a resume tape should be submitted to: Gary Wordlaw, News Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212.

Meteorologist for Midwest station with major commitment to weather. Must have meteorology degree, on-air experience. AMS seal preferred. EOE. Box A-61. No tapes.

Mid-market Maine ABC affiliate seeks sharp, smooth, personable meteorologist, preferably AMS seal, immediate vacancy. Also shopping for newscast producer who can make shows sing, and anchorperson with charisma and impeccable track record, both for possible future openings. No beginners, no prima donnas, and absolutely no phone calls! Send non-returnable tape and resume (producers also send detailed statement of producing philosophy) to Dennis Tompkins, News Operations Manager, WMTW-TV, 99 Danville Corner Rd., PO Box 8, Auburn, ME 04210. EOE.

Sports director/anchor: Need experienced sportscaster to anchor weekday 6 & 10 sports and Sunday Sports Special. Supervise staff of 4. Send resume, references and tape of recent broadcasts, etc. to David Cassidy, KOTV, Box 6, Tulsa, OK 74101. Applicant finalists will be required to furnish evidence of identification and employment authorization. EOE, M/F. A Belo Broadcasting Corporation station.

Investigative reporter wanted. Must have 5 years of television investigative reporting experience. Send tapes and resume to: Janet Mason, News Director, KARE TV, 8811 Olson Memorial Hwy., Minneapolis, MN 55427. EOE.

Producer/reporter: WXLI seeks broadcasting professional with minimum two years experience in television reporting. Feature and long form experience preferred. Resume, tape and cover letter to: WXLI, Personnel Director, PO Box 21, Rochester, NY 14601. EOE.

Strong photographer with potential to become a chief photog. Experience operating both Beta and 3/4" gear, ability to edit. General equipment maintenance. Knowledge of microwave live trucks a must. Satellite truck experience preferred. Send tape and resume to Steve Smith, WWTW, PO Box 627, Cadillac, MI 49601. EOE.

Upscale top 60's market expanding news commitment. Seeking weekend anchor with strong reporting skills. Weekend weathercaster who can also do environmental reporting weekdays. Field reporters who work quickly and can turn complex issues into easily understood packages. News producers with creativity, good news sense, and good writing skills. No beginners, no phone calls, please. Send 3/4" tape and resume to Rich Klos, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

NBC affiliate has immediate opening for experienced reporter. Live remotes (station has the only remote van in the state!), producing, anchoring opportunities. Editing skills required. Send resume and tape to: 118 Sixth St. S., Great Falls, MT 59405. EOE.

Award winning Indy in Minneapolis has two openings: **REPORTER:** Must have top notch writing skills, ability to dig for information and experience with "live" shots. **PHOTOGRAPHER/EDITOR:** Skilled professional who can run the gamut from spot news to creative features. Looking for talented journalists with high energy, positive attitude and good judgement. Minorities encouraged to apply. Send resume, tape and salary requirements to Penny Parrish, News Director, KMSP-TV, 6975 York Ave., S. Minneapolis, MN 55435. No phone calls. EOE.

News director. Successful candidate will be solid, seasoned television journalist with proven abilities in people leadership and administration. Management experience in a large and aggressive news operation essential along with demonstrated strength in planning and creative television news production. Letter and resume to Alan Nesbitt, General Manager, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

Bureau chief. Seasoned TV news rpt/rmgr for Saipan, Northern Marianas Islands. 5-person staff needs aggressive leader with solid credentials. Outstanding co. benefits. US Commonwealth tropical isle abounds with hard news. No social hr. stuff. Resumes and references 1st time along with non-ret. tape to: Ken Booth, ND, Guam Cable TV, 530 West O'Brien Dr., Agaña, Guam 96910. EOE.

Anchor/reporter: Aggressive Pacific Northwest network affiliate is seeking a weekend anchor/reporter. The successful candidate will have previous anchoring experience and be capable of writing and producing a quality newscast. In addition, good shooting and editing skills are necessary. The person we select will also serve as a back-up to our primary male anchor. No beginners, please. Send non-returnable tapes, resumes and references to News Manager, KDRV-TV, 1090 Knutson Ave., Medford, OR 97501. No phone calls. EOE.

News promotion manager: Top 20 Midwest network affiliate has immediate opening for news department manager of promotion/marketing. Person would be liaison between news and promotion depts. Job duties include overall responsibility for teasers, newsbreaks, POPS, talent appearances and general marketing of news dept. Experience in television station marketing a must, background as promotion manager and/or news executive producer preferred. We are looking for a creative mind with management experience. Station is an equal opportunity employer. Send resume to Box A-64. No tapes.

News director: Qualified candidates will have 2-3 years television news management experience, either as a small or medium market news director or medium market executive news producer. Must have excellent production skills, sense of journalistic integrity, interpersonal and management skills. BA/Journalism degree or degree in related field preferred. Send resume to General Manager, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

Two positions: Sparkling anchor/producer to join our male anchor. Also, artist with a camera to shoot news and sports, some studio camera work. Send non-returnable tapes to: David Lerner, KIFI-TV, PO Box 2148, Idaho Falls, ID 83403. EOE.

Morning newscast producer: Minimum two years producing experience required. You must be able to lead your team, make the big decisions in the dead of the night and produce a cast the viewer wants to watch first thing in the morning. We are Gannett owned/NBC affiliate. Resumes/tapes to: Gloria McDonough, WTLV, 1070 E. Adams St., Jacksonville, FL 32202. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager: Sunbelt network affiliate. Seasoned pro needed for #2 position at extremely aggressive top 20 station. Must be exceptional writer/hands-on producer able to supervise others. Only news promotion wizards need apply. Resume only to: Box A-49. EOE.

Paintbox artist: Hollywood post production facility is looking for an outstanding creative talent to act as art director and primary paintbox artist for our computer graphics department. Our system features a Quantel Paintbox, Abekas A-62 DDR and Abekas A-53 DVE. Ideal candidate will have a minimum of two years of hands-on Paintbox experience, a good working knowledge of post production, excellent client skills and a strong technical aptitude. Great opportunity with growing company. Please send letter and sample reel to: Michael Levy, Video Transitions, 910 N. Citrus, Hollywood, CA 90038. 213-465-3333. EOE.

Producer/director for full service public television station in one of the fastest growing cities in California. No cold, no earthquakes, reasonable cost of living, excellent fringe benefits. Opportunities to create and direct studio and remote programs as well as documentaries and features. The right candidate will have some producing and directing experience, and is a hands-on, get-the-job done type of person. Experience in switching, audio, editing, videography, and announcing all helpful. Salary \$20-\$25,000. Send resume and audition tape by February 15 to John White, KMTF-TV, 733 L St., Fresno, CA 93721. EOE.

Artist: The Weather Channel, Inc. is looking for a talented artist who will provide graphic support for television broadcast. Position requires two years of Quantel Paintbox or Aurora 280/220 experience, strong design and illustration skills. Print experience a plus. Send resume to Eddie Terrill, The Weather Channel, 2600 Comberland Pkwy., Atlanta, GA 30339. EOE.

Producer/writer: Commercial producer needed for WCBD-TV. Must have strong creative writing skills, extensive television production experience and 2-3 years experience as producer/writer. Send resume tape to: WCBD-TV, Personnel Department #673, PO Box 879, Charleston, SC 29402. Tapes will not be returned. EOE, M/F. Applicants drug screened.

Senior producer: For one-hour daily public affairs television program taped just outside of New York City. Requires strong news sense, solid writing experience, leadership and management abilities, deadline oriented. Minimum of five years experience in television production required. Resume to Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

Dedicated production facility looking for a strong producer/director. New facility with two edit suites; and in-house computer graphics needs capable person to direct studio, remote and live tape sessions. Meets with clients on creative and budget, requires some writing and producing. Books and schedules assigned work units, and coordinates information with other departments. Responsible for client contacts and revenue generating sales calls. Requires high-school diploma, and 3 years prior related experience. Must have computer editing skills and videography skills are a plus. Send resume to Box A-53. EOE, M/F. No tapes.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept, Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept, Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Copywriter/producer: WTVR-TV has immediate opening. Person must have proven good copywriting skills. Job includes writing and producing station's commercials. Previous television production experience a definite plus. Send resume to Don LaCombe, Program Director, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please! EOE, M/F.

Director: Minimum 2 years experience directing newscast & other studio productions. Strong emphasis also in commercial production! Computer editing experience a plus. Send resume to PO Box 4029, Azalea Station, Wilmington, NC 28403. EOE.

Promotion manager: New England ABC affiliate needs experienced promotion manager. Writing, producing, marketing skills essential. Heavy news promotion schedule. SNG. No beginners. Team player. Live and work in the dynamic Portland market. Send a resume and a sample tape of your best work to Bernard Aiello, Director of Programming, WMTW-TV, 99 Danville Corner Rd., PO Box 8, Auburn, ME 04210. No phone calls. EOE.

TV coordinating producer: Public television station seeks Spanish speaking coordinating producer with min. 3 years experience to manage diverse television operations. Send resume to HITN, 449 Broadway, New York, NY 10013. EOE.

Director/TD: Newscast director needed for CBS affiliate in the Greenville, Spartanburg, Asheville market. Applicants should have knowledge of GVG300, NEC System 10, Ampex ESS-3, Vidifont IV & V. Also must have at least 2 years news directing experience, with some past supervision of studio staff, and degree in Communications preferred. Qualified candidates should send resume and non-returnable tape to: Scotty Williams, Production Manager, WSPA-TV, PO Box 1717, Spartanburg, SC 29304 prior to February 5, 1990. Position beginning date March 1, 1990. No phone calls, please. EOE, M/F.

Traffic manager: Inherit a well-oiled machine in a five-person department that is on good speaking terms with sales! Experience with, and full knowledge of BIAS is a must, as are supervisory and people skills. WTXH-TV is a strong indie and an EOE. Call Harvey Adelberg, GSM, Waterbury, CT, 203-575-2020.

Director, hands-on gunner for weekend newscasts, commercial production. Send resume and tape to Rick Roffman, Production Manager, 2302 Lapeer Rd., Flint, MI 48502. Equal opportunity employer.

Director: Experienced commercial and newscast director with Grass Valley switching experience preferred. Must work well with both clients and employees and must possess good work habits. Individual must also be responsible and flexible. Send letter and resume to Pat Peters, Production Manager, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

News promotion writer/producer. WPTF, Raleigh seeks an aggressive, energetic, highly creative producer with at least one year of news promotion experience. Send resume and tape to: Barbara Nicely, Promotion Manager 3012 Highwoods Blvd., Raleigh, NC 27604. EOE.

Graphic design supervisor: Supervises graphic staff. Responsible for on-air and print graphics design and execution. Proficient in video paint, desktop publishing and scenic design techniques. Send resume and tape by February 2, to Executive Secretary, WVPT, 298 Port Republic Rd., Harrisonburg, Va 22801. Equal opportunity employer.

We need you to organize and run a news graphics library! We're looking for an individual with a solid understanding of the wants and needs of a television graphic operation. Must have excellent organizational skills, and a working knowledge of PC's. Experience in dealing with the technical aspects of graphic production a plus. Must be able to work early morning hours. Send resume to Box A-67. EOE.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a good station in which to work. 216-929-0131.

Sportscaster: Your market deserves to fill two positions with one person. TV affiliate hires sports anchor/reporter. Local sports network gets P-B-Per. Call Mark Heller, 619-721-3043.

News/sports anchor. Mature. Experienced. Personable. Caucasian. Now in N. Texas. 214-270-1114 mornings.

Attorney broadcasting in #1 market seeks full-time TV reporter position. Let me boost your legal, consumer, political coverage. Call Gary during day at 201-261-7676.

Snap out of it! Weather time doesn't mean naptime. Weather withchutzpah! Call 612-935-9293.

Want a TV news or sports journalist? I go the extra mile. Will relocate for right opportunity. Joel, 516-869-8076.

Black woman: Intelligent, attractive, experienced, team player. Looking for anchoring and reporting. Prefer Florida—but will travel. Stefany 407-689-0164.

Black male with 10+ years TV news management/reporting experience seeks challenging news management or reporting position. 513-651-2956.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Energetic minority producer/director/technical director. 9 years experience. I know DVE, ADO, Quantel, Grass Valley and Ampex switchers. Comfortable with news and studio/field production. Major market experience. College degree. I seek challenging directing or technical position with station or production facility. Long or short term. Call 407-894-4727.

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.

Attention Vidifont users: Graphics V specialist will train your staff in all phases of usage or work with you to design and compose new graphics. Call 203-271-3401 and leave message.

Audition tapes and resume: Learn what news directors want and don't want. Send \$3.00 to Bill Slatter and Associates, 514 South Union St., Natchez, MS 39120.

The Hot Sheet: Broadcasting's most comprehensive job-listings journal! Published twice weekly. Now in our sixth year! FREE written demo tape evaluation for all subscribers. Media Marketing, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Suncoast production paradise! Seeking operational manager, producer/director, program host, and videographer/editor. Commercials, sports remotes, music video, syndicated programming. Media Marketing, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

CABLE

MISCELLANEOUS

Video tape shows everything! "Start Your Own Local Cable TV Advertising Business" for under \$15,000. NO LICENSE REQUIRED. Channels available everywhere! \$49.95 VISA/MC/COD: 918-647-2337.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Journalism: Search extended. Assistant/Associate Professor, tenure track position, starting Sept. 1990. Salary commensurate with qualifications and experience. MA required. Radio and television experience and teaching experience preferred. Will teach courses primarily in introductory and advanced broadcasting, secondarily in other mass communications areas of interest and need. Will also serve as faculty advisor to student media. Submit letter of application, current resume, three letters of recommendation, and official transcripts to Mary Jean Land, Department of English, Georgia College, Milledgeville, GA 31061. Applications accepted until February 15 or until position is filled. Georgia College is an Affirmative Action, equal opportunity employer.

HELP WANTED MANAGEMENT

Business manager II: KUAT-TV/AM/FM is looking for a Business Manager II. Responsibilities include the coordination and preparation of the annual budget for each of the five division departments; the reporting and maintenance of that budget, management of the Administrative Services department, liaison between the division and University for personnel and business matters, adherence to outside regulations and rules (federal or agency) with respect to grants, contracts and employment practices. Minimum qualifications: A Bachelor's Degree in Accounting, Business Administration or related field and three years budgeting and accounting experience. Preferred qualifications: Three years experience in management activities with emphasis on budget preparation, management information systems and personnel matters. Classified staff position, grade 19. Minimum salary \$28,136. Usual University of Arizona benefits. An official University of Arizona application is required (resumes will not substitute). Closing date: February 16, 1990. Send application to: Employment Office, University of Arizona, 1717 East Speedway Blvd., Tucson, AZ 85719. The University of Arizona is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Sales reps: Testing equipment. International mfg. of sophisticated audio system and network testing equipment needs reps throughout the US. Proven track record with broadcasters required. Reply to Box A-39. EOE.

Sales champion wanted: Utah Scientific, a Dynatech Broadcast Group company and a leading manufacturer of switching and control systems for the broadcast and teleproduction industry is seeking a top notch sales engineer for the California region. This is an excellent opportunity for an ambitious, bright, tenacious, and resourceful sales person to excel with one of the fastest growing and most successful companies in the industry. We are looking for a champion, not just a winner. Please send your resumes to the Director of Sales, Utah Scientific, Inc., 4750 Wiley Post Way, Salt Lake City, UT, 84116 or call 1-800-453-8782 for more information. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent. New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilwaco 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.

Getting a new news or interview set? Sell us your old one. Send VHS or 3/4" tape to PO Box 555, Columbus, OH 43216.

Want to purchase used Motorola AM stereo system. Contact Daryl Hodges, PO Box L, Elizabethtown, KY 42702. Phone 502-769-1400.

Immediate need of two 20 or 25 Kw FM transmitters. Pat Demaree. Telephone 501-521-5566. Fax 501-521-0751.

I buy used broadcast and industrial video/audio/RF equipment. Call Purchasing Department, 818-845-1999.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50Kw AM Harris MW50A (1980), like new. CCA-AM 50,000D (1976), excellent condition. Transcom Corp. 215-884-0888. FAX 215-884-0738.

FM transmitters CCA 28,500 (1980) Harris FM20K (1980), CCA FM 20,000DS (1972), RCA BTF20E (1976), 3.5Kw McMartin (1985), 5Kw Gates FM 5G(1967), RCA 5D (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

1Kw AM transmitters: Harris SX-1 (1985), Sparta SS1000 (1981), Collins 20V3 (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

5/10 AM transmitters: Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (197681), Gates BC-SP2 (1967), McMartin BA2, 5k (1981). Transcom Corp., 215-884-0888, Fax 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam: \$4.99. 3/4" - 20 minutes: \$5.99. 3/4" - 60 minutes: \$8.99. 1" - 60 minutes: \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427

HL-79EAL with CCU, cable, tripod and head \$15,000.00. Sony BVW-40 \$12,000. Palitex Abner. HL-79D \$6,500. Abekas A-52. \$19,000. Sony BVW-75. \$28,000. RCA TK-29B film camera. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts. 919-977-3600.

Farinon 12/13 Ghz microwave systems. Tuned and tested on your frequency. Transmit-receiver package. \$4995.00. Audio subcarriers, dishes and waveguide also available. Maze Broadcast. 205-956-2227.

Equipment sale. Microwave, transmitters, studio, and production. America's oldest used equipment broker. Maze Broadcast. 205-956-2227. Fax 205-956-5027.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Exchange National Funding. 214-422-5487.

Save on videotape stock. We have 3/4 & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, toll free, 800-726-0241.

Sony 2550 video switcher w/chromakeyer. MXP-29 audio mixer, monitors and much more. Equipment like new. Call Dave, 509-536-6364.

6.5/7 Ghz MRC portable video microwave system available for short term rentals. Contact Don Holloway. 818-506-1374 or Fax 818-506-0902.

Andrew channel 30 UHF antenna: ATW24G-3 HSS-30 skull pattern 0.75 degrees beam tilt, sidemount. Antenna was in operation less than 6 months, \$50,000.00 Installation and testing available for additional charge. 800-635-5608.

Sony VO 9600 - \$3,000. Mint condition. About 20 hrs. Must sell. We'll ship. 317-643-1710.

6-1/8" 75 Ohm rigid transmission line. 900+ feet Cablewave in 19.5 sections. Systems includes: 84 Spring hangers, 14 horizontal hangers, 2 bulkhead fittings, 1 gas barrier, 10 90-degree elbows, 1 75-50 transformer and nitrogen gassing system. Line was in use less than 6 months and is in excellent condition. \$45,000.00. Installation and RF sweep available for additional charge. 800-635-5608.

Automated cable ad insertion equipment. 3 complete systems each with: 4 channels random P.O.D. 1 channel ROS, verifier, Wegener and line cards, black boxes, modems, 3/4" Sony VP 5000 tape machines, racks, etc. Excellent condition. Call 919-968-8480.

Ikegami HL95B: With Fuji lens, gen lock board, case, low hours. Perfect condition. \$12,000. Call Scott. 804-253-0050.

Comark UHF transmitter: CTT-U-25MX 25 Kw. IF Diplexed transmitter currently tuned to ch 30. Can be retuned. System includes: Exciter, control cabinet, NWL beam supply, high voltage controller, heat exchanger, pump, water reservoir, Paschel automatic voltage regulator, Intermod and Harmonic filters, four port patch panel, dummy load. Control Concepts surge protector, electrical boxes, racks and plumbing. System was in use 6 months. Complete for \$150,000.00. Installation available at additional charge. 800-635-5608.

At BCS, your Broadcast Store, you buy smart. Used with warranty, in stock, installation available. Grass Valley: 1600-1X, or 1L, 3K, 3H, 3G, and more on sale: 1600-3K or 1600-3H: \$15,000. Sony: BVH-2500, 1100A, BVU-950, 850, 800, 110, 50, BVW-75, 60, 40, 10, 30, 3A, BVV-1A. On sale: BVW-10: \$6800, BVV-1: \$2100, BVU-50: \$900. Ampex: VPR-80, VPR-1C, Century AVC-21, AVC-330. On sale: VPR-1C 1" VTR for \$7500. CMX: 3600, 340X, 340. On sale: 3400A: \$24,000. Routing switchers: 3M 6600E 40x20, Hedco 12x12, GV 20x10. Also TBC's, DA's, DVE (from \$7200), Generator's, etc. Teleceni: Rank IIIC loaded, Cohu, Zeimark. Transmitter: VHF ch5 100W EMCEE \$11,500-. FM 100W Harris MX15. BCS has thousands of good equipment in stock, so SAVE and CALL Main Store, Burbank, CA. 818-845-7000. In New York: 212-268-8800.

43' Gertenslager trailer with Peterbuilt Cab/over (with sleeper) and ALL EQUIPMENT for full line TV Production. \$385,000. Call 813-535-5622.

RADIO

Help Wanted News

News Anchor News Producer

We're looking for two new key members of our news and information broadcasting staff - a creative, knowledgeable anchor/host and an experienced, imaginative producer - to develop a new 9:00 to 11:30 a.m. news program for our four-station news and information network.

Using the resources of one of the nation's largest radio newsrooms, reporters at stations/bureaus throughout the state, an outstanding, computerized production center and the programming available from public radio networks, the BBC and other satellite sources, these two individuals will be responsible for the creation and production of a Monday-Friday news program designed to do what public radio news and public affairs programming does best - inform and enlighten an intelligent audience by mixing the most timely, captivating and even challenging coverage and discussion with a lively presentation style.

Send a one-page letter of introduction with your thoughts about public radio news programming, a resume and audio cassette demonstrating some of your work. Write:

Human Resources/AM
Minnesota Public Radio
45 East Seventh Street
St. Paul, MN 55101

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted News Continued

UNISTAR RADIO NETWORK, INC.

a major innovator in the network radio industry, is seeking qualified, creative, hardworking newsmen to staff its newly expanded news operation at a state-of-the-art electronic news facility currently under construction in our Arlington, VA Bureau. Network or major market experience preferable. Openings will be available in the following areas:

**NEWS ANCHORS
NEWS EDITORS
PRODUCERS
ASSOCIATE PRODUCERS
MAINTENANCE TECHNICIANS**

Qualified individuals are invited to send resumes (with salary history) and tapes in confidence to (no phone calls, please):

Unistar Radio Networks, Inc.
1440 Broadway
New York, NY 10018
Attn: Dept. ANB
An Equal Opportunity Employer, M/F

UNISTAR

Help Wanted Sales



**GENERAL
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MANAGER**

COOL 105.9 WOCL-FM, Orlando's Oldies powerhouse is looking for strong leader and motivator with established success record in radio sales management. An exceptional opportunity in one of the hottest, fastest growing markets. Join a young, progressive broadcast group. Contact or rush resume to Garry Eaves, General Manager, COOL 105.9, 2101 State Road 434, Longwood, Florida 32779.

An equal opportunity employer.

Help Wanted Programing Production & Others

WANTED Executive Producer

For Nationally Syndicated Radio Show
This new live two-hour daytime program combines talk, entertainment and "news you can use" information into an exciting and upbeat new format.

The host is a well-known
Radio and TV personality
with network credentials.

The show is produced from Orlando, Florida
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The successful candidate
will have extensive experience
in booking top name guests,
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and the creative abilities essential
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talk-radio show in the country.

Please send resume and salary requirements
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If your style is bold and your concepts
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Seeking an aggressive producer for
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3-5 years experience required.

Send tapes and resumes to:

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KDKA-TV 2

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HELLO?

California 9 is looking for you.

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If this is you, you should write us. We are launching the nation's first three-hour primetime newscast. We carry the Los Angeles Lakers and are building an impressive program schedule backed by solid, creative promotion. We offer a salary commensurate with experience and an excellent benefits package.

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Help Wanted Programing Production & Others Continued

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Commercial production unit of network affiliate is seeking an individual to write commercial copy, corporate video scripts, and industrial presentations and assist in their production. Qualified applicants will have a degree in Communications, English or Journalism and will possess basic production skills as well as a minimum of two years experience in advertising, public relations or teleproduction.

Send resume to:
CW - BRD

Personnel Department
P.O. Box 77010
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An Equal Opportunity Employer.

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TELEVISION TECHNICAL DIRECTORS

QVC is just three years old and, with the recent acquisition of a major competitor, already the nation's largest and most successful televised cable shopping company. Our shopping programs reach 32 million homes, and 1990 sales are projected to be nearly \$1 billion.

The reasons for our success are in our name:

Quality, Value, Convenience.

We are continuing to grow rapidly. Our aggressive expansion plans start with a second cable channel to be launched in early 1990. We have immediate opportunities for Technical Directors with LIVE television broadcasting experience, at our headquarters in the Delaware Valley, about 30 minutes west of Philadelphia.

You will work with state-of-the-art camera robotics. The successful candidates must have solid experience in a live broadcasting environment and an in-depth knowledge of the Grass Valley Production Switchers.

If you feel you have the technical skills plus the commitment to excellence we are looking for, please send your resume and salary requirements to: Marlene Becker, QVC Network, Goshen Corporate Park, West Chester, PA 19380. Resume fax 215-344-3150. An equal opportunity employer, M/F.



Quality Value Convenience

Help Wanted Management

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National award-winning station looking for a multi-talented professional. Duties include position on executive committee, talent for specials and reporter/producer of three community affairs features per week to air in newscasts.

No Phone calls. Send tape and resume to
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Network affiliate is seeking an Account Executive to handle an existing list as well as aggressively securing new business. Qualified applicants will have a minimum of three years media sales experience and demonstrated ability to develop new business. Send resume to:

AE - BRD
Personnel Department
P.O. Box 77010
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Telecom Broadcasting, Inc. (T.B.I.), a leader in the Satellite Communications Service Industry, is seeking a hands-on Marketing Director.

3-5 years experience and knowledge of the racing, sports and entertainment industry required. Responsibilities will include planning and implementation of a comprehensive marketing strategy for the 1990's. Administrative and organizational skills a must.

Please send your resume with cover letter and salary history to

Mrs. Helen Hunter
Telecom Broadcasting, Inc.
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Excellence in training, promotions,
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Steve - 404-594-7350.

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Phenomenal response to the industry's telephone book forces us to create an additional sales position.

If you would like to join our dynamic team and have at least two years experience in the broadcasting industry, we'd like to hear from you.

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As a result of continuing dynamic growth, AFA is expanding its project engineering staff.

A.F. Associates is an acknowledged leader in the design, engineering and fabrication of advanced television facilities for the industry's most prestigious clients. We have built more major facilities for networks, cable, large corporations and the entertainment field than probably all of our competition combined.

We are seeking talented and experienced systems engineers to join our dedicated staff of professionals, and become involved in a number of exciting and challenging projects.

AFA offers a dynamic, yet "small company" work environment, located in suburban New Jersey. As part of Video Services Corporation, we offer unique growth potential in the industry's fastest growing group of high-tech companies, as well as a comprehensive package of benefits.

Candidates should have at least five years of broadcast systems engineering experience, including design of advanced video, audio and communications systems.

An EE or other applicable degree is preferred.

Positions are open immediately for the right candidates.

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Mr. Eugene Hammerle, Director of Engineering



A.F. ASSOCIATES INC.

100 Stonehurst Court, Northvale, New Jersey 07647-2487

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As the nation's second largest community college district, we provide a very competitive entry-level salary range with an excellent benefits package.

FACULTY POSITION - MOTION PICTURE/TELEVISION Scottsdale Community College

This occupational area requires a minimum of an AA degree/64 semester hours with at least 5 years of directly related occupational experience OR a BA with at least 3 years of directly related occupational experience OR a MA which includes 24 semester hours of upper division and/or graduate credit in the field to be taught. Master's degree or higher preferred. Experience in both TV classroom and production instruction. Must be able to work with a diverse group of professionals in building a young program. Classroom courses include Fundamentals of Radio & TV, Script Writing, Broadcast Advertising & Continuity Writing. Production courses include Television Techniques, Studio Production, Broadcast Production, Radio-TV Announcing, Directing, and Editing.

ENTRY LEVEL SALARY RANGE: \$24,084 - \$41,136

The required faculty application form and a complete set of unofficial copies of transcripts which show degree(s) conferred and dates degree(s) were conferred must be received by the district Employment Office and clocked in by 5pm on 2/27/90. To request a faculty application form, call (602)392-2164. Maricopa Community Colleges, District Employment Office, P.O. Box 13349, Phoenix, AZ 85002-3349. AA/EOE.



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\$1,500,000
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FEBRUARY 5—
STATION/CABLE
TRADING REPORT



EARLY DEADLINE NOTICE

Due to the Monday holiday
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Deadline for
Classified Advertising
in the issue of February 26
is Friday, February 16.

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this rate-card. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Changes at CBS-owned WCAU-TV Philadelphia: **Steve Cohen**, VP and general manager, resigns to pursue other interests. Cohen had been with WCAU-TV since August 1983.

Eugene Lothery, VP of programming, CBS Television Stations Division, New York, succeeds Cohen. **Carl Wenhold**, VP, finance, CBS Television Stations Division, New York, named VP, station manager.



Lothery



Mitsch

Darelyn Mitsch, general sales manager, WRDU(FM) Wilson, N.C. (Raleigh), joins WWMG(FM) Shelby, N.C. (Charlotte), as VP and general manager.

Jeff McGrath, VP and station manager, WEHS(TV) Aurora, Ill. (Chicago), named president, HSN Communications, Aurora, Ill.-based group owner of 11 TV's.

Ned Horton, general sales manager, WRLT(AM) Madison, Tenn.-WRLT-FM Franklin, Tenn. (Knoxville), named general manager.

Don Robertson, general manager, KRIA(AM) Terrell Hills, Tex. (San Antonio), joins WLSY-AM-FM Louisville, Ky., as general manager.

Bill Wise, operations manager, WIOD(AM)-WGTR(FM) Miami, joins simulcast WYAY(FM)-WYAI(FM) Gainesville, Ga. (Atlanta), as station manager.

Lorin Palagi, program director, WRQX(FM) Washington, adds duties of operations manager.

Susan E. Holden, controller, Price Communications, New York, named VP.

Mary Ellen Nunes, executive assistant, Albimar Communications, Washington, named VP, business affairs.

David Leonard, Rocky Mountain regional VP, United Artists Cablesystems Corp., Denver, joins Swedish Cable and Dish, Vasteras, Sweden, as managing director.

Jerry Rogers, president and general manager, WSGA(AM)-WZAT(FM) Savannah, Ga., resigns to build FM station in that market; call letters and format have not been announced.

Robert J. Lewis, senior treasury associate, corporate financing, Hearst Corp., New

York, named assistant manager, treasury/finance group.

Sales and Marketing

Appointments at Seltel: **L. Donald Robinson**, former president and CEO, Media General Broadcast Services, New York, to same capacity; **Steven Feys**, account executive, WDCA-TV Washington, to same capacity, Chicago; **Drew Camerota**, account executive, WWTV(TV) Boston, to same capacity, Philadelphia; **Mark Miller**, account executive, WCHS-TV Charleston, W.Va., to same capacity, Charlotte, N.C.

Ron Hawkins, senior VP, executive creative director, Hal Riney & Partners, Chicago, joins DDB Needham there as senior VP, group creative director. **Bob Taylor**, VP, creative director, Hal Riney & Partners, Chicago, joins DDB Needham there as senior VP, creative director, executive art director.

Appointments at Bozell Inc., Dallas: **Nancy Buffington**, broadcast business manager, Backer, Spielvogel, Bates, Columbus, Ohio, to manager of broadcast business affairs; **Mark Wright**, media planner, to media

supervisor; **Rob Markus**, media planner, Leo Burnett, Chicago, to media supervisor; **Jennifer Bolt**, assistant media planner, to media planner; **Barry Weeter**, assistant media planner, to media planner; **Terry Bazzone**, media planner, Bloom Agency, Dallas, to same capacity; **Linda Dysart**, media planner, Tracy-Locke, Dallas, to same capacity; **Daniel Russell**, assistant media planner, NW Ayer, New York, to media planner; **Nina Horn**, sales assistant, Blair Television, to assistant media buyer; **Robert Hoskins**, recent graduate, Texas Tech University, Lubbock, to assistant media planner; **Ingrid Ocanas**, intern, Texas Art & Media, Fort Worth, Tex., to assistant media planner; **Stacey deLarios**, intern, US Creative, Austin, Tex., to regional buying office coordinator.

Appointments at Katz: **Karla Barton-Segale**, sales executive, TeleRep, Seattle, to manager, Seattle sales office; **Jorge Calvo**, assistant buyer, Backer, Spielvogel, Bates, New York, to sales executive, Miami; **Jodi Rogaway**, manager of religious advertising sales, Katz Continental, Los Angeles, to manager, Portland sales office.

Carol Meyer, associate creative director, Allen London Advertising, West Caldwell, N.J., joins Creative Marketing Alliance,

Broadcasting

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1705 DeSales St., N.W., Washington, D.C. 20036-4480

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Name _____ ☐ Payment enclosed
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 Address _____ Home? Yes ☐ No ☐
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations ☐ Yes
 (required) ☐ No

For renewal or address change
place most recent label here

Distinguished service. Bill Smullin, chairman and founder of California Oregon Broadcasting Inc. (COB), Medford, Ore.-based group owner, has been named recipient of the National Association of Broadcasters' 1990 Distinguished Service Award.

The award, which was established in 1953, is given yearly to a person "who has made a significant and lasting contribution to the American system of broadcasting."

Smullin began his broadcasting career in May 1933 when he and a partner built KJEM(AM) Eureka, Calif. (BROADCASTING March 27, 1944). Today COB owns two AM's, one FM and five TV's. He is founding member of both California Broadcasting Association, Sacramento, and Oregon Broadcasting Association, Portland.

Smullin is a former NAB television board member. His daughter Patsy, who is president of COB, is currently a member of the TV board.

"A true innovator and broadcast pioneer, Smullin has dedicated his life towards making small market broadcast outlets all they can possibly be," said NAB Joint Board Chairman, Lowry Mays.

The award will be presented on March 31, during the opening luncheon of the NAB's annual convention.



tional Partnership there as president and CEO. MLBIP is joint venture among Major League Baseball, NBC and Pascoe Nally Inc., British sports marketing firm. Group will be involved in broadcast rights, product licensing, publishing, sponsorship, amateur baseball and overall development of baseball outside North America.

James Veres, VP of drama development, Columbia Pictures Television, Los Angeles, named senior VP, drama development.

Sharon R. Rehme, director, sales administration and operations, ABC Video Enterprises, New York, named VP, sales and operations, ABC Distribution Co. there.

Stacy Smith-Ehrenhalt, director of development, New World Television, Los Angeles, joins Cosgrove-Meurer, Burbank, Calif., in same capacity.

Appointments at Harmony Gold, Los Angeles: **Alessandro Tasca**, senior VP, production, to president, production; **Jill Nyren**, director, post-production/distribution services, to VP, production; **Gerard Shadrack**, manager, post-production/distribution services, to director of distribution services.

Michael H. Klein, VP, pay per view, Spectradyn, Richardson, Tex. (Dallas), joins Comsat Video Enterprises, Los Angeles, in same capacity.

Jacqueline Tiedemann, senior accountant, Deloitte, Haskins & Sells, New York, joins Showtime Networks Inc. there as director, procedures and control.

Appointments at The Weather Channel: **Edward Byrnes**, Eastern region sales manager, New York, to Eastern division sales manager; **Norman Zeller**, regional sales manager, Detroit, to East-Central division sales manager; **Frank Garland**, Central and Western region sales manager, Chicago, to division sales manager; **Robert Mahon**, associate sales manager, Chicago, to Central regional sales manager; **Dan Mohler**, account manager, Los Angeles, to Western regional sales manager.

Michael McMurray, research analyst, Worldvision Enterprises, New York, named research manager.

Philip Burton, independent filmmaker, New York, joins MacNeil/Lehrer Productions there as executive producer, *C. Everett Koop, M.D.*, prime time medical series to air on NBC.

Russell C. Hodge, senior producer, *McLaughlin*, CNBC, Fort Lee, N.J., joins WTTG(TV) Washington as producer, *Off The Record*, new weekly political program.

Rodney Triplett, sports producer, director and writer, Turner Broadcasting, Atlanta, joins Mizlou Sports News Network, New York, as coordinating studio producer.

Karie Ross, anchor and feature reporter, ESPN, Bristol, Conn., joins Mizlou Sports News Network as studio anchor.

Bob Wenokur, assistant manager of film facilities, Samuel Goldwyn Co., Los Angeles, to manager, film facilities.

Christopher Palmer, VP, National Audubon Society, Washington, named president of newly formed National Audubon Society Productions there.

Princeton Junction, N.J., as creative director.

Erle Younker, VP and general manager, WGFX(FM) Gallatin, Tenn. (Nashville), joins KCBS(AM) San Francisco as general sales manager.

Lee W. Jamison, national sales manager, KMEL(FM) San Francisco, named general sales manager.

Rhoda Bohrer, general sales manager, WCOD-FM Hyannis, Mass., joins WGIR-AM-FM Manchester, N.H., in same capacity.

Terry Peters, sales manager, WMLI(FM) Sauk City, Wis., joins WOLX(FM) Baraboo, Wis., as local sales manager.

Appointments at WHEC-TV Rochester, N.Y.: **Steve Arvan**, local sales manager, to national sales manager; **Marianne Frasier**, national sales coordinator, to account executive; **Elaine McShane**, local sales assistant/research specialist, to national sales assistant.

Dianne Sullivan, national sales assistant WLVI-TV Cambridge, Mass. (Boston), joins WFXT(TV) there in same capacity.

Diane Dyer, account executive, KTFM(FM) San Antonio, Tex., joins WWWB(FM) High Point, N.C., as marketing consultant.

Appointments at Community Broadcasting Service (WABI(AM)-WYOU-FM-WABI-TV) Bangor, Me.: **Joyce Fournier**, sales assistant, regional sales, to sales coordinator, WABI-TV; **Cynthia Corbin**, regional account executive, WABI-TV, to sales supervisor, regional sales, WABI-TV; **Mike Young**, assistant sales manager, radio, to sales manager, WABI(AM)-WYOU-FM; **Fred Morse**, local sales manager, to statewide sales director.

Dana Hayes Jr., media buyer and planner, Leo Burnett Co., Chicago, joins The Weather Channel there as ad sales representative.

Jay Rosenthal, account executive, MMT Sales, New York, to same capacity, Petry there. **Julie Winter**, account executive, MMT Sales, Los Angeles, to same capacity, Petry there.

Denise Campbell, local sales manager, WVAZ(FM) Oak Park, Ill. (Chicago), joins

WTMX(FM) Skokie, Ill. (Chicago), as account executive.

Programing



Suter



Bartee



Salomon

Reha Salomon, executive assistant, to manager, administration.

Francis J. Heffron, dean, college of business administration, Fordham University, New York, joins Major League Baseball Interna-

Appointments at MCA TV International, Universal City, Calif.: **Ron Suter**, manager of sales, MCA TV Canada, Toronto, to VP and general manager, MCA TV Canada; **Alberta Bartee**, manager, international product services, to VP, product services;

Continuing

President Bush announced his intention to reappoint Malcolm S. Forbes Jr. as chairman of the Board for International Broadcasting. Forbes, 42, is president of Forbes Inc. and deputy editor-in-chief of *Forbes* magazine. He originally joined BIB in 1983 and was named its chairman in September 1985.

Stephen Porter, marketing manager, Information Line, Atlanta, joins Graff Pay-Per-View there as director, Southeast Region.

Michael J. Spano, director of sales, TKR Cable, Warren, N.J., joins Cablevision Industries, Liberty, N.Y., as director of sales and telemarketing.

Victor Shaffer, VP of marketing, Campus Network, former parent company of National College Television, New York, named senior VP, general sales manager, NCTV.

Patricia Miller, affiliate representative, Group W Satellite Communications, Stamford, Conn., to senior affiliate representative, Southeast region. **Susan Ridenour**, affiliate representative, Group W Satellite Communications, Stamford, Conn., to senior affiliate representative, Great Lakes region.

Tricia Oliver, special market sales executive, United Video, Tulsa, Okla., named sales executive. **Pam Contu**, affiliate representative, United Video, Tulsa, Okla., named special market sales executive.

Gene Steinberg, program director, KMSP-TV Minneapolis, adds duties of operation manager.



Cooperstein

Matthew Cooperstein, program/promotion manager for KNXV-TV Phoenix, joins KCAL(TV) (formerly KHJ-TV) Los Angeles as director of programming.

John Evans, acting program director, KIOI(FM) San Francisco, named program director.

Larry Ryan, air personality, WUSN(FM) Chicago, joins WOKY(AM) Milwaukee as program director.

Dick Bailey, consultant, noncommercial WQED-FM Pittsburgh, joins noncommercial WGUC(FM) Cincinnati as program director.

Myrna Jane Jaspán, program coordinator, WDRB-TV Louisville, Ky., named program manager.

Lee Stevens, production director, WRLT(AM) Madison, Tenn.-WRLT-FM Franklin, Tenn. (Knoxville), named program director. **Jim Eskew**, morning air personality, WRLT-AM-FM, adds duties of production director succeeding Stevens.

Ron Ellis, air personality, WQIK-AM-FM Jacksonville, Fla., named program director.

Keith Bilbrey, country radio and television personality, named host, *Country America*, live, nightly call-in request and celebrity interview program, TNNR, Nashville.

Ed Carter, production assistant, *What's In*, daily series of 10-minute programs for college-age listeners in Japan, noncommercial KPBS-FM San Diego, named producer and host.

Doug Blair, air personality, WYTZ(FM) Chicago, joins WKQX(FM) there in same capacity.

Frontline farewell



Judy Woodruff, who has been the anchor of PBS's *FRONTLINE* with Judy Woodruff for six years, will leave the documentary series at the end of the season. Woodruff is leaving to devote more time to her job as chief Washington correspondent for PBS's *MacNeil/Lehrer NewsHour*, and to her family in Washington.

"Judy Woodruff has been an integral part of *FRONTLINE*'s success over the past six years. Her professionalism and standing in the journalistic community have contributed substantially to the respect the series enjoys. She will be missed," said *FRONTLINE* executive producer David Fanning. No decision has been made on a replacement for Woodruff.

Ed Tyll, program director and morning talk show host, WSMB(AM) New Orleans, joins WLUP(AM) Chicago as 9:30 p.m.-1 a.m. talk show host.

Bruce Kelly, former morning air personality, KZZP-FM Mesa, Ariz. (Phoenix), joins KOY-FM there in same capacity.

Robert J. Wussler Jr., Southeast regional sales manager, Genesis Entertainment, Atlanta, joins Turner Program Services, Chicago, as account executive. He is son of Robert J. Wussler, president and CEO, Comsat Video Enterprises.

News and Public Affairs

Art Jordan, assignment director, WFMJ-TV Youngstown, Ohio, named news director. **John Bindas**, producer, WFMJ-TV, succeeds Jordan.

Jeff Scott, 2 p.m. to 6 p.m. air personality, KNJR(FM) Houston, named news director and morning co-host.

Lisa Ritchie, news director, Multi-Local Media, New York, joins WDRE-FM Garden City, N.Y., as news and public affairs director.

Mary Carol Magazini, news announcer, WEZF(FM) Burlington, Vt., named news and public affairs director.

Greg Peterson, sports director, WATE-TV

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Tape leader. Charles Paulson Ginsburg, 69, an engineer for Ampex Corp., Redwood City, Calif., who led the team that developed the first practical videotape recorder, was named to the National Inventor's Hall of Fame last week. Ginsburg joined Ampex in 1951 and was soon working on the VTR project together with Ray Dolby, who would later found Dolby Laboratories in London. By 1954, they demonstrated a working prototype of the machine. It was the center of a great deal of excitement when it was introduced as a product for the first time at the 1956 National Association of Broadcasters convention (BROADCASTING, April 23, 1956). Years later, Ginsburg said that the NAB introduction "turned out, I think, to be a complete surprise to the industry. No one expected Ampex to be the first with the video recorder...At the convention alone we wrote \$4.5 million in orders" (BROADCASTING, June 14, 1971).

The Hall of Fame, located in Arlington, Va., was founded in 1973 by the U.S. Patent Office. Later this year, a new hall will be built in Akron, Ohio. With the selection of Ginsburg and nine others in 1990, it will grow to 85 honorees.



Ginsburg in 1956

Knoxville, Tenn., joins WCIV(TV) Charleston, S.C., in same capacity.

cal engineering, Zenith cable products, named director of engineering.



Ewell

Alveta Ewell, weekend anchor, WAVY-TV Portsmouth, Va., named 6 p.m. and 11 p.m. weekday co-anchor.

Elissa Marra, 6 p.m. and 11 p.m. co-anchor, WFYF(TV) Watertown, N.Y., joins WWNY-TV there as weekend co-anchor.

Ken Malloy, weekend anchor, WMUR-TV Manchester, N.H., joins WJAR(TV) Providence, R.I., as weekend anchor and weekday general assignment reporter.

Cindy DiBiasi, reporter, CBS Radio, Paris bureau, joins WUSA(TV) Washington as health/science reporter. **Jan Fox**, anchor-reporter, WCSH-TV Portland, Me., joins WUSA as general assignment reporter with emphasis on consumer reporting.

Siani Lee, reporter and producer, WTOG-TV Savannah, Ga., joins WMAR-TV Baltimore as general assignment reporter.

Shelly Monahan, weather forecaster, KCRA-TV Sacramento, Calif., joins KING-TV Seattle as weather anchor.

Technology

Jerry Blankenkaker, chief engineer, WLWT(TV) Cincinnati, joins noncommercial WCET(TV) there as director of technical services.

Raleigh Rubenking, assistant chief engineer, WHO(AM)-KLYF(FM) Des Moines, Iowa, named chief engineer.

Timothy Downs, master control/videotape operator, WHLL(TV) Worcester, Mass., joins WPRI-TV Providence, R.I., as operations engineer.

John W. Bowler, VP of operations, Zenith cable products, Glenview, Ill., named president, succeeding **James L. Faust** who joined Scientific-Atlanta, Atlanta, in newly created position of corporate VP, international. **Michael E. Long**, manager of electri-

Promotion and PR



Franz

Katarina Franz, manager, international promotion and publicity, MCA TV International, Universal City, Calif., named VP, publicity and promotion.

Catherine Lewis, senior publicist, trade and industry relations, Showtime, New York, named manager, communications, The Movie Channel, Showtime Networks Inc.

Anna Mark-Squeri, station relations manager, Worldvision Enterprises, New York, named assistant director of communications.

Deborah Wolfer, marketing specialist, American Public Radio, St. Paul, named public relations specialist/publicist.

Rob Ferguson, promotion director, WXYV(FM) Baltimore, joins WKYS(FM) Washington as creative services director.

Allied Fields

Robert Corn-Revere, communications lawyer with Washington law firm of Hogan &

Hartson, joins FCC there as legal assistant to Commissioner James Quello.

John Haring, chief economist, Office of Plans and Policy, FCC, Washington, and chief of OPP under former FCC Chairman Dennis Patrick, joins National Research Associates Inc., Washington-based economic consulting firm, as vice president.

John Tinker, securities analyst, Morgan Stanley & Co., New York-based investment banking firm, joins corporate finance department.

Elected board members, C-SPAN, Washington: **Carolyn S. Chambers**, president, Chambers Communications Corp., Eugene, Ore.; **Jack C. Clifford**, chairman, Colony Communications, Providence, R.I.; **Alan Gerry**, chairman and CEO, Cablevision Industries Corp., Liberty, N.Y.; **Paul F. Harron Jr.**, president, Harron Communications Corp., Frazer, Pa.; **J. Bruce Llewellyn**, chairman, Garden State Cable TV, New York; **John J. Rigas**, president and CEO, Adelphia Cable Communications Corp., Coudersport, Pa.; **James O. Robbins**, president, Cox Cable Communications, Atlanta; **Richard D. Roberts**, president and CEO, Telecable Corp., Norfolk, Va.; **Donald Sbarra**, president, Multimedia Cablevision, Wichita, Kan.

Deaths



Stanwyck in 'The Big Valley'

Barbara Stanwyck, 82, Emmy award-winning actress, died of congestive heart failure Jan. 20 at St. John's Hospital and Health Center, Santa Monica, Calif. Stanwyck's best known television role was that of matriarch Victoria Barkley on *The Big Valley* that ran on ABC from 1965 to

1969. She had her own dramatic anthology program, *The Barbara Stanwyck Show*, on NBC from 1960 to 1961. She appeared on several other programs including CBS's *General Electric Theater*, ABC's *The Untouchables* and the 1983 ABC mini-series *The Thorn Birds*. She won three Emmys, in 1961 for *The Barbara Stanwyck Show*, in 1966 for *The Big Valley* and in 1983 for *The Thorn Birds*.

INDEX TO ADVERTISERS

Accuracy In Media 15 ■ Accu-Weather/Cover 4 ■ Americom/Cover 2 ■ BIA Publications 48 ■ Blackburn & Co. 46 ■ Blair Television 12 ■ Chapman Associates 53 ■ Children's Television Workshop 7 ■ Classified Ads 58-66 ■ Continental Electronics 13 ■ Ted Hepburn Co. 47 ■ MCA-TV/Front Cover ■ Media Venture Partners 45 ■ MLC Uplink and Production Services 43 ■ PaineWebber 49 ■ Professional Cards 55 ■ Services Directory 54 ■ Sony Broadcast Products 18 ■ Video Brokers 14 ■ Wood & Co. 50 ■ Worldvision 5

David Jacobs: The road to 'Paradise'

For almost 15 years, after graduation from the Maryland Institute College of Art in 1961, David Jacobs, creator of *Dallas*, *Knots Landing* and *Paradise*, directed his energies into painting and writing books. "I came very late to television," he says. "I was a painting major in college, and after graduation went to New York to become a painter."

Jacobs's painting career lasted only until 1963, when he started focusing on writing rather than painting. "I'd always had both passions but I thought the painting was first; it turned out it wasn't."

It turned out Jacobs's strength lay in writing, and he went on to publish 10 books, mostly as supplements to textbooks. Topics ranged from how medieval cathedrals were built to a biography of Woodrow Wilson. "I've had a pretty eclectic background," he says.

Jacobs says money was the lure for writing the supplemental texts. "In the 1960's, a lot of us did that because there was a lot of money in supplemental texts—federal money—so I wrote a lot of nonfiction."

By the mid-1970's, however, Jacobs saw some lean times in the freelance writing business due to newspapers and magazines folding and "a lot more freelance writers on the market. It became tougher and tougher to make a living as a writer in New York." It was, curiously, the remarriage of Jacobs's first wife that brought him to California and into the television business. "By 1975, she had married an actor and moved out to California, taking my daughter with her. Since I'd been as instrumental in raising her as she had been, I missed her a lot. After a couple of months I said, well, I'll try it out there. My ex-wife was an agent, so I said at least get me some work."

Thanks to a book Jacobs had written about the New York police department—and much persistence—he got a job at Lorimar on CBS's *The Blue Knight* series, which began a long association with that network, although not the show. His first assignment consisted of rewriting a script for the series. The producers used the script revision he wrote, and as a result, he was offered a staff writer position. The show, which had premiered in December 1975, was canceled in October 1976, four weeks after Jacobs was hired.

His unemployment was short-lived. In January 1977, he left Lorimar to work for Aaron Spelling as story editor for *Family*. Before he left Lorimar, he had accepted a nonexclusive development contract. Jacobs notes that the development deal offered by Lorimar in 1976 is not to be confused with some of the multimillion-



DAVID JACOBS—executive producer, *Knots Landing* and *Paradise*, Lorimar Television; b. Aug. 12, 1939, Baltimore. BFA, Maryland Institute College of Art, Baltimore, 1961; freelance painter, 1961-63; freelance writer, 1963-75; staff writer, *The Blue Knight*, Lorimar Television, Los Angeles, September 1976-October 1976; story editor, *Family*, Spelling/Goldberg Productions, Los Angeles, January 1977-July 1978; executive story consultant and creator, *Dallas*, Lorimar Television, February 1978-May 1978; executive producer, *Knots Landing*, Lorimar, 1979-present; executive producer, *Married: The First Year*, Lorimar, February 1979-March 1979; executive producer, *Secrets of Midland Heights*, Lorimar, December 1980-January 1981; executive producer, *Berenger's*, Lorimar, January 1985-March 1985; executive producer, *Paradise*, Lorimar, 1988-present.

dollar deals signed today. "The development deal was for \$2,000." From that \$2,000 deal came the idea for *Knots Landing*, which Jacobs and Michael Filerman, vice president, development, Lorimar, presented to CBS in September 1977. According to Jacobs, CBS development executives liked the idea, but said: "There's nothing on the air like this. Let's start with something bigger, something that's more saga-like." The word saga immediately made me think of Texas, and *Dallas* is what we turned up with."

Jacobs credits shows like *The Waltons* and *Family* with "paving the way for shows like *Dallas* and *Knots Landing*," by portraying characters who change and grow during the life of the series. "There hadn't been anything like it before, and I don't want to say it took off, but everybody thought it was going to go somewhere."

The series premiered on April 2, 1978,

and by 1980-81 it was the highest-rated series on network television. Jacobs says his involvement with the show was limited to the first season, and adds that had he continued with the project, it might not have reached the level of popularity it did. "There was no conflict, but it was very clear that I had a very different point of view that the executive producer didn't share, and I think the difference between us is exemplified by the difference between *Knots Landing* and *Dallas*. The very things that made *Dallas* a big hit, I didn't like, like the bigger-than-life characters. I like to bring things down to earth."

Soon after *Dallas* captured an audience, a CBS executive retrieved Jacobs's original proposal for *Knots Landing* and asked if the idea could be made into a *Dallas* spinoff. Jacobs said it would be easy, and *Knots Landing* made its premiere in December 1979, a year and a half after *Dallas* premiered. "That was pretty much the 80's for me."

Although *Dallas* and *Knots Landing* rank among the longest-running dramatic series in television history, Jacobs acknowledges that not all of his efforts have been as enduring. In addition to the two successful prime time serials, Jacobs created *Berenger's* for NBC, which lasted two months, and *Secrets of Midland Heights* for CBS, which survived for six weeks.

"The serial form still bothers me in the launching sense because you shouldn't serialize until you have an audience. That's why there was a glut in the last decade, because shows like *Emerald Point*, *Flamingo Road* and *Berenger's* all came on as serials, and that's a lot to ask of an audience. They were already watching, in droves, *Dallas*, *Knots Landing* and *Dynasty*. Even as I was doing some of the shows like *Secrets of Midland Heights* and *Berenger's*, I was very worried that we were glutting."

By the mid-1980's Jacobs decided not to do any more serials, and when *Berenger's* went off the air in March 1985, "I decided not to do anything else until it was a project I really wanted, a family show for 8 p.m. I didn't get to do it until *Paradise*, which premiered in 1988."

Although the series usually falls in the lower ranks of series overall, it has improved CBS's performance in the Saturday 8-9 p.m. time period, and regularly finishes second. Jacobs thinks the show would perform better on any other night. "*Paradise* is a show that appeals to a suburban audience, and that's what you don't have on Saturday night."

Despite having given up the paints and brush—Jacobs says he hasn't painted since 1963—he keeps his artistic skills sharp with photography. "It's a lot more immediate," he says, "like television."

NBC Television last Thursday announced consolidation of all marketing functions in company under John Miller, named executive VP, marketing, NBC television. Miller, who will report to Pier Mapes, president, NBC television network, said that reorganization will better serve network's "constituencies and clients," including advertisers, viewers and affiliates. Miller, who will relocate to East Coast, will now also have reporting to him: Alan Cohen, VP, network marketing; Bill Fouch, VP, affiliate marketing, and Ronald Kos, VP, client marketing. Miller will also continue to oversee advertising and promotion for entertainment, sports and news divisions.

Senate Communications Subcommittee Chairman **Daniel Inouye** (D-Hawaii) **says he will move his children's TV legislation within next two months.** In statement released last week, Inouye said he will not let bill "languish." Measure is being opposed by National Association of Broadcasters and networks.

Special report to Congress on "Alcohol and Health" compiled by U.S. Department of Health and Human Services concludes that **"research has yet to document a strong relationship between alcohol advertising and alcohol consumption."** And although study found alcohol to be "ubiquitous and taken for granted" in television programming, it also found "little conclusive evidence that television's portrayal of alcohol affects viewers' actual consumption."

Rick Dees Weekly Top 40 has moved to Unistar Radio Networks. Four-hour weekly countdown program had been distributed by DIR Broadcasting. Move comes amid reports that DIR Broadcasting is on brink of filing for bankruptcy. DIR acquired program licensing rights in 1986 for undisclosed amount reported to be about \$10 million-\$12 million. According to industry sources, Dees countdown show represented 70%-75% of DIR's revenue. Company officials did not return phone calls last week.

Windfall of clearance commitments for MCA TV coming out of NATPE convention in New Orleans, with firm go proclaimed for weekly first-run sitcom *What A Dummy* and previously announced green light for late fringe strip *My Talk Show*, both for fall 1990 release. Half-hour *What A Dummy* has reached 70% coverage, placed in 28 of top 30 markets. (Seven Fox O&O's account for 22%.) *My Talk Show* just added top-ranked New York market with WPIX-TV added to carriage list that includes KTLA-TV Los Angeles and WFLD-TV Chicago. Total clearances for *My Talk Show* are 79 stations, representing 77% national coverage. Dallas and San Francisco are only two top-10 markets that have not committed to carrying half-hour Second City talk show sendup.

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

Association of Maximum Service Telecasters is taking considerable self-satisfaction in FCC's decision to include 1980 VHF drop-in proceeding among 15 rulemakings it was abandoning because they had grown "stale" with "time and related

Violence up on Saturdays, says Gerbner

A new study released last week on Capitol Hill says violence continues to be a mainstay of prime time television and the amount of violence on Saturday morning children's programs has even risen.

The report covers TV shows from 1986 to 1989 and was conducted by George Gerbner of the Annenberg School of Communication, University of Pennsylvania, and Nancy Signorielli of the University of Delaware's department of communications. The results were unveiled at a press conference convened by Senator Paul Simon (D-Ill.).

Simon has been trying for several years to pass legislation aimed at curbing violence on television. He feels the study's findings will enhance the prospects for passage. He is the author of a bill that would grant a three-year antitrust exemption to the networks, local stations, cable and the Hollywood production community so they can get together and establish voluntary guidelines reducing the amount of violence on television.

The House legislation deals only with violence, and the lower chamber has said it will not support the Senate amendments. A House-Senate conference has yet to occur, but Simon told reporters he was optimistic that the differences can be worked out.

According to the report, which looked at children's programming from 1986 to 1989, children watched more than 25 acts of what Gerbner describes as "humorous" violence per hour. Among the other results: seven of 10 prime time network dramatic programs and nine out of 10 weekend daytime children's programs "use violence as a dramatic staple." The number of violent acts in prime time remains between five and six per hour. "About half of all major characters are involved in violence and 10% in killing, as they have been since the first violence profile was prepared at the Annenberg School in 1967."

In comparing the three networks, the study found that ABC "surpassed its own average on the violence index in 1986; CBS was above its 22-year average in all three recent seasons; NBC went below its 22-year average in two of the three most recent seasons."

market changes" (see page 42). "MST congratulates its many past and present directors and members who made this victory possible," said MST President Margita White in memo to MST membership. "Without their perseverance, over 100 VHF stations might have been dropped in over the years. Thanks to MST's vigilance, time and market changes had an opportunity to prove that diversity could thrive without sacrificing the technical integrity of our television system."

General Electric said last week that NBC in 1989 had a "good increase in operating profit, despite somewhat lower revenues because of no counterpart to the 1988 Olympics." First Boston securities analyst Jessica Reif, issued report last week estimating 1980 NBC television network revenue of \$3,025,000,000, and operating income of \$340 million. Reif estimated that NBC's owned TV stations had revenue for year of \$675 million, and operating income of \$280 million. GE itself closed out year with 5% revenue increase, to \$16.2 billion, and 16% net earnings jump, to \$3.9 billion.

As of late last week **SCI Television was near completion of working out problems with bondholders and other creditors.** Company had received required percentage of tenders from two classes of bond holders but was still roughly 10% shy of required tenders in third class, 16½ senior subordinated

debentures. Company is expected to argue in Delaware bankruptcy court tomorrow (Jan. 30), that exchange "workout" with bondholders eliminates need for court to get involved in company's affairs. Court involvement is being pressed by certain bondholders who filed last November, arguing that group owner should be liquidated.

British Satellite Broadcasting has arranged more than \$1.4 billion in financing toward planned spring launch of multi-channel direct broadcast venture. Rights issue for \$720 million is being backed by BSB shareholders, while Barclays Bank is leading international bank group in offering additional \$720 million project loan to BSB, bringing total investment in venture to more than \$2 billion, bulk of which will end up going to U.S. studios for programming and to U.S. satellite manufacturer and launcher. There was no news, however, on 36.6% shareholding of Australian businessman Alan Bond, who is looking to sell all or part of his leading stake in BSB. Other top shareholders include UK broadcaster Granada Group, publisher Pearson & Chargeurs of France.

USA Network has won significant victory in breach-of-contract suit it brought against Jones Intercable. U.S. District Court Judge Kenneth Conboy in New York granted USA's motion for summary judgment that Jones's elimination of USA programming from two-thirds of Jones's systems on Oct. 3, 1988, and from remainder of its systems by beginning of 1989, constituted breach of contract. Conboy, who interpreted agreement as requiring that USA network be provided to at least 75% of Jones cable systems' subscribers, ruled that breach extended through Dec. 31, 1990. Conboy's decision regarding final one-third of Jones's cable systems was consequence of disclosure that letter Jones had sent USA to terminate agreement as of Jan. 1, 1989, had been backdated. Jones, in letter to USA that was purportedly dated Aug. 1, 1988, terminated agreement in response to USA's announcement, on June 28, 1988, of rate increase. Contract permitted cancellation within 30 days of notice of rate in-

crease. But Conboy said documents filed by USA showed that letter had been drafted on Aug. 9, 1988, and mailed day later—and that both letter and postage-meter stamping date had been backdated. USA General Counsel Steve Brenner declared Conboy's order victory, and said company is calculating amount it will seek in trial to be held on damages. Total, he said, would be substantial. Jones issued statement expressing disappointment "with the court's decision and its interpretation of the contract language." But statement said ruling was "interim" one and does not conclude case. Statement added that Jones is considering "future strategies and options, including potential appeal rights."

SportsChannel America, which has signed Adelphia to carry its service to 70,000 subscribers in Pittsburgh area, **said it has "hot prospects" for deals in systems totaling another 300,000 to 500,000 subscribers, including some systems in Southeast.** SCA has been concentrating on NHL and/or SportsChannel markets, but will be placing greater emphasis on stand-alone systems. Network said its new programming, including auto racing, is proving popular as well as showing changes in rate card—one or two cents discount off 10-cent rate card depending on number of other Rainbow services taken. Pittsburgh is one of last NHL markets to sign. SCA is working on agreements with Cencom in St. Louis and Adelphia in Buffalo. Still, Tele-Communications Inc. remains unsigned in several NHL markets, including Pittsburgh and Buffalo, where it has large systems.

NCTA President James Mooney, in his speech before Washington Metropolitan Cable Club last week, **said at least one cable operator has had discussions with one of broadcast networks about some of operators' systems becoming affiliates.** Questioned by reporters afterwards, he declined to name names. Preston Padden, Fox affiliate relations VP, confirmed that his network is interested in affiliating with cable systems, but only in "white areas" where there is no Fox broadcast affiliate and there is not likely to be. "Cable is very important to Fox," Padden said.

RTNDA leads effort to do away with 'fairness' corollaries

A group led by the Radio-Television News Directors Association last week renewed its effort to eliminate the so-called "fairness doctrine corollaries"—the personal attack and political editorializing rules.

The FCC's "failure to act to relieve broadcasters of continuing and threatened fairness regulation is arbitrary and capricious and in violation of the First Amendment," the group said in a 13-page petition calling for a rulemaking to do away with the corollaries.

FCC Chairman Alfred Sikes, in a prepared statement, stopped far short of promising any further action on the group's petition, but reiterated his concerns about the doctrine. "I would be wary of any matter in which the government is alleged to interfere with the news or editorial judgments of broadcasters," he said.

In his prior job as head of the National Telecommunications and Information Administration, Sikes said: "I recommended that the rules be eliminated for five years as they pertain to radio, with an assessment at the end of five years on whether the elimination should be extended to TV."

In August 1987, the FCC, under then Chairman Dennis Patrick, repealed the general fairness doctrine, which required broadcasters to present all sides of controversial and important public issues. But the agency made clear that related rules, notably the personal attack and political editorializing rules, were not affected by the decision and were still in effect.

The personal attack rule requires stations to give time to

individuals or groups that are attacked on-air; the political editorializing rule requires stations that editorialize in favor of political candidates to give time to opposing candidates.

Arguing that it made no sense to repeal the general doctrine and not the corollaries, the RTNDA joined other broadcast groups three weeks after repeal of the general doctrine in a petition calling for an end to the corollaries.

But the petition to do away with the corollaries was quickly shelved as Congress came down hard on the FCC's repealing the general doctrine. The majority of the members of Congress, including the Democratic leadership in communications matters, believes that the doctrine and all its corollaries are a central feature of broadcasters' public trusteeship obligations. Efforts to codify the doctrine have been foiled by the presidential veto.

The new RTNDA petition argues that the FCC "can no longer lawfully delay" a decision on the corollaries, noting that the repeal of the doctrine has withstood court challenge. "Almost two and a half years after its repeal, there has been no showing of need to reinstitute the fairness doctrine," it says. "The Congress has not made the fairness doctrine a statute, and the commission cannot hold itself hostage to the mere possibility that it will."

In addition to RTNDA, the petitioners included the Reporters Committee for Freedom of the Press, The Media Institute, the Society of Professional Journalists and the Freedom of Expression Foundation.

—HAJ

Editorials

Counterpoint

Predictably, the cable industry has risen to the bait. Stung by broadcasters' shift in policy from one of attempted accommodation to one of undisguised hostility, the president of the National Cable Television Association went public last week with some bashing of his own. Would broadcasters complain about must carry? Jim Mooney will say that cable has long since conceded the issue and has at least twice come to agreements concerning it, despite court decisions that the whole subject is unconstitutional. Would broadcasters line up with those who would reregulate cable's rates? He'll counter that broadcasters in the 1980's have won nearly total deregulation from public interest obligations. Would broadcasters complain that cable has two revenue streams? He'll point out that broadcasting's total revenues were \$25.7 billion in 1989 versus cable's \$15.4 billion, out of which three quarters of a billion went to franchise fees while broadcasters paid nothing for their spectrum.

Broadcasters, of course, will have their own counters to these and other arguments. But having so said, what will have been accomplished? The choleric level will have been raised, along with various blood pressures, but the parties will be no closer to essential agreement. Indeed, the goodwill essential to eventual agreement will be even harder to muster.

Jim Mooney did not cast the first stone*; for the most part, cable has been the more equanimous of the two media. Broadcasters will say that was easy, given that the tide has been running in cable's favor in recent years. For our part, we tend to listen hardest to those who speak softly while brandishing large sticks.

* (The cable-bashing gold medal is generally conceded to be held by Preston Padden, former president of the Association of Independent Television Stations, the silver by Milton Maltz, head of Malrite and the free-TV campaign. Eddie Fritts, president of the National Association of Broadcasters, has taken positions that are increasingly anti-cable but has not been notable for his cable-bashing rhetoric.)

Going overbroad

The Florida Association of Broadcasters, National Association of Broadcasters, American Advertising Federation and others have gotten together to file a brief in the Florida State Supreme Court opposing the Florida bar's attempt to put additional restrictions on broadcast advertising by its members. The petitioners' point—and it is argued persuasively—is that such strictures would discourage radio and television advertising by lawyers, and are thus chilling and discriminatory. They are, the brief points out, neither narrowly written nor shown to further a substantial government interest, both necessary criteria in the regulation of commercial speech.

The rule changes would proscribe a host of advertising strategies that are the currency of visual and aural media, including the use of endorsements, celebrities, dramatizations, anything but instrumental background music (come again?) and more than a single visible spokesperson. In addition, they would require a lengthy disclaimer—not required of print advertisements—that would effectively counsel the audience not to put too much stock in the information supplied in the ad, not to mention take up most of a 30-second radio spot in delivering.

The Florida bar already has the power to review individual advertisements and to discipline attorneys it feels have put forth misleading or fraudulent messages. We would suggest it employ that power on a case-by-case basis when appropriate, and to

abandon the attempt to institute a broad, prophylactic ban on production methods particular to the Fifth Estate.

□

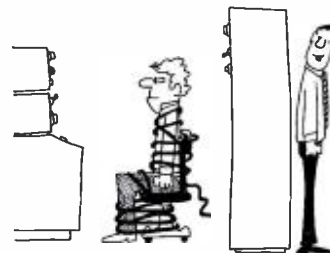
While we're on the subject of commercial speech, amid the hundreds of pages of a special report to Congress on "Alcohol and Health" compiled by the U.S. Department of Health and Human Services were some noteworthy conclusions about the relationship of alcohol to advertising and television. "Research has yet to document a strong relationship between alcohol advertising and alcohol consumption," the report said. And although the study found alcohol to be "ubiquitous and taken for granted" in television programming, it also found "little conclusive evidence that television's portrayal of alcohol affects viewer's actual consumption."

Although such research studies are best taken with a few grains of salt, their findings certainly do nothing to dissuade us from the belief that alcohol advertising remains—and should remain—protected commercial speech. No convincing case has yet been made for the substantial government interest whose furthering would supersede that protection.

Right track

If the signs out of the NAB joint board meeting in Rancho Mirage last week (BROADCASTING, Jan. 22) have been interpreted correctly, the chances for the association's support for a "voluntary" programming code that would be made possible by Congress's granting of an antitrust exemption have greatly diminished. Considering that this is the same NAB that signed on to a children's television bill, and has been less than anxious to defend the industry against the fairness doctrine, we'd say things are looking up. One source went so far as to say the idea was "dead," and the contents of a confidential memo from the association's legal department appeared to support that assessment: "Congress-suggested, but broadcaster-imposed standards might become FCC yardsticks by which stations will be judged and licenses jeopardized," cautioned the memo.

Because the code is a particularly political issue, the association board, which was apparently close to giving a thumbs down to the code two weeks ago, chose to leave the question open, with plans to address the subject when the directors gather again in June. Our editorial instinct—and precedent on this page—is to give codes the same respect you would a rattlesnake. Only our desire not to rush to a premature final judgment prompts us to keep the question open at least as long as the NAB.



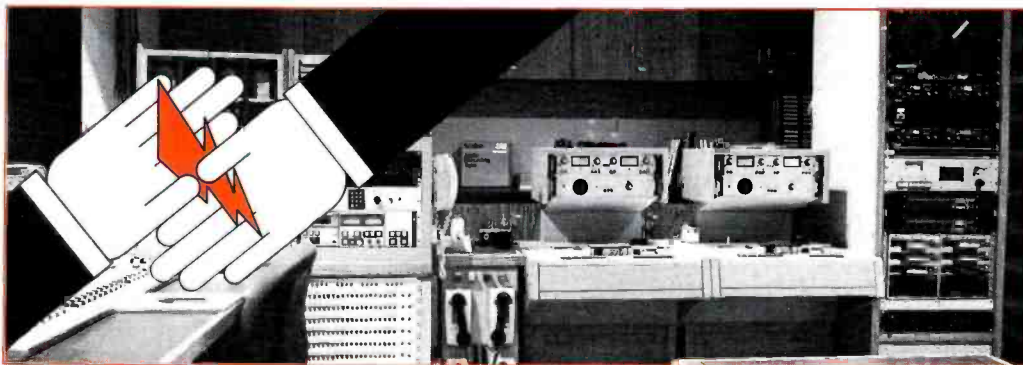
Drawn for BROADCASTING by Jack Schmidt

"By the way, what did the boss think of your new ideas for installing the cable?"

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And here's a quick glance at a few future Special Reports:

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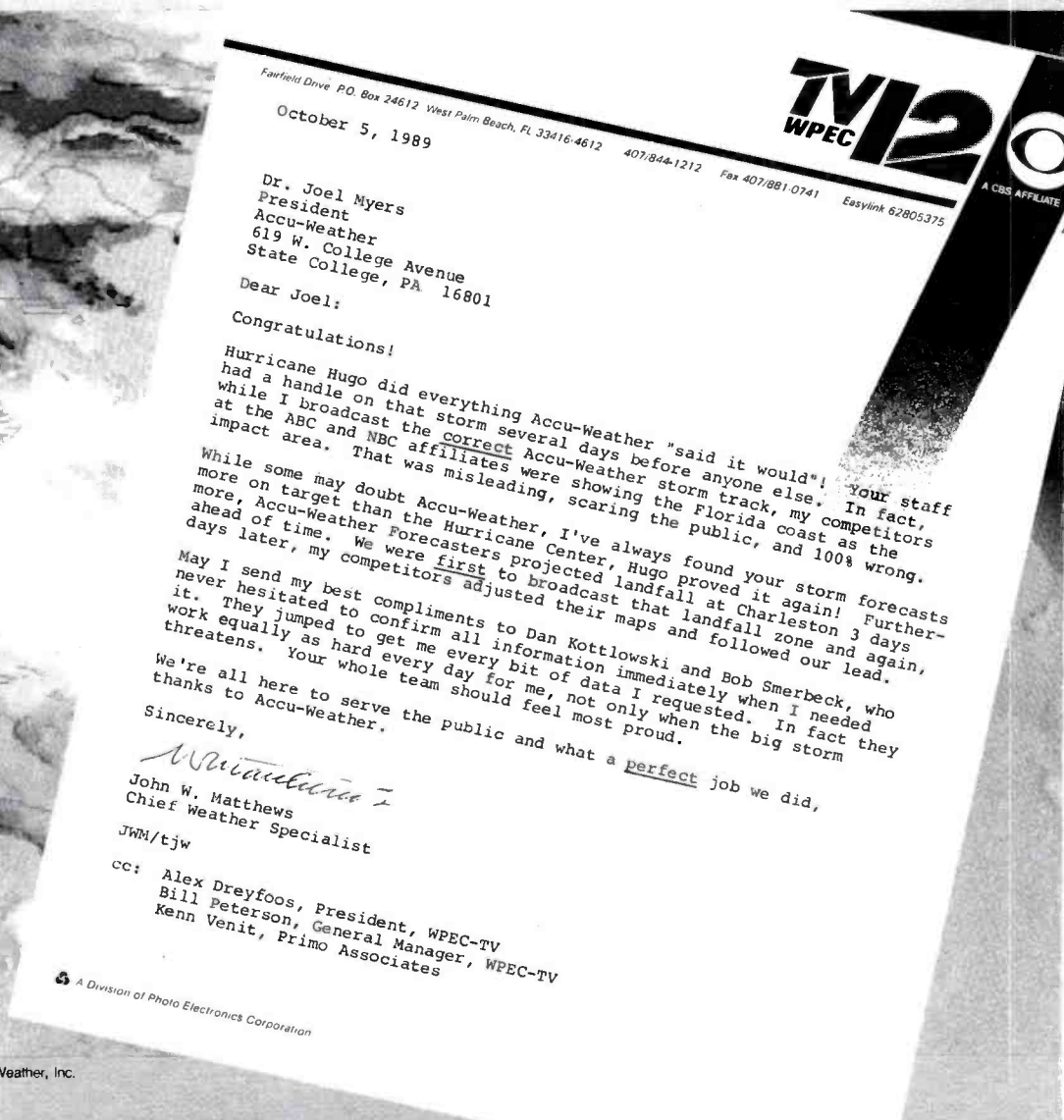
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