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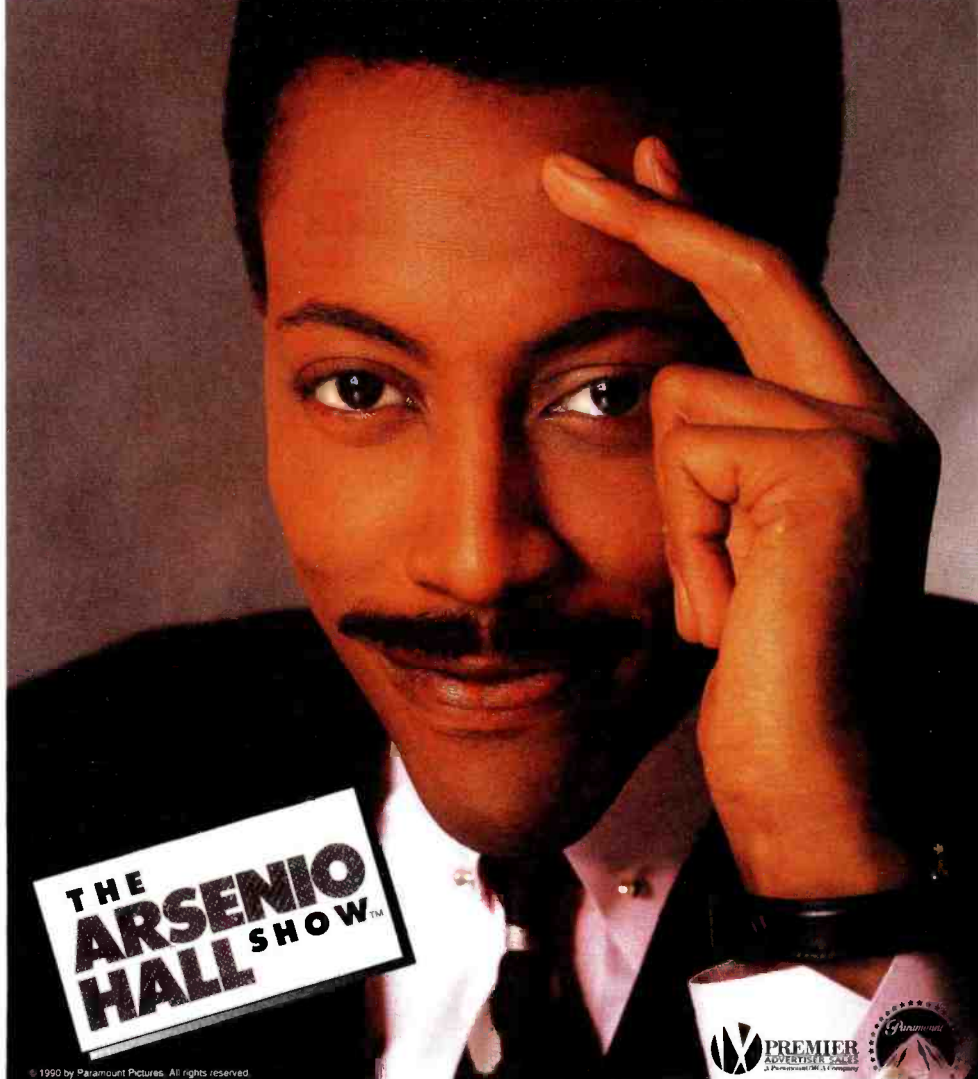
CABLE / 33

Basic and pay: The '90 numbers, the '91 forecast

SATELLITE / 62

Two new birds in television's satellite arsenal

LEADER OF THE LATE NIGHT GENERATION



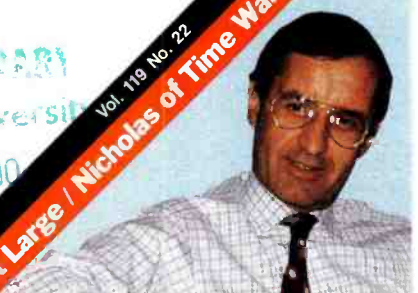
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At Large / Nicholas of Time Warner / Pg. 33

Vol. 119 No. 22



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I hear Warner Bros.
is already on the road
with something big
in first-run for the fall.

Is that so?



THIS WEEK

27 / CABLE: ANAHEIM-BOUND AND OTHERWISE

The economy may be heading into a recession, but cable executives are confident the industry will not only weather the storm but prosper. The economy, in fact, may take a back seat to other issues confronting the industry as it heads to Anaheim, Calif., this week for the Western Cable Show.

29 / SHORTER RATIONS FOR CBS AFFILIATES

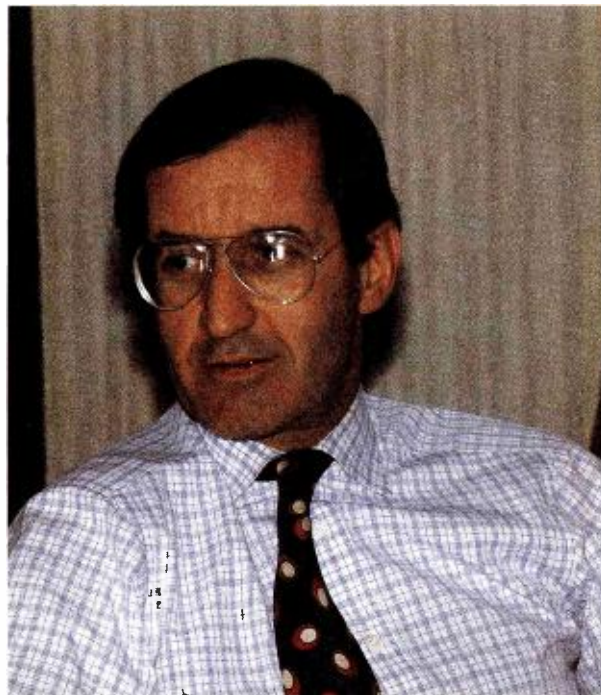
CBS sets a 20% across-the-board reduction in compensation to affiliate TV stations, effective Jan. 1, 1991. The short-term outcome: about \$30 million added to CBS's bottom line, about \$1 per share. Not all may take it lying down.

32 / WHAT'S SAUCE FOR THE GOOSE

Washington Journalism Review editor Bill Monroe calls on newspapers and magazine editorialists to support broadcasters' fight to gain full First Amendment freedoms. He warns that if the current governmental and public opinion trends continue, all news coverage could some day be government regulated.

32 / FYI

NBC is developing an "infotainment" block for the daytime that it hopes will be in place by the second



Interview with Nick Nicholas (page 33)

quarter of 1991. The block, which will replace game shows and the soap *Generations*, will fill the 10 a.m. to 12:30 p.m. slot. It will be put in place in phases, starting Jan. 28, 1991, with the debut of a new news discussion program, *A Closer Look*, that will slip into the *Generations* spot.

33 / TIME WARNER'S BIG PICTURE

Time Warner Co-Chief Executive Officer Nick Nicholas Jr. spells out the media giant's plans to partner its way around the world in an "At Large" with BROADCASTING editors. Nicholas also touches on events in Washington this past year, and looks ahead to

the opportunities for the company's various divisions.

41 / UP AND FLAT

Multiple system operators are reporting basic cable growth in the 4% to 5% range in 1990 and are budgeting for the same next year. Pay, meanwhile, has been flat this year and MSO's expect that to continue next year also.

45 / BUILDING BLOC

Eastern European broadcasters need media legislation both to firm up freedoms in newly democratized nations and to help foster a secure environment for hoped-for Western investment, agreed

attendees at an international NATAS panel in New York last week.

46 / SYNDICATOR BEARISHNESS

With the apparent failure of just about all of the new adult first-run shows in syndication this season, fewer syndicators are proposing fewer new shows for the 1991-92 season.

50 / AFTER THE BOOM

Undeveloped radio stations are becoming scarce in many markets, and buyers are beginning to assess properties on much more than just a "vacant lot" basis. The result of this shift in priorities: traditional "stick values" may be one of the first casualties of the late-'80s hyperactive station trading boom.

52 / NOT FOR AIRING

The U.S. Supreme Court refused to give CNN permission to air tapes of jail cell telephone conversations between deposed Panamanian dictator Manuel Noriega and his attorneys, despite efforts by prominent First Amendment lawyer Floyd Abrams on the network's behalf. Following its setback at the Supreme Court, CNN finally agreed to turn the controversial tapes over to a lower court.

53 / INDUSTRY AT A CROSSROADS

An upbeat Television Bureau of Advertising

convention helped broadcasters and the association put their problems temporarily behind them. Both face tough times ahead: For broadcasters, 1991 is expected to be a recession year and one group owner anticipated a 5% drop in advertising revenue. For TVB, membership declined this year, as did convention attendance when broadcasters found themselves short in the wallet. Said TVB President Jim Joyella, who has received good reviews from the industry during his first year in office: "If we can't strut our stuff in 1991, we better hang it up."

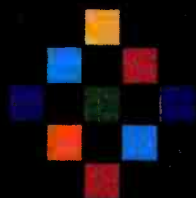
55 / LOW POWER BOOST

Low power television got a much needed boost at this year's Community Broadcasters Association convention at the Las Vegas Riviera Hotel with FCB/Telecom's establishment of "Silver Streak—For Prime Time People," a programing and marketing agreement with Channel America. The joint venture will target Channel America to an audience 50-years-old and over. The companies are not planning "geriatric programing," but believe they can reach "people

Floyd Abrams addresses CNN-Noriega tape controversy (page 52)



WESTERN CABLE TELEVISION



CONFERENCE & EXPOSITION

Anaheim-bound (page 27)

who grew up with television most of their lives and who are dissatisfied with programing aimed at younger demos."

58 / FCC TO TAKE TELCO ACTION

FCC Chairman Alfred Sikes said the commission will develop a position on the issue of telco entry into cable. "It's time now to examine again the whole question, looking at it from a number of different standpoints," Sikes said, adding: "We expect people over here to think of additional ways to resolve the issue."

59 / TAKING STOCK OF AM PLANS

Comments filed by broadcasters on the FCC's set of proposed rules changes to improve AM service, were mostly positive. Some commentators were critical of the FCC's implementation plan for an AM expanded band. Not all agreed with the FCC's plan to authorize only existing stations for the expanded band and that preference should be given to existing stations causing the most interference on the conventional band.

60 / ABC'S NEW CONTROLS

ABC News engineers in New York are moving into TV-3, the division's new 2,000 square foot control complex scheduled for full-time use next month. The \$4 million facility, which was completed three weeks ahead of schedule, was

first used earlier this month for ABC's election night coverage.

62 / BIRDS FLY

GE Americom's Satcom C-1 and GTE Spacenet's GSTAR IV were successfully launched last week aboard a single Ariane rocket. The two satellites are an integral part of the operators' business plans for the early 1990's.

80 / CBS MOVIE PACKAGE

CBS and Britain's Granada TV will co-produce up to six TV movies to air on the network in the next three years, following a deal signed last week. The deal is the latest overseas agreement for CBS, which already has a comedy development pact with the BBC and a news collaboration with Tokyo Broadcasting.

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$350 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115. *Across the Dial* \$9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

CLOSED CIRCUIT

Washington **Out of orbit**

Comsat-Skypix joint venture that has been drawing closer for weeks began to draw farther apart last week. Deal anticipated Comsat's becoming major equity partner in \$200 million-\$250 million investment in planned satellite broadcasting service. Skypix founder Fred Greenberg also has been in discussion with Gannett Co. and others.

Unabusing process

Slated to share billing with cable "effective competition" rulemaking at FCC's Dec. 13 meeting is resolution of rulemaking to stem abuse of process FCC uses to choose among competing applicants for new broadcast stations. Commission is likely to modify rules along lines proposed last May. Among other things, it will take profit out of applying for stations by limiting settlement payoffs to out-of-pocket expenses. However, FCC may establish grace period of, say, 60 days to give pending applicants one last chance to reach settlements with no limit on payments. Hope is that grace period will encourage lots of settlements and reduce burden on FCC processing lines and administrative law judges.

Whither DBS

FCC commissioners were looking last week at first in series of direct broadcast satellite items that will determine which DBS applicants get what orbital slots and channels. Principal item now in circulation is application of Hubbard Broadcasting's United States Satellite Broadcasting for five channels at

Networks' rep entry dead and buried

At FCC Commissioner James Quello's initiative, FCC has voted on circulation to terminate orphan rulemaking aimed at repealing prohibition against networks' entering advertising rep business. Order killing proposal is due out soon. In April 1988, then FCC Chairman Dennis Patrick launched rulemaking as part of his deregulatory push. With half-hearted support of networks and opposition of reps, network affiliates and Quello, rulemaking quickly stalled. Neither FCC Chairman Alfred Sikes, who succeeded Patrick in August 1989, nor any of three new commissioners who came on board after Sikes chose to champion rulemaking. Indeed, they were more than willing to answer Quello's call to kill it. Lack of interest in repealing or modifying prohibition was "astounding," said one FCC official.

101 degrees west longitude. Grant of application, which FCC insiders said is likely, would allow USSB to piggyback its service on that of Sky Cable (NBC, Murdoch, Cablevision and Hughes), which holds other 27 channels at 101. Still mired in Mass Media Bureau is DBS item of greatest interest: Application of Tempo Satellite for DBS permit. It is hung up on question of whether Tempo's parent (Tele-Communications Inc.) has requisite character to be FCC licensee in light of \$35 million antitrust judgment against it.

New York **Olympic effort**

CBS-owned station group continues to have success selling 1992 Olympics and now has sold 65% of available inventory. CBS has sold packages to major airline and is in process of wrapping up deal with long distance carrier. Cross-marketing packages

include spots, direct mail and point-of-purchase displays. Sales group is getting ready to go after business machine category.

Funny business

Staunch defense of Comedy Channel was offered last week by Time Warner Co-Chief Executive Officer Nick Nicholas Jr., who said launching services is not for faint of heart. "This is what innovation is all about. You've got to have staying power," he said. Of channel's current status, Nicholas said: "Every month the ratings are going up. It is doing very well. Not only that, we're programming it at half the cost that Viacom is spending on their channel."

As to MSO's intractability toward launching it, he said, if channel continues to perform well, "that will drive [penetration among MSO's]. The cable industry is interested in putting things on that work. You wouldn't shut the

door. You may drive a hard bargain, but you're going to want the service."

Creative financing

Sandy Frank and Brian Firestone, who are jointly selling *Name That Tune* for January start, are offering stations one of more creative deals this syndication season. Stations agreeing to take program have number of ways to pay for it. Cash is one option and cash plus barter is another. In addition, stations have option, instead of barter, of turning over half-hour of time in middle of night that Frank/Firestone would fill with paid programming (of the "make a fortune in real estate" variety). "When it comes to launching shows in syndication, Sandy Frank has always been known as a guy to come up with one more way to skin a cat," noted one Frank observer. "If anyone can make this work, even for a short time, it would be Sandy."

New look?

Television Bureau of Advertising may make major changes in format of its annual meeting. TVB president Jim Joyella told BROADCASTING that he does not see big appetite among members for sitting in grand ballroom listening to lots of speeches. Joyella said meeting is becoming more of networking situation for executives. TVB president is also thinking about changing time of year meeting is held. Association will probably send out questionnaires to its members for feedback.

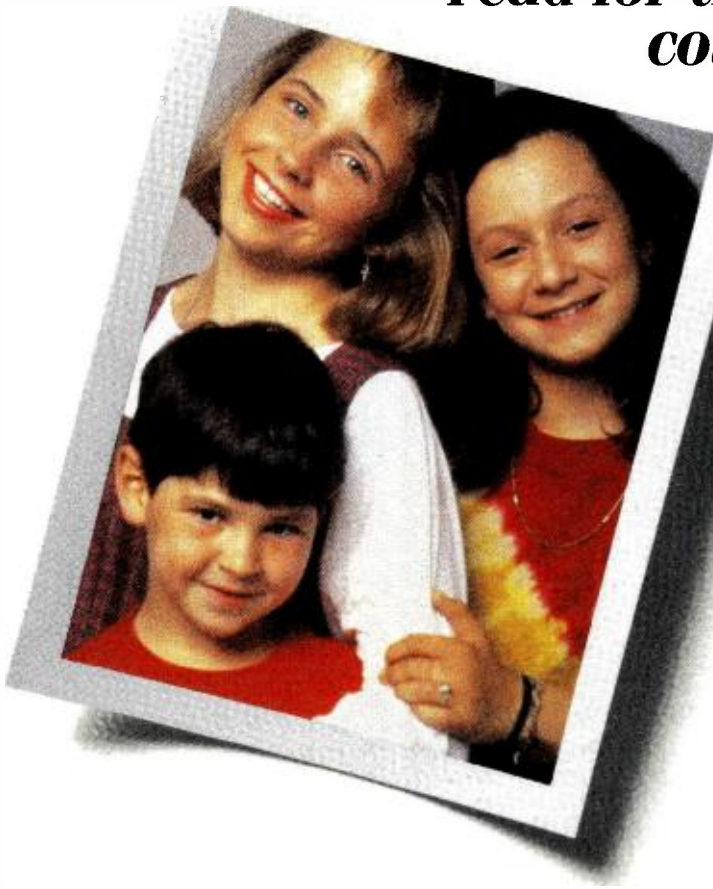
Los Angeles **Branching out**

Senior King World Produc-

Get Real!

“Becky and Darlene and D.J. are not precocious TV brats. When they came in to read for the first time you could tell they weren’t ‘Hollywood’ actors. Their moms probably yell at them, you know. They’re real kids.”

Roseanne on **ROSEANNE**



Get Roseanne.

tions source indicates that New York-based distributor is on verge of signing established theatrical producer to develop company's first sitcom, for 1992-93 season, as part of effort to further diversify King World's programming menu. Syndicator of top-rated game shows *Wheel of Fortune* and *Jeopardy!*, in addition to news magazines *Inside Edition* and *Instant Recall*, King World is currently entering comedy market with sales of *Candid Camera* for 1991-92, but new sitcom would be first nonreality offering since company was founded on sales of *Little Rascals*.

Still kicking

According to MGM-Pathé Communications' television president, David Gerber, division is not being shopped (rumored suitors have included Paramount Pictures Television and Columbia Pictures Television). Following meeting with MGM-Pathé Chairman Giancarlo Parretti, Gerber said Italian financier is "adamant" about holding on to MGM/UA Television for domestic and international distribution of series programming. MGM/UA Television currently has four series airing on networks (*thirtysomething*, *Young Riders*, *Against The Law* and *In the Heat of the Night*), and two other midseason series on backup order. Additionally, Gerber expressed optimism about possibility of international co-productions, area where he says Parretti's overseas operatives have "where-withal" to develop new partnerships that MGM/UA was unable to manage in past.

Many irons

Producer Mark Monsky is busy this development season. In addition to two programs he is developing for NBC's new "infotainment block," Monsky is producing new syndication strip that Warner Bros. is proposing

for fall 1991 called *Getting Even*. As described by one source who has been briefed on show, its mission is to expose scam artists and others who rip off public. Warner has so far declined to talk to press about show. Monsky is former executive vice president, news, NBC owned stations. Last year, he served as executive producer, Paramount's *Hard Copy* magazine. Two NBC programs are *A.M. Assignment* and *Women's Diaries*.

TV 'Parents'

According to Samuel Goldwyn Television President Dick Askin, company has just signed deal with Gruner-Jahr Publishing Co. to syndicate TV version of *Parent's Magazine*. Plans are in works to develop program as hour-long 1992-93 offering for daytime (9-11 a.m. slots). "This a product that has built-in viewer recognition that skews extremely well to female readers," Askin said.

Chart mover

Rick Dees Weekly Top 40 may be moving from Unistar Networks, less than year after moving from DIR Broadcasting (BROADCASTING Jan. 29). Word has it that Unistar could not come to terms with weekly program producer for 1991 distribution, and that Wally Clark Productions will handle program next year. Clark, former vice president and general manager, KISS-AM-FM Los Angeles, is producer of Dees countdown program.

Tokyo

Big plans

CBS and Tokyo Broadcasting executives plan broad-based meeting in Tokyo at beginning of year to explore cooperation beyond newsgathering collaboration agreed to this fall. Among topics will be potential adaptation of successful Japanese comedy

series, a la *America's Funniest Home Videos*, for CBS air.

Other CBS forays into overseas programming deals, which this week yielded TV movie pact with Britain's Granada TV (see "Top of the Week"), also have network in two well-advanced discussions in Europe to offer potential partners there reality-based programs based on its *Rescue 911*, *Top Cops* and soon-to-be-aired *True Detectives*. Under way as well with British Broadcasting Corp., tied to CBS in comedy development deal, are talks about two documentary series.

Radio is additional part of CBS considerations abroad, with network recently having completed pilot of broadcast marrying well-known U.S. and UK radio personalities in oldies show for broadcast in U.S.

Providence

Conference call

Ken Haines, executive VP for Raycom Sports, visited Big East commissioners last week, sizing up possibility of creating Raycom-syndicated Big East football package now that football power Miami has joined that conference, which syndicates its own highly successful basketball package.

Haines was more concerned, however, with Raycom's rights to Metro college basketball (through 1994-95), conference decimated by defections of universities of Cincinnati and Memphis State to newly created Great Midwest last week. Without those two schools—and without Florida State and South Carolina, which defected to other conferences earlier this year—Metro falls below minimum six teams required to compete as conference.

Raycom, which had proposed creating Super Conference involving Metro, ACC and Big East, will likely court Great Midwest, which

will boast independent basketball powers DePaul and Marquette, as well as Alabama-Birmingham and St. Louis. Haines sounded less than optimistic about possibility that Metro could recruit replacement schools of equal caliber. He did not discount possibility that existing rights agreement could lead parties to court.

Sanibel

For the birds

Startup FM's should add one more item to checklist in on-air preparations—bald eagles. Seems pair of endangered birds have nested just 1,300 feet from planned tower site of WRWX(FM), in wooded area near Southwest Florida town of Sanibel, and since young eagles have awkward flying skills, 500-foot structure in flight path is potentially hazardous obstacle to novice nest-leavers. Station manager Ruth Ray discovered nest on adjacent property during zoning review last summer and now is awaiting further word from Florida Fish and Game on possible solutions. Move of tower is most likely scenario, since eagles mate for life and generally return to same nest each year.

Henderson

Transplanted Rose

Charlie Rose, who left Twentieth Television Syndication's *Personalities* a month ago, plans to land his next anchor role by year's end. Talks are leading to new syndicated or possibly network program featuring same type of conversational approach he developed as host of CBS' *Nightwatch*. Rose is ruling out return to CBS broadcast, which has been without host since his exit last June. "It's time for someone else to define it through their own curiosities and interests," said Rose, currently residing at his North Carolina farm.



THE PEOPLE'S COURT

Some Things Endure Forever.

A Ralph Edwards / Stu Billeff Production



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MONDAY MEMO

A cable television commentary from Bob Friedman, president, Playboy Entertainment Group, Los Angeles

In the 1980's, the new TV success stories were MTV, HBO and CNN. These networks—and others like Lifetime and ESPN—succeeded because they developed a product that is greater than the sum of its parts (or individual programs). Each network's image transcends its programs alone by conveying a unique and consistent attitude to its viewers and reinforcing that positioning through its on-air look, program promotion and ancillary marketing.

MTV has prospered by being "not normal television"; HBO's signature is consistently provocative original programming unavailable anywhere else; CNN grinds out straightforward news 24-hour-a-day for the audience that wants to keep up with the world. Cable enterprises that have failed to meet expectations—from the amorphous pay service Festival to the recently reworked Movietime—never developed a distinctive attitude that would have fostered brand loyalty from their target audience.

Now, fast forward to the year 2000. Your cable system has 70 channels, 10 of which are either interactive or pay-per-view. Millions of homes are equipped with satellite receivers providing more than a hundred program choices. Video superstores stock thousands of titles, new and old.

How do you decide what to watch?

You probably won't read through all 70 listings in the cable guide or on the barker channel. And you certainly don't have the time to browse the home video store shelves. Instead you're likely to turn to a channel that delivers the kind of programming that fits your mood.

You'll have chosen a brand rather than a generic—a brand that somehow cuts through the clutter of choices. It will be mandatory for programming services of the next century to establish a trademark and deliver on the expectations created by that trademark.

Brand loyalty already is a fact of life. In a viewing environment where most households have only about 25 choices, such cable outlets as MTV, Disney, Nickelodeon, ESPN, CNN and Playboy all have established a consistent impression on its viewers. But clever broadcasters are also taking advantage of this branding phenomenon. Broadcast television is starting to get the message, too; Recently Fox,



with its innovative and provocative programming (*The Simpsons*, *In Living Color*) and identifiable on-air graphics have made branding the newcomer networks' secret weapon.

The success of trademarked programming on broadcast television has changed the economics and business strategies of individual stations. Unaffiliated independents throughout the country have lost market shares since Fox was launched and both independents and major network affiliates are lining up to carry the *The Disney Afternoon*.

My television background is largely with MTV and Playboy, but before that I spent a few years in the packaged goods business. That's where trademarks and branding are not just *part* business—they *are* the business.

By thumbing its nose at conventional approaches to television, MTV quickly established a loyalty that has endured several programming overhauls. Still perceived by non-viewers as back-to-back music videos, MTV's target audience knows differently. That's because the audience has dictated many changes, forcing MTV to augment its "video wallpaper" with genre-specific features like *Yo! MTV Raps* and *Headbanger's Ball*, game shows and series that focus on dance, style and trends. MTV is about being on the cutting edge, creating

a sense of "we versus they."

And the MTV trademark has remained credible with an audience it respects because it continues to represent change and risk-taking. And because this attitude is synonymous with its trademark, MTV is as relevant to a new generation of young adults as it was to their older brothers and sisters a decade ago.

While the Playboy trademark obviously conjures up different images to the public, like MTV, Playboy shares a strong resonance with its respective audience. Viewers who choose *Playboy At Night* are now finding more of the well-balanced entertainment they have come to expect from the trademark, from sports, fashion and lifestyle features to provocative interviews, humor and, of course, lots of beautiful women. We've also found that international programmers are eager for a quality product they know their viewers will recognize and appreciate. The most successful cable program services will be those that establish a trademark that travels well.

Inevitably, the concept of branding will become increasingly vital to the cable industry. The challenge that branded programmers face is being able to consistently pay off the expectations their brand evokes. As tiering evolves,

services without a recognizable trademark identity won't inspire the consumer loyalty necessary to motivate subscribers to add the network to an increasingly costly menu of television options.

In pay-per-view—a projected \$4 billion-a-year business by the turn of the century—branded or trademarked products will help create the industry. Already, niche services focusing on action and horror films are beginning to challenge unbranded services.

The multiplicity of purchasing options in the 21st century will leave consumers dazzled by the demands on their free viewing time and money.

In the future, if you program just to program you'll get lost in the clutter. ■

"Inevitably, the concept of branding will become increasingly vital to the cable industry."

**America's
Hottest
Travelling
Talk Show Is
Coming To
Television!**

Now America's Hottest
Selling Talk Show!
Sold In 26 Markets!



Jenny Jones

Fall, 1991

For years Jenny Jones has been travelling across the country presenting her unique style of audience-participation talk/comedy to standing room only crowds. Now, come Fall '91, she'll be bringing her warm, spontaneous and entertaining experience to television in a fresh, new one-hour talk show strip.

Television is a personality driven business. And Jenny Jones is a personality who will drive viewers to your daytime and early-fringe line-up. She develops an instant rapport with her audience. Understanding how they think. And what they feel. Resulting in a program with frank, provocative and, at times, hilarious revelations.

"Jenny Jones." A talk show strip unlike any other. Because, simply stated, Jenny Jones is unlike any other talk show host. One hour of compelling television available for stripping Fall '91.

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DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

Nov. 26—*Arts & Entertainment Network* regional level local ad sales presentation and workshop. Ritz-Carlton, Marina Del Rey, Calif. Information: (212) 210-0532.

■ **Nov. 26-27**—Second International Workshop on Digital Video Communications, sponsored by *Electronic Industries Association*. Hotel Hyatt Regency, Cambridge, Mass. Information: (202) 457-4900.

Nov. 27—"Current Legal Issues in Broadcasting and Sports," sports division seminar of *International Radio and Television Society*. Panelists: Philip Hochberg of Baraff, Koerner, Olender & Hochberg; Gary Beitman, NBA; Edwin Durso, ESPN; John Ertmann, NBC Sports, and Stephanie Vardavas, ProServ. Time Warner Auditorium, New York. Information: (212) 867-6650.

Nov. 27—Pay per view conference, sponsored by *Cable Television Administration and Marketing Society*. Anaheim, Calif. Information: Bob Westfield, (703) 549-4200.

Nov. 27—"How Does the Press Cover Economic Abuse?" seminar sponsored by *Center for Communication*. Panelists include Lou Dobbs, CNN, and Robert Krulwich, correspondent, CBS News. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Nov. 27—*American Women in Radio and Television* celebrity auction, to benefit AWRIT's "Soaring Spirits" program, which "provides quality programming for children in Los Angeles area hospitals." Laugh Factory, Los Angeles. Information: (818) 888-3378.

Nov. 27—*Illinois Broadcasters Association* college seminar. University of Illinois, Champaign-Urbana, Ill. Information: (217) 753-2636.

Nov. 28—*National Academy of Television Arts and Sciences*. New York chapter, drop-in lun-

cheon. Topic: "The Realities of International Co-Production." Speaker: Marla Ginsburg, senior VP, international co-production and television development, Compagnie Luxembourgeoise de Telediffusion. Coqacabana, New York. Information: (212) 768-7050.

Nov. 28-30—Western Cable Television Conference & Exposition, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Nov. 29—*American Sportscasters Association* sixth annual Hall of Fame dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Nov. 29—"An Evening with John Callaway (*Chicago Tonight* and *Callaway Interviews*)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Nov. 29—"Under 30's seminar," sponsored by

MAJOR MEETINGS

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

Jan. 3-5, 1991—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1992, Fairmont Hotel, Stanford Court and Mark Hopkins Hotel, San Francisco.

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

Jan. 21-23, 1991—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

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

Jan. 25-29, 1991—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31, 1991—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

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

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

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

March 24-27, 1991—*National Cable Television Association* annual convention. New Or-

leans Convention Center, New Orleans.

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

April 15-18, 1991—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

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

April 21-24, 1991—*Broadcast Cable Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

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

May 15-19, 1991—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

May 16-19, 1991—*American Women in Radio and Television* 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.

June 8-11, 1991—*American Advertising Federation* national advertising conference. Opryland, Nashville.

■ **June 9-13, 1991**—1991 *Public Broadcasting Service* meeting. Walt Disney World Dolphin, Orlando, Fla. Information: (703) 739-5000.

June 11-13, 1991—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-19, 1991—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Con-

vention Center, Baltimore.

June 18-21, 1991—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

July 24-27, 1991—*Cable Television Administration and Marketing Society* annual conference. Opryland, Nashville.

Aug. 25-27, 1991—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Sept. 11-14, 1991—Radio '91 convention, sponsored by *National Association of Broadcasters*. San Francisco.

Sept. 25-28, 1991—*Radio-Television News Directors Association* international conference and exhibition. Denver.

Oct. 1-3—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (212) 673-9166.

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

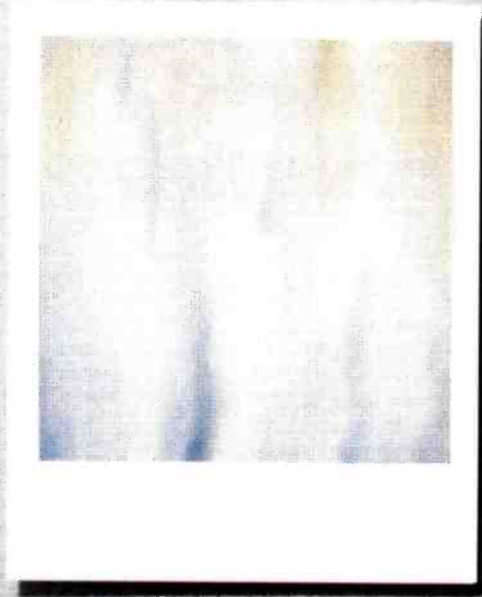
Oct. 10-14, 1991—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 26-30, 1991—*Society of Motion Picture and Television Engineers* 133rd technical conference and equipment exhibit. Los Angeles. Future conference: Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

■ **Oct. 27-30, 1991**—*Association of National Advertisers* 82nd annual convention. Baltimore, Phoenix.

■ **Nov. 18-20, 1991**—*Television Bureau of Advertising* annual meeting. Las Vegas Hilton, Las Vegas.

July 2-7, 1992—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.



It's a unique perspective on living in America today.

International Radio and Television Society. Conference room A, NBC, New York. Information: (212) 867-6650.

Nov. 29—Harold Anderson Lecture, sponsored by *Center for Strategic and International Studies* in association with *World Press Freedom Committee*, to be delivered by Binyan Liu, Chinese journalist and writer, "Impact of Media on Political Change: A Chinese Perspective." International Club, Washington. Information: (202) 775-3102.

Nov. 29—"Politics, Lies and Videotape: Panel to Assess 1990 Campaign Advertising and the Role of the Press as 'Ad Cops,'" sponsored by *Annenberg Washington Program*. Annenberg Washington Program, Washington. Information: (202) 393-7100.

Nov. 30—"Marketing to Youth: New Forms of Communication," seminar sponsored by *Center for Communication* featuring executives of Fred/Alan Inc., entertainment-based "youth advertisers" associated with MTV. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

Nov. 30—Deadline for entries in 15th annual *Television Bureau of Advertising/Automotive Commercial Competition*, for automotive dealers and dealers associations, their ad agencies or TVB member TV stations. Information: Lauren Schachter, TVB, (212) 486-1111.

Dec. 1—*National Academy of Television Arts and Sciences Miami chapter* Emmy Awards presentation. Diplomat Hotel, Miami. Information: Christi Shea, (305) 325-2465.

Dec. 1—*National Broadcasting Society-Alpha Epsilon Rho* New England regional meeting. Framingham, Mass. Information: Donna Walcovy, (508) 626-4698.

Dec. 1—*Michigan AP Broadcasters Association* regional meeting for southern Michigan. Ann Arbor, Mich. Information: Geoff Haynes, (313) 259-0650.

Dec. 1-2—"Business Aspects of Producing," sponsored by *American Film Institute*, School of Visual Arts, New York. Information: (213) 856-7690.

Dec. 2-7—*Poynter Institute for Media Studies* seminar, "Broadcast: Video Graphic Design." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

ALSO IN DECEMBER

Dec. 3—"Children's Television: Endowing Excellence," sponsored by *Annenberg Washington Program*. Panelists include David Britt, Children's Television Workshop; Box Keeshan, public television's Captain Kangaroo; Jennifer Lawson, PBS; Geoffrey Darby, Nickelodeon; Phyllis Tucker Vinson, NBC Productions, and Ellen Wartella, University of Illinois. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Dec. 3-4—"Litigating Copyright, Trademark and Unfair Competition," seminar co-sponsored by *Practising Law Institute* and *California*

Continuing Education of the Bar. Beverly Hilton, Los Angeles. Information: (212) 765-5700.

Dec. 3-4—"Newsroom Technology: The Next Generation," sponsored by *Gannett Foundation Media Center*. Gannett Center, journalism building, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

Dec. 3-4—*Financial Times* 11th conference on World Telecommunications. London. Information: 071-925-2323.

Dec. 3-9—Africa Telecom '90, sponsored by *Posts and Telecommunications Corp. of Zimbabwe* and *International Telecommunication Union*. Theme: "Mobilizing Resources for Development." Harare International Conference Center and Sheraton Hotel, Zimbabwe. Information: 41-22-730-5244.

Dec. 4—"An Evening with Bill McCarter (president, WTTW)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

Dec. 4—*Advertising Club of New York* Christmas party. Plaza hotel, New York. Information: (212) 935-8080.

Dec. 4-5—"The Economic Outlook for 1991," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

Dec. 4-6—*Cable Television Administration and Marketing Society* service management master course. Los Angeles. Information: (703) 549-4200.

Dec. 4-7—*Cable Television Administration and Marketing Society* sales management master course. Orlando, Fla. Information: (703) 549-4200.

Dec. 4-7—*Arbitron* radio advisory council meeting. Laguna Niguel, Calif.

Dec. 5—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Topic: "To See Ourselves As Others See Us...Cable for the Viewer, Operator and Advertiser." Speaker: Bill Scott, president and chief executive officer, The Travel Channel. Copacabana, New York. Information: (212) 768-7050.

Dec. 5—"Video Journalism—Capital Edition Style," seminar sponsored by *National Academy of Television Arts and Sciences, Washington chapter*. Gallaudet University, Merrill Learning Center, TV Studio D, Washington. Information: Dianne Bruno, (301) 587-3993.

Dec. 5—*Federal Communications Bar Association* annual chairman's dinner, featuring FCC Chairman Al Sikes. Capital Hilton, Washington. Information: (202) 833-2684.

Dec. 5-8—*Poynter Institute for Media Studies* seminar, "Broadcast: News Graphics for Producers." Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Dec. 6—Salute to Roy Mehlman, former vice president, affiliate relations, Group W Satellite Communications, sponsored by *Women in Cable, New York chapter*, and *Cable Television Administration and Marketing Society*. Hudson Theater, New York. Information: Tracey Murdoch, (212) 697-3335.

Dec. 6—"The Oil Crisis: Will It Produce a National Energy Policy?" conference sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

A major broker reports on 1990 Closed Sales to date:

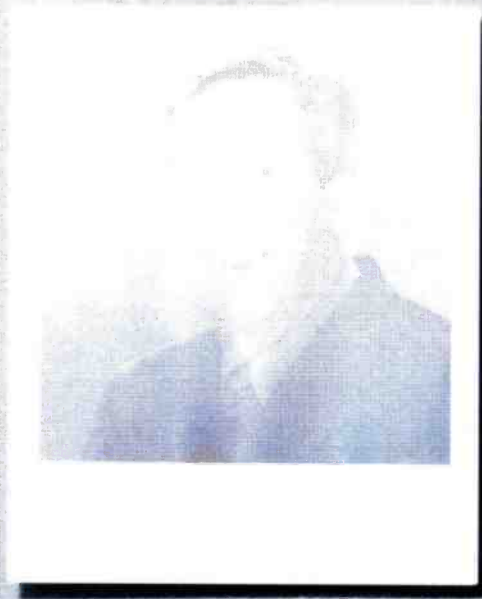
1/90 WAKR-AM/WONE-FM Akron	\$13,000,000
1/90 KXOK-AM/KLTH-FM St. Louis	\$4,000,000
4/90 WCOS AM/FM Columbia	\$12,000,000
6/90 WQBZ-FM Macon	\$3,000,000
7/90 KOFY-FM San Francisco	\$15,500,000
7/90 KLRS-FM Santa Cruz/San Jose	\$5,250,000
10/90 WBLX-AM/FM Mobile	\$5,250,000

Total: \$57,500,000

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Dec. 6-7—"Telecommunications Policy and Regulation: The Year Ahead," seminar co-sponsored by *Practising Law Institute and Federal Communications Bar Association*. Among speakers: FCC Chairman Al Sikes; FCC Commissioner Ervin Duggan; FCC Common Carrier Bureau Chief Richard Firestone; FCC General Counsel Robert Pettit; House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), and subcommittee member Mike Oxley (R-Ohio). Capitol Hilton, Washington. Information: (212) 765-5700.

Dec. 6-7—"Ratings at a Crossroads: The Tradeoffs of Research Realities and Marketplace Demands," electronic media and research technologies workshop, sponsored by *Advertising Research Foundation*. New York Hilton, New York. Information: (212) 840-1661.

Dec. 7—Deadline for entries in Edward R. Morrow Award, which honors an individual whose work has fostered the growth, quality and image of public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 879-9772.

Dec. 8—*Texas Associated Press Broadcasters* regional seminar. Corpus Christi Marriott, Corpus Christi, Tex. Information: Diana Jensen, (214) 991-2100.

■ **Dec. 11**—"Divergent Regulation of New Communications Technologies," lecture/debate sponsored by *Annenberg Washington Program*. Among panelists: Daniel Brenner, UCLA, and Michael Schooler, National Cable Television Association. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Dec. 11—"New Technologies: Fiber Optics and the Opening of Communications," seminar sponsored by *Center for Communication*. Among speakers: Reese Schonfeld, president, Current Trends Productions; former president, CNN, and past president, Optic Fiber in America. Center auditorium, New York. Information: (212) 836-3050.

■ **Dec. 11**—*New York Women in Film* Christmas luncheon. Guest of honor: Actress Susan Sarandon. Waldorf Astoria, New York. Information: (212) 679-0870.

Dec. 12—*Academy of Television Arts and Sciences* forum luncheon. Speakers: J. Nicholas Counter III, Alliance of Motion Picture and Television Producers, and Alfred DITolla, International Alliance of Theatrical Stage Employees. Topic: "New Technologies and Industry Changes." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Dec. 12—*American Women in Radio and Television*, Washington chapter, Christmas party. Washington. Information: MacKenzie Kearney, (202) 820-2048.

Dec. 13—"Broadcast Ratings: What Are They and Where Are They Going?" seminar sponsored by *Federal Communications Bar Association and Continuing Legal Education Committee*. Washington Marriott, Washington. Information: (202) 833-2684.

Dec. 13—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 13—"Is There a Future for Public Television? What Should It Be?" seminar sponsored by *Center for Communication*. Speakers: William Baker, WNET Newark, N.J.; Jennifer Lawson, PBS; Lawrence Daressa, Independent Television Service; Nickolas Davatzes, A&E. Macklowe Conference Center, New York. Information: (212) 836-3050.

Dec. 14—Deadline for entries in *Academy of Television Arts and Sciences* 12th annual college television awards. Information: (818) 953-7575.

Dec. 13—"Is There a Future for Public Television? What Should It Be?" seminar sponsored by Center for Communication. Center auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

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.

Dec. 13-16—Focus news workshop for radio reporters and producers working in bilingual environments, sponsored by *Alaska Public Radio Network and Corporation for Public Broadcasting* and hosted by Western Public Radio and KQED-FM San Francisco. San Francisco. Information: Karen Cox, (907) 563-7733.

Dec. 17-20—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

Dec. 18—"On Location at Channel 13 [WNET]," tour sponsored by *Center for Communication*. Information: (212) 836-3050.

Dec. 19—*Society of Broadcast Engineers*, chapter 15, meeting. Topic: "Introduction to digital audio broadcasting." Speaker: Stan Salek, National Association of Broadcasters. Also: "RDS for EBS systems." Speaker: Jerry Liebow, Sage Broadcasting. New York Times building, New York. Information: David Bialik, (914) 634-6595. Herb Squire, (212) 633-7600.

Dec. 31—Deadline for nominations for Breakthrough Awards, sponsored by *Women, Men and Media*, a national research institution of University of Southern California, School of Journalism, honoring "media industry's most significant breakthroughs in the portrayal and employment of women." Information: (213) 743-8180.

Dec. 31—Deadline for applications for *National Association of Hispanic Journalists* annual scholarship awards. Information: Patricia Rodriguez, (202) 783-6228.

JANUARY 1991

Jan. 3-5—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 6-8—*Cable Television Administration and Marketing Society* research conference. Scottsdale, Ariz. Information: (703) 549-4200.

Jan. 6-11—*Annenberg Washington Program's* fourth annual Winter Faculty Workshop. Topic: efforts by Congress and the FCC to reregulate cable television. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Jan. 7—Deadline for entries in Commendation Awards, sponsored by *American Women in Radio and Television*. Information: (202) 429-5102, AWRT, suite 700, 1101 Connecticut Avenue, N.W., Washington, D.C. 20036.

Jan. 8—Deadline for entries in "RadioBest" Awards for creative radio advertising, sponsored by *Twin Cities Radio Broadcasters Association*. Information: (612) 544-8575.

Jan. 10—*International Radio and Television Society* newsmaker luncheon. Panel: Seth Abraham, Time Warner Sports; Steve Bornstein, ESPN; Dick Ebersol, NBC Sports; Robert Gutowski, MSG Corp.; Neal Pilon, CBS Sports, and Dennis Swanson, ABC Sports. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 11—Non-televised portion of 12th annual ACE Awards, sponsored by *National Academy of Cable Programming*. Beverly Wilshire Hotel, Los Angeles. Information: (202) 775-3611.

Jan. 13—12th annual ACE Awards ceremony, televised, sponsored by *National Academy of Cable Programming*. Wiltern Theater, Los Angeles. Information: (202) 775-3611.

Jan. 14—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Fuchs, chairman, Home Box Office. Topic: "Reality, Relevance and Quality: TV in the 90's." Beverly Hilton, Los Angeles. Information: (818) 953-7575.

Jan. 14—Deadline for entries in Anson Jones Award, honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

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

Jan. 15—*Nebraska Broadcasters Association* winter meeting and Hall of Fame banquet. Cornhusker Hotel, Lincoln, Neb. Information: (402) 333-3034.

Jan. 15—Deadline for entries in International Monitor Awards, sponsored by *International Teleproduction Society*, honoring "creative achievements of the exceptionally talented teleproduction professionals." Information: (212) 629-3266.

■ **Jan. 15**—"The Government as Speaker and Government-Funding of Expression," lecture/debate sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

Jan. 16—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's restaurant, Los Angeles. Information: (818) 792-0421.

Jan. 16-18—Computer Graphics '91, 13th annual conference. Hyatt Regency, Monterey, Calif. Information: (212) 233-1080.

Jan. 17-18—*Pacific Telecommunications Council* series of "Telecom Skills" workshops. Sheraton-Waikiki, Honolulu. Information: (808) 941-3789.

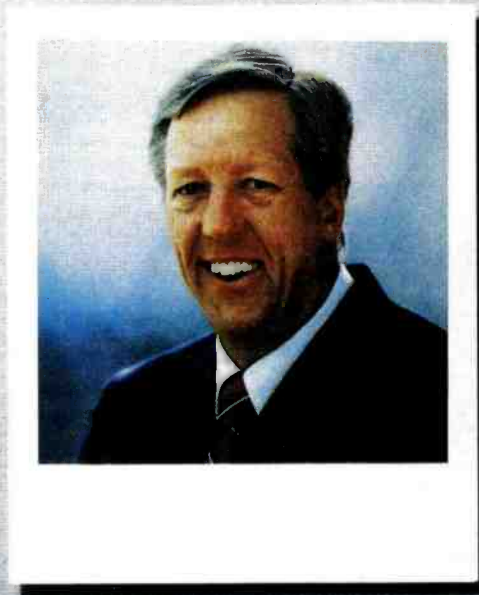
Jan. 21-23—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

■ **Jan. 22-24**—46th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Laurence Silberman, judge, U.S. Court of Appeals for District of Columbia. Washington Marriott, Washington. Information: (202) 833-2684.

Jan. 24-25—*North American National Broadcasters Association* annual meeting. Televisa, Mexico City. Information: (613) 738-6553.

Jan. 24-27—*Radio Advertising Bureau* Manag-



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ing Sales Conference. Opryland Hotel, Nashville.

Jan. 25—Deadline for entries in 23rd annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: John Bourgeois, (202) 333-1880.

Jan. 25-29—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

Jan. 25-31—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

Jan. 29—"Building Even Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising and Retail Marketing Board*. Chicago Hilton & Towers, Chicago. Information: (212) 486-1111.

Jan. 29-31—*Cable Television Administration and Marketing Society* service management master course. Jacksonville, Fla. Information: (703) 549-4200.

■ **Jan. 31**—*American Women in Radio and Television, Washington chapter*, bi-annual reception for new members of Congress. House Cannon Caucus Room, Washington. Information: Patricia Reilly, (202) 429-7285.

Jan. 31—Deadline for entries in annual awards sponsored by *Investigative Reporters and Editors*, including new award for crime reporting. Information: (314) 882-2042.

■ **Jan. 31**—*Society of Motion Picture and Television Engineers* tutorial on digital recording for television, prior to 25th annual SMPTE TV con-

ERRATA

In Nov. 12 crossownership waiver grants chart on page 73, **KSTZ(FM)-KDMI-TV should be licensed to River City Television.**

Time Warner stock is trading in low 80's, not 30's, as reported in Nov. 19 BROADCASTING. Company's preferred C and D stock are trading at \$35.

ference (see below). Renaissance Center, Detroit. Information: (914) 761-1100.

FEBRUARY 1991

Feb. 1—Deadline for entries in *Action for Children's Television Awards* for "significant contributions toward improving service to children on broadcast and cable television and home video." Information: Sue Edelman, (617) 876-6620.

Feb. 1—Deadline for entries in National Media Owl Awards for outstanding films, videotapes and TV programs that address issues of aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society, sponsored by *Retirement Research Foundation*. Information: (312) 664-6100.

■ **Feb. 1-2**—25th annual Television Conference, sponsored by *Society of Motion Picture and Television Engineers*. Theme: "A Television Continuum—1967 to 2017." Westin hotel, Renaissance Center, Detroit. Information: (914) 761-1100.

Feb. 3-5—Fourth annual local cable programming seminar, sponsored by *National Academy of Cable Programming*. Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

Feb. 5-6—*Arizona Cable Television Association* annual meeting. Sheraton Hotel, Phoenix. Information: (602) 257-9338.

Feb. 6-10—19th annual *International Radio and Television Society* Faculty/Industry Seminar, "Breaking the Rules: Finding New Frontiers." Halloran House Hotel, New York. Information: (212) 867-6650.

Feb. 8—*International Radio and Television Society* newsmaker luncheon featuring Peter Chernin, president, Fox Entertainment Group; Robert Iger, president, ABC Entertainment; Warren Littlefield, president, NBC Entertainment, and Jeff Sagansky, president, CBS Entertainment. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 10—Presentation of 15th annual *Television Bureau of Advertising* automotive commercial competition. Atlanta Convention Center, Atlanta. Information: (212) 486-1111.

Feb. 10-15—*National Association of Broadcasters* 26th annual management development seminars for broadcast engineers. University of Notre Dame, South Bend, Ind. Information: (202) 429-5350.

Feb. 13-15—*Cable Television Public Affairs Association* forum '91. Keynote speech: Ted Turner, Turner Broadcasting System. Ritz-Carlton Buckhead, Atlanta. Information: (703) 276-0881.

Feb. 19-20—*North Carolina CATV Association* winter meeting. Sheraton Imperial Hotel, Research Triangle Park, N.C. Information: Kelly Edwards, (919) 821-4711.

Feb. 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Peter Jennings, ABC's *World News Tonight*. Washington Marriott, Washington. Information: (202) 833-2684.

Feb. 21—*Broadcast Pioneers* Golden Mike Award dinner. Plaza Hotel, New York. Information: (212) 586-2000.

Feb. 21-23—*Louisiana Association of Broadcasters* annual convention. Embassy Suites Hotel, Baton Rouge, La. Information: (504) 383-7486.

Feb. 21-23—*Society of Broadcast Engineers* regional conference. Sportsmen's Lodge, Los Angeles. Information: (213) 871-4660.

Feb. 22-24—"Oil, Foreign Policy and the Economy," economics conference for journalists sponsored by *Foundation for American Communications* and *Ford Foundation*. Asilomar Conference Center, Pacific Grove, Calif. Information: (213) 851-7372.

Feb. 26-28—The 13th international "Sport Summit" conference and exhibition, sponsored by *American Specialty Underwriters* and held in cooperation with *Los Angeles Sports Council*. Beverly Hilton, Los Angeles. Information: (301) 986-7800 or (212) 502-5306.

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

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It's a powerful programming lineup that draws viewers back night after night. So powerful it's made USA America's Favorite Cable Network. And that makes it a favorite with advertisers, too. When you choose to go with a winner, there's only one to choose. The one and only USA.

Source: NHI Cable Network Audience Composition Report, Mon-Sun, 8-11 pm, 2nd Quarter 1990

A M E R I C A ' S F A V O R I T E C A B L E N E T W O R K

WE DID IT AGAIN!

The numbers are in, and for the second quarter in a row, USA is the top rated basic cable network in prime time.

Which means you're giving your subscribers what they want — popular programming choices that keep them coming back for more. It means programming that also has the power to attract new subscribers. And gives you the kind of audience you need to bring in more advertisers.

So, congratulations. You're #1, too, with USA America's Favorite Cable Network. Once again.

USASM

Source: NHI Cable Network Audience Composition Report, Mon-Sun, 8-11 pm, 3rd Quarter 1990.

A M E R I C A ' S F A V O R I T E C A B L E N E T W O R K

tion: (512) 474-2082

MARCH 1991

March 4-8—Basic Videodisk Design/Production Workshop, sponsored by *Nebraska Videodisk Group, University of Nebraska-Lincoln*. Information: (402) 472-3611.

March 5—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn (McClellan Highway), Boston. Information: (212) 254-4800.

March 6—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Seminary Plaza, Arlington, Va. Information: (212) 254-4800.

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

March 7—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Crabtree, Raleigh, N.C. Information: (212) 254-4800.

March 7—*National Association of Black Owned Broadcasters* seventh annual communications awards dinner. Sheraton Washington, Washington. Information: Ava Sanders, (202) 463-8970.

■ **March 8**—Deadline for applications for summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Information: (202) 393-7100.

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March 11-13—*North Central Cable Television Association* annual convention and trade show. Hyatt Regency, Minneapolis. Information: (612) 641-0268.

March 13—*International Radio and Television Society* Gold Medal Award dinner. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 13-16—*Native American Journalists Association* seventh annual conference. Landmark Inn, Denver. Information: Laverne Sheppard, (303) 492-73797.

March 14—16th annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 19—*Radio Advertising Bureau* radio marketing workshop. Ramada Resort/Florida Center, Orlando, Fla. Information: (212) 254-4800.

March 20—*Radio Advertising Bureau* radio marketing workshop. Holiday Inn/O'Hare, Chicago. Information: (212) 254-4800.

March 20-21—*Illinois Broadcasters Association* spring convention. Ramada Renaissance, Springfield, Ill. Information: (217) 753-2636.

March 21—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/Airport Freeway, Dallas. Information: (212) 254-4800.

March 21—31st annual International Broadcasting Awards, honoring radio and television commercials, sponsored by *Hollywood Radio and Television Society*. Beverly Hilton Hotel, Los Angeles. Information: (818) 769-4313.

March 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Craig McCaw, president, McCaw Communications. Washington Marriott, Washington. Information: (202) 833-2684.

March 24-27—*National Cable Television Association* annual convention. New Orleans Convention Center. New Orleans.

March 26—Advertising Hall of Fame induction ceremonies, sponsored by *American Advertising Federation*. Waldorf-Astoria, New York. Information: (202) 898-0089.

March 27—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 29-30—13th annual Black College Radio convention. Paschal's Hotel, Atlanta. Information: Lo Jekls, (404) 523-6136.

APRIL 1991

April 2—*Radio Advertising Bureau* radio marketing workshop. Ramada Inn/South Denver, Denver. Information: (212) 254-4800.

April 3—*Radio Advertising Bureau* radio marketing workshop. Benson Hotel, Portland, Ore. Information: (212) 254-4800.

April 4—*Radio Advertising Bureau* radio marketing workshop. Ramada Hotel/Fisherman's Wharf, San Francisco. Information: (212) 254-4800.

April 4-5—*International Radio and Television Society's* eighth annual minority career workshop. Viacom Conference Center, New York. Information: (212) 867-6650.

April 7-9—*Cabletelevision Advertising Bureau* 10th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

April 9-11—*Cable Television Administration and*

Marketing Society service management master course. Chicago. Information: (703) 549-4200.

April 10—Presentation of RadioBest Awards, sponsored by *Twin Cities Radio Broadcasters Association*. Minneapolis Convention Center, Minneapolis. Information: (612) 544-8575.

April 10-13—*National Broadcasting Society, Alpha Epsilon Rho*, 49th annual convention. Sheraton Universal Hotel, Los Angeles. Information: G. Richard Gainey, (803) 777-3324.

■ **April 12-14**—"TV News: The Cutting Edge," sponsored by *Scientists Institute for Public Information*. Bloomingdale, Ill. Information: Barbara Rich, (212) 661-9110.

April 13-15—*Broadcast Education Association* 36th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 15-18—HDTV World Conference and Exhibition, sponsored by *National Association of Broadcasters*, to be held concurrently with NAB annual convention (see item below). Hilton Center, Las Vegas. Information: (202) 429-5300.

April 15-18—*National Association of Broadcasters* 69th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 18—*Broadcast Pioneers* breakfast, during NAB convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

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

April 21-24—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Information: (708) 296-0200.

April 22-25—*National Computer Graphics Association* 12th annual conference and exposition. McCormick Place North, Chicago. Information: (703) 698-9600.

April 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **April 29-30**—"Spectrum Allocation and Management," sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

MAY 1991

May 6-9—Nebraska Interactive Media Symposium, "A New Decade of Technology," forum for exploring strengths of various interactive formats, sponsored by *University of Nebraska-Lincoln*. Nebraska Center for Continuing Education, Lincoln, Neb. Information: (402) 472-3611.

May 12-14—*Pacific Telecommunications Council* mid-year seminar, "The Telecommunications and Travel Industry Interface and its Role in National and Regional Development." Bali Beach Resort, Indonesia. Information: (808) 941-3789.

May 13—George Foster Peabody luncheon, sponsored by *Broadcast Pioneers*. Plaza Hotel, New York. Information: (212) 586-2000.

May 13-15—Pay Per View '91 annual convention, sponsored by *Cable Television Administration and Marketing Society*. Marriott World Cen-

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Procedure:

All entries will be judged on
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or, in the case of series, up to seven
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for individuals, or individuals may
apply on their own. The deadline for
1990 entries is February 11, 1991.
Application forms may be obtained
from Charles R. Eisendrath, Executive
Director, The Livingston Awards,
2080 Frieze Bldg./105 S. State St.,
The University of Michigan,
Ann Arbor, Michigan 48109.
Telephone: (313) 764-2424.



Judging Panel

Final selection of the 1990 AWARDS will be made by:

Mollie Parnis Livingston,
chairman, The Mollie Parnis Livingston Foundation

Ken Auletta,
writer, *New Yorker* and columnist, *New York Daily News*

John Chancellor, commentator, *NBC News*

Richard M. Clurman,
former chief of correspondents, *Time-Life Publications*

Osborn Elliott,
professor of journalism, *Columbia University*

Ellen Goodman, columnist, *Boston Globe*

Charlayne Hunter-Gault,
national correspondent, *MacNeil/Lehrer NewsHour*

Mike Wallace, correspondent, *CBS News*

ter, Orlando, Fla. Information: Bob Westerfield, (703) 549-4200.

May 14—*International Radio and Television Society* Broadcaster of the Year luncheon. Recipients: Robert MacNeil and Jim Lehrer, MacNeil/Lehrer NewsHour. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 15-18—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Information: (212) 682-2500.

May 15-19—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans. Information: (202) 822-2090.

May 16-19—*American Women in Radio and Television* 40th annual convention. Omni, Atlanta. Information: (202) 429-5102.

May 19-21—*Concert Music Broadcasters Association* annual meeting, hosted by KING-FM Seattle. Seattle Sheraton, Seattle. Information: Peter Newman, (206) 448-3672.

May 19-25—*National Association of Broadcasters* small group seminars on investment opportunities in Europe. London and Paris. Information: Charles Sherman, (202) 429-5361.

May 23—*Federal Communications Bar Association*

monthly luncheon. Speaker: Peggy Charren, Action for Children's Television. Washington Marriott, Washington. Information: (202) 833-2684.

JUNE 1991

■ **June 2-14**—Summer faculty workshop in communications policy, sponsored by *Annenberg Washington Program*. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

June 3-6—Fifth international broadcast news workshop, hosted by *North American National Broadcasters Association*. Harbour Castle Westin Hotel, Toronto. Information: (613) 738-6553.

June 8—*National Academy of Television Arts* Cleveland chapter Emmy Awards presentation. Stouffer Tower City Plaza, Cleveland. Information: Janice Giering, (216) 621-5925.

June 8-11—*American Advertising Federation* national advertising conference. Opryland, Nashville. Information: (202) 898-0089.

June 11-13—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

OPEN MIKE

NOT IMPRESSED

EDITOR: In your Oct. 29 story, "Atlanta TV Taps Radio for News Network," Greg Stone, vice president and general manager, WSB-TV Atlanta, was quoted as saying: "I'm pleased to say that we got acceptances from every radio station that we approached." *Not true.* We at WBTR-FM immediately turned down the "offer" as did WCOH(AM) in Newnan, Ga. I'm sure we weren't the only stations to do so.

It may be of interest to note that a number of the stations listed, such as the one here in Carrollton, are "daytime only," and go off at sunset, hence they can only carry the news about six months out of the year.

Just thought I'd set the record straight. Not all radio stations are that "impressed" by Big Brother TV. If they want time, they can *buy it like anyone else.* That's the *business* we're in...isn't it?—*J.N. Martin, vice president/general manager, WBTR-FM Carrollton, Ga.*

COVERAGE CONCERNS

EDITOR: What happened to network coverage of the elections Tuesday, Nov. 6? It's probably the worst I've seen in 20

years. Haven't we learned anything?

Is VRS (Voter Research & Surveys, the four-network projections and polling cooperative) to blame (BROADCASTING, Nov.5)? It would seem so. Now that there is no urgency in providing early results, there is a profound lack of urgency apparent among those who produced and performed in election night coverage. There was no urgency in initiating coverage, either. Two networks believed America voted for entertainment programming over returns. Sitcoms prevailed in the early evening hours. When we finally *did* have coverage, it was big on analysis and slim on facts and returns. I still don't know who won the governor's race in Maine.

The lack of preparation showed, as well. One prominent network female correspondent referred to Feinstein in California and Richards by name, but only referred to "the lady in Oregon." The male anchor then talked about "the lady from Kansas." What an insult.

One bright spot in all of this. I've told my students it's apparent the networks are in need of sharp reporters and producers. A bright, hard-working person should have an easy time getting a job.—*John R. Catsis, assistant professor, Oklahoma State University, Stillwater.*

Broadcasting

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Broadcasting □ Cable Yearbook

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Broadcasting 

Celebrating our 60th year

TOP OF THE WEEK

ENCOURAGING WORDS FROM CABLE'S ELITE

The economy may be heading into a recession, but a select group of cable executives contacted by BROADCASTING last week is confident the industry will not only weather the storm but prosper. Judging from their comments, the economy may, in fact, take a back seat to other issues confronting the industry as it heads to Anaheim, Calif., this week for the Western Cable Show.

The industry is in the lull between congressional sessions, but the battering cable took this past year has many talking about the creation of an image campaign to counter the critics. Most executives are bullish about such a campaign, although some believe only local efforts will work.

The cable leaders believe if they go easy with rate increases, shore up customer service and tell their story (to the public and to Congress), there will be little need for the Hill to act. They point out that the FCC's "effective competition" rulemaking could well bring a further measure of regulation to cable, making congressional action unnecessary.

Cable operators are confident the industry will more than hold its own against DBS and other new competition if it takes advantage of the latest technology. The downturn in the economy may not significantly diminish operating profits, but the drying up of capital may make it more difficult to add the channel capacity and new services needed to ward off the competitors.



"Anyone...who is not planning on some form of direct competition by the middle of the decade is making a big mistake." —Amos Hostetter



"Advertising doesn't do it. Good deeds do—I don't think a major... campaign is called for." —Trygve Myhren



"We need to be an industry that embraces new technologies—fiber, HDTV, DBS and what telephone opportunities we might have. That makes us stronger." —Glenn Jones



"DBS and cable are both suppliers of channel capacity to the service provider in the community... the service provider shouldn't care whether the capacity comes from a wire or a bird." —Charles Dolan

Amos (Bud) Hostetter Jr., chairman, CEO, Continental Cablevision Inc.:

We've always said cable seemed to have a lot of recession-resistant characteristics. I think the last year for us in New England has confirmed that. We see no significant softening in demand for basic cable. While there continues to be some softening in the pay category, it's unclear whether that's just endemic weakness or whether it's contributed to by the economic weakness. It's probably some of both.

What's going on in the financial markets is an entirely different animal. And the financial market for media companies has been really dramatically negative since most of them are so-called

highly leveraged transactions. If somebody is doing a new financing, I wish them well. It's a very ugly scene out there.

A lot of people are going to find that they are going to have to scale back capital spending plans to provide the cushion in their overall financial picture. Some of the companies with debt of 10 or 11 times their operating income are not, after they pay interest, going to have the resources available to continue capital spending. My sense is that overall, the industry has had to contract its

capital spending.

Anyone in the cable business in 1990 who is not planning on some form of direct competition by the middle of this decade is making a bad mistake. It's inevitable whether it's a more vital MMDS system, a DBS system, an over-builder, a more developed SMATV industry or telcos. It's inevitable. Accordingly, we have to keep up our capital spending programs so we've got the capacity and reliability to confront that competition.

We have been the target of a negative

advertising campaign, particularly from the telephone companies. If somebody goes negative...you can't just stand above it and talk about your positives. You have to be prepared to respond in kind.

It is very hard to predict what may happen in Washington. It's very curious to me that the leadership in the Senate in the final hours did not appear to do what you would think they would do if they wanted a bill. It makes me wonder how strong the appetite is for a bill. A factor in the whole equation is going to be what, if anything, the FCC does and when they do it.

Trygve Myhren, president-COO, Providence Journal Co.: The economy will not have as big an impact on cable as it will on the broadcasting business or any primarily advertiser-supported medium because the major effect of a [sluggish] economy is to cut into advertising.... But pay television hasn't been doing particularly well this year and it's not going to help the pay television side of the business. Where operators have their basic prices too high you are going to have some very minor impact.

It's wait and see on competition. There is clearly going to be some DBS of one kind or another and there is going to be MMDS. But do I envision them blowing cable away? No, I don't. Do I envision them competing? Yes, I do, probably DBS more than MMDS. But I think cable will prove to be the stronger of the competitors.

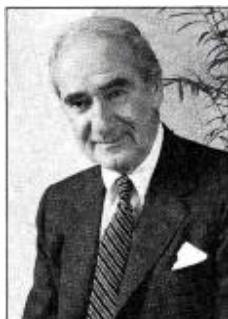
[In trying to improve cable's image] my fundamental feeling is advertising doesn't do it. Good deeds do—good service and then an explanation locally of what you've done to improve.

The FCC will probably act with some firmness and those who understand the consumer issues involved will decide that it is not necessary to create legislation because the issues that are important to the consumer have been dealt with.

I don't think there is any question that there will be a big push for the telco entry. But it doesn't make consumer sense to put the telcos into video or content. If they are allowed in, I would hope that cable would be allowed in the voice business.

Glenn Jones, chairman, Jones Inter-cable: On an economic downturn: "Comparatively, we will fare well, but that's not to say it won't have an impact. In some of our growth markets, where housing projects have slowed down, we'll feel the impact. Perhaps we'll feel some impact on pay. But our basic business is pretty strong."

On cable's image, Jones said: "We



"Cable needs a cohesive, coordinated program to sell its story to the legislative bodies we're involved with as well as the public." —Ralph Roberts



"Programming is not the problem when you're talking about rates and customer service, therefore I don't want to become part of the solution." —Tony Cox



"There are a lot of issues that the federal government has to address and cable is far from the top of the list."

—Kay Koplovitz

are suffering from a lack of vision and we need to restate clearly what our vision is. We need to do that in the worst way. We need to be an industry that embraces new technologies—fiber, HDTV, DBS and what telephone opportunities we might have. That makes us stronger. It would be appropriate to define it from the living rooms of America. What's really going on there, what's needed there and how can we provide a very worthwhile and valuable service to that person.

Charles Dolan, chairman, Cablevision Systems: "Cable will do fine" if the economy heads south, said Dolan. "The question is: How will the banks do and then, in turn, how that will affect cable?" Cable will likely see increasing competition in the years ahead, and Dolan, with an interest in Sky Cable, is playing both sides of the cable/DBS coin. DBS and cable "are both suppliers of channel capacity to the service provider in the community," said Dolan. "And all other things being equal, the service provider shouldn't care whether the capacity comes from a wire or a bird."

He continued: "In some ways, this period we're experiencing now where everyone is static or paralyzed by the economic situation reminds me of the early 70's. So much of what cable had attempted to be through the end of the 60's didn't seem to be coming to pass. There was a very bleak outlook for cable. Then what began to happen were some real technological developments, like the 300 mhz amplifier and traps that

worked. All of a sudden, it gave cable a new dimension and there was an enormous growth that people weren't anticipating and the industry really took off." Today, cable executives talk about interactivity, localism information exchange and personal communications networks. "Some of them are going to become real and probably within a very short period of time," said Dolan, "and it's going to add very much to the outlook for cable. It could be that cable as we've known it for the last 10 years is going to change a lot in the next few years.

Ralph Roberts, chairman, Comcast Corp.: "We have ample examples where cable has withstood declining economies. Even in the past couple of recessions we've had, cable kept going forward [because of] the recognition that you're getting value for the money and that its entertainment for the whole family that people don't want to give it up," said Roberts.

In the face of increasing competition, "the industry is going to get a lot sharper. It will take on a much more competitive approach to things. People will be minding the store much more carefully."

On cable's image, Roberts said: "Cable needs a cohesive, coordinated program to sell its story to the legislative bodies we're involved with as well as the public. Cable is sort of being taking for granted at the moment and we've done that without drawing attention to the incredible value that we're giving out.



"Our particular networks are in pretty good shape advertising-wise because we are not reliant on durable goods like others are."

—Tom Freston



"Cable is making short-term decisions to reduce capital spending and to not expand channel capacity, so it will be slower to add new services."

—Sharon Patrick



"In the first and second quarter there is a possibility that money will come out of cable and go into network TV."

—Arnie Semsy

Winston H. (Tony) Cox, chairman, CEO, Showtime Networks Inc.: "The premium networks suffer from a totally different set of economic circumstances unrelated to the overall health of the economy. We are suffering from being stuck with a buy-through requirement because the premium business has been flat this year, for all of us. I think the solution here is not to require consumers to pay \$35 before they can buy Showtime. The premiums need to be repackaged and restructured. The traditional \$10 retail rate is simply too high. I'd like to see consumers have the opportunity to pay a lot less to get Showtime."

As for Washington: "What I didn't like about this year and want to be careful about next year is that the regulatory effort started out as concern over cable rates and customer service and became a debate on access to programming and distribution of programming. Programming is not the problem when you're talking about rates and customer service. Therefore, I don't want to become part of the solution, where in order not to regulate cable operators, we are going to turn around and regulate programmers. Not being part of the problem, why do I have to become the solution?"

On potential competition: "If I had to put a \$10 bet down in next two minutes, I'd bet DBS will emerge more quickly and effectively as a competitor to cable than the telcos. Telco competition is five years away. DBS is right around the corner."

Kay Koplovitz, president, CEO, USA

Network: A sluggish economy will make 1991 a good year for the cable industry to stick to its core business, said Koplovitz. "If we stick to our knitting," she said, "we have some real engine power."

Difficulty in raising capital will likely mean fewer "outer fringe" investments by the cable industry in 1991, said Koplovitz. Among affected areas will be attempts to start up new cable programming networks, which she said will progress slowly, due to a lack of capital and fears of reregulation.

Cable is still likely to see the double-digit growth found in advertising during 1990, said Koplovitz, although the number will not be as high as the 30%-40% range seen this year. Viewership patterns should also trend favorably for cable, she said, based on 1990 audience growth. As for Washington, "there are a lot of issues that the federal government has to address and cable is far from the top of the list...It's certainly not a burning issue on the Senate side."

Thomas Freston, chairman, CEO, MTV Networks: "It is going to be a challenging year. Given the uncertain overall economic situation, we think cable has some real bright spots, although I'm not saying it will be recession proof. While we plan to increase spending and maximize what we put on screen, we'll minimize staff and backup functions. We'll have very low, if any, increase in staff and make ourselves a little more productive. Our particular networks, which skew to younger demos, are in pretty

good shape advertising-wise because we are not reliant on durable goods like others are. HA! will certainly not be profitable although it is growing in accordance with our original business plan. Next year will be key for HA! and it will have a lot more subscriber growth.

Freston feels "a plan for an industry-wide image campaign is misdirected. There is an image problem, but consumers don't think of cable as an industry. They see only their individual cable company. It's the responsibility of every company to do its own image campaign on its own."

Sharon Patrick, president, Rainbow Programing Holdings Inc.: "I don't think Rainbow's high target niche services are looking at no growth, but the cable environment, rather than the economy, will slow the growth we might expect. The industry is being prudent about debt service and awaiting reregulation and to some degree is taking a wait-and-see approach as to what the consumer will do in the economic environment. Cable is making short-term decisions to reduce capital spending and not expand channel capacity, so it will be slower to add new services."

"Fixing cable's image is key. The execution needs to be thought through and should bring together the resources of the industry. An NCTA effort will be good if it serves as a sort of low cost ad agency for all sorts of small systems and helps them out. But \$1 million isn't a lot of money to do advertising. In principle, these are good ideas. The problem is that everyone runs and trips over themselves getting out the door."

Arnold Semsy, executive vice president and director, media and programming services, BBDO Worldwide: "I think cable will have a positive year in 1991. Programming is getting better and distribution is increasing. The industry is fortunate to have dual sources of revenue [advertising and subscription]." Semsy is concerned about a decline in ad revenue for cable networks. In the first and second quarter, there is a "possibility that money will come out of cable and go into network TV. That's the case right now."

Semsy is concerned about channel capacity. "Newer networks already in existence are looking for greater distribution. The answer may be to rebuild current systems or develop new technology."

Two areas in cable where Semsy is looking for improvement are the way ratings are reported through Nielsen and the way cable networks handle the billings process. ■

CBS AFFILIATES TAKE \$30 MILLION COMPENSATION HIT

Tisch and company warn of potential \$200 million network loss in 1991; affiliates warn of potential preemptions and defections

CBS has proclaimed a 20% across-the-board reduction in compensation to affiliate TV stations, effective Jan. 1. While opinions of the 214 CBS affiliates were predictably against the move, more substantive reactions that may subsequently take place are not yet known. At stake is the health of a network-affiliate relationship, still honored mainly in the breach.

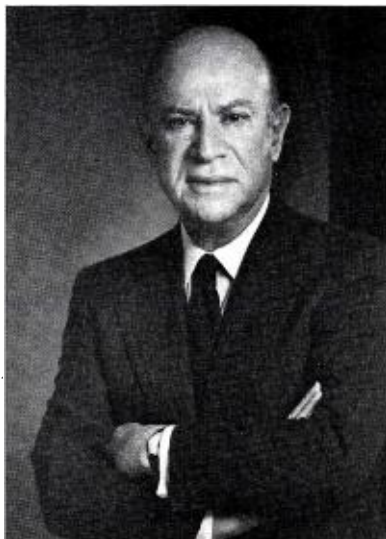
The short-term outcome of last Monday's cut is \$30 million or so in aid to the CBS bottom line or about \$1 per share. The opposite effect will occur on stations' already declining pre-tax margins—an informal affiliate board survey showed the negative impact ranging from 7% to 55%. CBS will offset a portion of the cut by adding and giving to the stations more than 6½ minutes of commercial inventory per week.

If the subject of last week's controversy was money, the outcome was decided by leverage, and the affiliates had little. Said board member Glenn Wright, vice president and general manager of KIRO-TV Seattle: "It was a fait accompli when we walked in there.... Larry [Tisch, CBS chief executive officer] held all the marbles."

Those affiliates especially hurt by the compensation cut, or whose situation gives them some leverage against the network, may, before Dec. 17, tell CBS they wish to renegotiate their contracts. Because more than a few stations are expected to seek some exemption from the cut, CBS will not record the entire \$30.6 million benefit that a 20% reduction would create.

Details of the CBS plan emerged as participants returned home from an eight-hour meeting at Black Rock that lasted until 11 p.m. While the meeting allowed for the deliberate presentation of views, it also at various points became heated. Tisch was upset by the initial draft of the affiliate board's statement it intended to distribute following the meeting. Said one of those attending: "He threatened, 'If you keep complaining about this [20%], I'll make it 50%.'"

In addition to Tisch, other network officials present included Affiliate Relations President Tony Malara; Vice Presidents Scott Michels and David Olmsted, CBS/Broadcast Group President Howard Stringer; CBS Senior Vice President Jay Kriegel; CBS Chief Financial Officer Peter Keegan; CBG Executive Vice



CBS CEO Larry Tisch

"If you keep complaining about this [20%], I'll make it 50%."

—The word according to Tisch, as quoted by CBS affiliates

President Peter Lund, and CBG Senior Vice President, Communications, George Schweitzer.

The CBS speakers, said to be primarily Tisch, Malara and Olmsted, painted the network as trapped between weakened revenue and immovable costs. If continued, CBS said the situation would cause the network to lose between \$100 million-\$200 million in 1991, despite budgets for all divisions, except entertainment, that are lower than those of the current year. Said Malara: "If this were just a short-term economic glitch or a negative baseball contract, then we wouldn't be having this meeting. We see longer trends that are disturbing."

To soften the impact, CBS said it would add, and give to the affiliates, 30-second spots in both *48 Hours* and the half-time of NFL broadcasts. Additionally, it would create a full minute of local spots in both *CBS News Sunday Morning* and each of the five weekday

telecasts of *This Morning*. For the 1992 winter Olympics, CBS said it would expand the late-news local window from five minutes to nine minutes.

Speaking for the affiliates were current board chairman, E. Berry Smith, senior vice president, Schurz Communications; Ben Tucker, executive vice president of Retlaw Broadcasting, and Phil Jones, president of Meredith Broadcasting. One of those present said, "We reminded them of how we supported them with clearances on *Morning News*, *Sajak* and lobbying for them on financial interest." Smith said there was nothing fundamentally new in the CBS presentation that the affiliates did not already know.

It became clear to the affiliates that Tisch was not going to budge from his goal of getting CBS's compensation close to \$120 million—compared to CBS estimates of \$132 million for NBC and \$110 million for ABC. The role left for the board, said Jones, is to remind CBS that if events do not bear out the dismal predictions or if the business later improves that the network should let stations: "Participate in the upside...that window is open and it was agreed that it should take place."

Reaction from those affiliates not present at the New York meeting was still being formed last week but none of it, so far, has been positive. Alan Bell, president of Freedom Newspapers' broadcasting group (owner of four CBS affiliates), said much of CBS's problem is of its own making and that stations resent being asked to pay the price. He said CBS is foolish to think affiliates will not respond with preemptions or defections: "The notion that there are no alternatives is really symptomatic of the thinking of a decade ago."

CBS is aware of the risk it is running, said Malara, who appealed for restraint on behalf of the same network-affiliate relationship that stations had earlier intoned unsuccessfully: "We are counting on the guys understanding that down that road is the path of ultimate destruction. Use any cliché you want, cut-off-your-nose-to- spite-your-face or whatever, but we are the so and so's that will get hurt and so are they." To a certain extent, said Jones, the system has already been hurt: "This creates just another illusion of defeat for conventional network television." -GF

NEITHER SIDE YIELDS IN FIN-SYN'S LATEST ROUND

*Producers lay on safeguards; NBC admits
network competitive position
will continue to decline*

The group representing Hollywood producers said last week it would go along with relaxing the FCC's financial interest rule to allow broadcast networks to acquire equity in programming they licensed from outside producers, but only if a long list of regulatory "safeguards" were adopted to protect the producers from the networks' "extraordinary leverage" in program negotiations.

But the Coalition for the Preservation of the Financial Interest and Syndication Rule, which also represents some two dozen independent television broadcasters, stood firm on the syndication rules, arguing against modifying them to permit any further involvement of the networks in the syndication business.

The coalition's latest position was laid out in comments due last Wednesday (Nov. 21) on the FCC's review of its 20-year-old financial interest and syndication rules, in which the agency is trying to give the networks some relief from the rules' restrictions without unduly harming producers or program diversity.

At stake in the hotly debated proceeding are the hundreds of millions of dollars generated annually from the sale of "off-network" programs. By prohibiting the networks from taking a percentage in the programs they license or syndicating the programs themselves (other than in-house productions overseas), the rules virtually foreclose the networks from sharing in rerun revenue.

The three major broadcast networks argued in their comments for repeal of the fin-syn rules and against any new regulatory regime in any way restricting their ability to acquire equity in programs and syndicate them.

"Behavioral regulation designed to make negotiations between networks and their suppliers 'more balanced' would be radically intrusive and totally impractical," CBS said. "Structural regulations (under which networks would acquire syndication rights or financial interest in a percentage of their programming) would confound and complicate network scheduling decisions and amount to no more than an arbitrary political solution to a nonexistent problem."

In lieu of a "complex web of overlapping and intrusive regulation," CBS proposed requiring the networks to report annually on their backend rights and syndication activities. "Such reporting would provide the commission with evi-

dence of how a deregulated marketplace actually performs," he said. "The agency then would be in an excellent position to take whatever remedial action may be indicated."

ABC was alone in suggesting it might accede to safeguards aimed at preventing network syndicators from "warehousing" programs or discriminating against nonaffiliates in the sale of the programs.

Recognizing that the FCC may opt to impose some new safeguards or keep some of the old restrictions, the three networks agreed that any such lingering regulations should be "sunset" within three years. Given that the networks' competitive position will continue to decline, NBC said, "[r]estricting networks into the indefinite future is both unnecessary and will have grave consequences."

"Behavioral regulation designed to make negotiations between networks and their suppliers 'more balanced' would be radically intrusive and totally impractical."—CBS

A side issue in the fin-syn debate is whether the rules should apply to Fox, the upstart network that has been eating into the audience of the big three. Fox has a waiver of the rules, but it expires next May.

Fox contended in comments that it and any other "emerging" networks should be exempt from the rule for five years. And during the five years, the network said, "the FCC should conduct a comprehensive examination of the video marketplace—including broadcast, cable, syndication and all other distribution technologies—to determine whether it is necessary or desirable to continue or expand restrictions on network activities."

But the three older competitors opposed any special treatment for Fox. "It would be unconscionable for the commission to continue to exempt Fox."

NBC said, calling it a "clear current competitor...for programs, audience and revenue for more than half of permitted network prime time."

According to NBC, any "residual" fin-syn rules should apply to any network that programs more than 7.5 hours of the weekly 22 hour prime time schedule—a standard that would encompass Fox.

At the heart of the coalition's proposed regulatory scheme is the "separate" or "delayed" negotiation requirement. Under it, a network could not negotiate for financial interest until after it had concluded a basic network licensing agreement and put the show on the network schedule.

As proposed by the coalition, only producers could initiate financial interest negotiations to help insure they are not coerced by the networks or improperly subsumed in the licensing negotiations. What's more, networks would be prohibited from discriminating against producers who choose not to negotiate away financial interest and from "conditioning a producer's grant of a financial interest in one program on the network's treatment" of one of the producer's other programs.

The coalition said the networks should continue to be prohibited from acquiring interest in made-for-TV movies and mini-series. "Unlike prime time...series, for one-shot programs there is no point in the production process when the parties can negotiate the financial interest separately from the license," it said.

In addition to the separate negotiation, the coalition said the FCC should place caps on the amount of programs the networks may produce themselves, noting that such caps in the antitrust consent decrees that restrict the networks' programming activities expire this month. It suggested limiting a network's in-house production to no more than 25% of the prime time entertainment schedule (excluding news and sports) and to no more than 25% of made-for-movies, mini-series and one-time specials.

The coalition also called for caps on the amount of financial interest a network may take in any particular show (less than 50% of the producers' interest) and on the term of network licensing deals (two years for shows that debut in the fall; two-and-a-half years for mid-season replacements).

—HAJ

PRINT PRESS MUST CHAMPION FIRST AMENDMENT FREEDOM FOR BROADCASTERS, SAYS 'WJR' EDITOR

Retired NBC journalist says system of free print press and regulated broadcasting could evolve into regulation for all journalists

If radio and TV journalists are ever to have the same First Amendment freedoms as the print media, it will have to be the print media that leads the struggle, said Bill Monroe, retired NBC News correspondent and currently editor of the *Washington Journalism Review*.

"Newspaper people have to lead the campaign against government supervision of broadcasting content because they understand the First Amendment, they believe in it, they have the stomach for it," Monroe said last Tuesday (Nov. 20) at the Gannett Foundation's 13th Annual Frank E. Gannett Lecture in Arlington, Va., "...also because they have the most to lose."

Monroe said there are now two concepts of American journalism at war with each other: free print press and regulated electronic press. "We can be sure that public opinion about all components of the American press will keep moving and changing. We can also be sure that, against that background of shifting opinion, the illogic of treating print one way and broadcasting another will compel a search for reconciliation." In the end, all media may be regulated, he said.

Although Congress is not likely to grant broadcasters relief and presidential positions change from administration to administration, Monroe said help may come from the judiciary. He said he is encouraged by what may be changing attitudes of the Supreme Court and other courts.

Monroe, who worked for NBC in the 1960's, 70's and 80's and has been a television journalist since 1947 when he was news director of WNOE-TV New Orleans, gave several cases of government abuse of its power of broadcast journalists over the decades and other cases in which "government regulation has not served the public interest but subverted the public interest." Broadcasters must always labor under the threat of a possible congressional reimposition of the fairness doctrine, the equal-time law, personal attack rule and political editorial rule.

"Why do you suppose there's only one commentator, John Chancellor, left on the prime time network newscasts? Why do those pathetic television editorials tend to thunder about such harmless



Bill Monroe

subjects as potholes in the street? Why is good investigative reporting so uncommon on television, even though *60 Minutes* has demonstrated how big an audience there is for it?" Monroe asked.

Public opinion trends are currently running in favor of press regulation. If the print media do not champion freedom for all journalists, newspapers and magazines will eventually be forced to provide the same blandness as TV and radio, Monroe said. —RMS

NBC: INFOTAINMENT IN THE MORNING

NBC said last week it was developing an "infotainment" block for the daytime that it hopes will be in place by the second quarter of 1991. The block, which will replace game shows, and one serial, *Generations*, will fill the 10 a.m. to 12:30 p.m. slot.

The block will be put in place in phases, starting Jan. 28 with the debut of a new Faith Daniels-hosted news discussion program, *A Closer Look* (with John Terenzio as executive producer), that will slip into the *Generations* spot. The soap, which debuted in March 1989, will have its last broadcast Friday Jan. 25, 1991.

Affiliates have long been upset with NBC's lagging performance in daytime, the one daypart where the network has remained a consistent third place throughout all its years of dominance in prime time and in other dayparts such as late night, and at times, the early morning daypart.

During a closed circuit feed to affiliates last week, NBC Entertainment Chairman Brandon Tartikoff went out of his way to praise *Generations* and its producers for producing a quality broadcast. "Unfortunately," said Tartikoff, "the ratings were not there. In light of anticipated post-November clearance problems from our affiliates and today's financial climate, it has become impractical to keep the show on our daytime schedule."

However, NBC Productions, which produces the program, will try to keep the show alive, in syndication or cable, said Tartikoff. According to John Agolia, executive vice president, NBC Pro-

ductions, the division is currently talking with several distributors about taking the show to syndication.

In the past, serials in syndication have not worked. The most recent effort was by the Fox station group, which launched *Tribes* last March with the intent of rolling it out nationally. But the show was canceled in the summer.

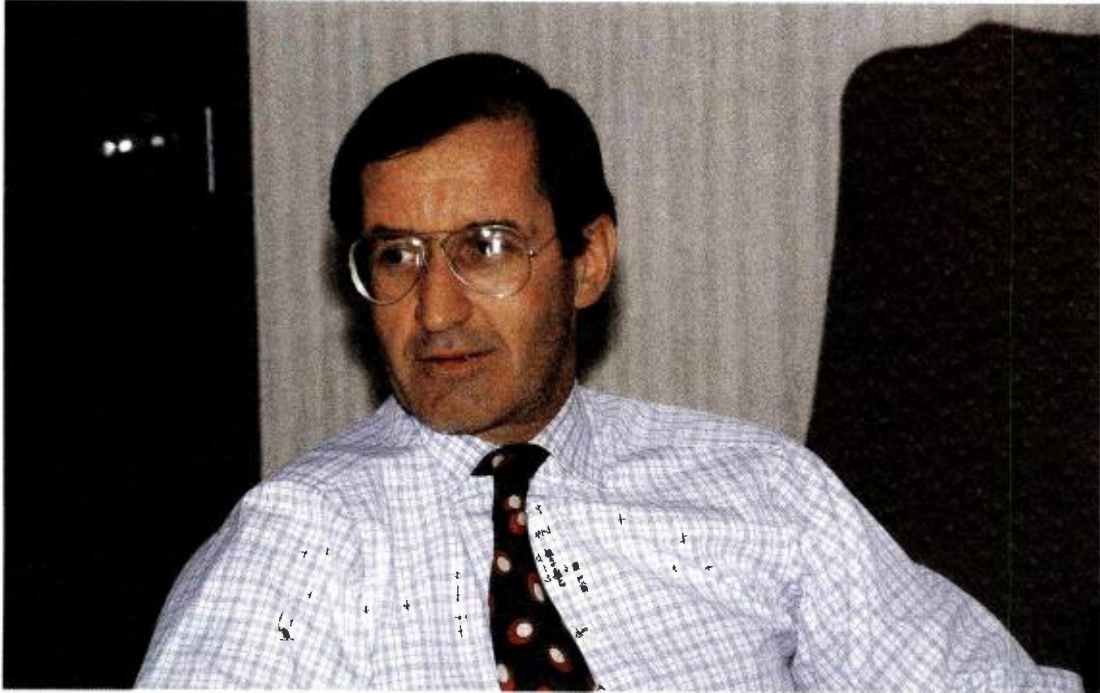
Agolia acknowledged that the soap track record in syndication has not been good. "They have not worked well, but that's not to say they won't," he said. "The syndicators we're talking to are attracted by the fact that the show is up and running and there would be no huge start-up cost," he said. "A lower rating would be acceptable in syndication and the budget would be smaller."

If a deal is worked out, Agolia said it would have to be wrapped up by the end of the year, because most of the options the network has on the cast and staff are up by then.

NBC is considering about a half-dozen projects to fill up the infotainment block. Some pilots are being developed by NBC Entertainment and some by NBC News.

Former NBC Stations news executive Mark Monsky is developing two pilots for NBC Entertainment for the new block. One of them is tentatively titled *A.M. Assignment*, and features a female team of correspondents who will do in-depth feature reports. A second Monsky project, called *Women's Diaries*, was described by NBC Entertainment President Warren Littlefield as a "real life soap opera" with stories of women facing personal and professional crises. —SM

CABLE



PARTNERING ITS WAY TO PARADISE

Rarely has one company been so open to doing business with others. Itself a partnership of media giants that constitutes the world's largest media company, TW is seeking other joint ventures, domestically and abroad, as it seeks to participate in a wide spectrum of markets, not just dominate a few of them. Nick Nicholas, TW's co-chief executive officer, explains the strategy in this "At Large" interview.

What kind of company will Time Warner be by the end of the century?

My view is that we will be one of the few leading American companies that truly is global and international in its outlook and in its business conduct. There is a built-in set of conflicts—for example, the Canadian Free Trade Agreement discriminates against Americans operating in Canada, particularly in our businesses.

And there's a reason for that, although I may not agree with the reason; we really believe in total, free and open flow of commerce. But you've got to understand that when the Canadians say "Gee, we don't want this American culture overwhelming us from Detroit and Buffalo, etc." The answer to that, in our view, is that there needs to be long-term partnerships in each of these critical areas where we can be really and truly a citizen of that country and where many of the creative minds who work with us are not Americans.

The managements of these companies may not be Americans. We'll do whatever makes sense in each region of the world. That's what we consider being totally global. And on the other hand, if a French or Japanese or Canadian or Korean company wants access to our markets here, we would be delighted to partner with that company here.

It's quid pro quo. For example, we've all read that Matsushita is trying to acquire 100% of MCA. I'm not so sure that's a 100% terrific idea. Nor that it would be a good idea if we went over to Japan and acquired 100% of a Japanese film company. But I wouldn't mind owning a third of a Japanese film company and having that company help us distribute our American products there—marketing that part of the world where they understand the local infrastructure.

So I think we've got to do some mixing and matching. Americans are control freaks, and in psychological terms we want to control everything. We feel insecure with these more

ambiguous kinds of relationships that have gone on for years in Western Europe and Japan. We think that's one of their strengths, to partner in a very positive and constructive way, and not always worry about who's on top.

But isn't control important?

Control is important in certain areas; I wouldn't share control of *Time* or *Sports Illustrated* with anyone. On the other hand, *Fortune Italy*—the Italian edition of *Fortune* that we publish from Montadori, Italy, is susceptible to some measure of effective joint control.

We obviously have to find partners who are philosophically compatible from an editorial point of view, as well as financially compatible—and who have a long-time orientation. We don't try to make a quick hit, sending the costs-per-thousand up and getting them this year while the getting is good. We want people who want to see the growth gradual and continuous.

But when you talk about the cable industry developing in Hungary, there's no reason why we can't own a third or a big chunk of it and help them to understand everything we've learned over here about how you build, construct and program one. But it's got to be programed for that market.

Is Time Warner itself an experiment in partnering?

Good question. A year or two ago a lot of people suggested that this structure could never work. You know, there's no question in my mind they will be proven wrong. They don't understand what a massive undertaking we have, and the opportunities are just astonishing.

Steve Ross and I are busy as hell as the two CEO's. Now it's true that we each have our own area of governance—I'm responsible for the old Time businesses, he's responsible for the old Warner businesses and we share cable.

It's working very well.

What businesses do you anticipate being in at the end of the century?

Basically we're going to stick to our knitting. We will continue to vertically integrate on a worldwide basis, as well as to acquire horizontally.

We believe that vertical integration is the predicate for innovation in this decade. It costs a hundred million dollars to launch a weekly magazine today. And to start a new cable channel you're talking about \$75 million, and probably \$100 million. You need real staying power and you need access to distribution—not just here, but around the world.

We're the only U.S. company with more than one weekly. Now we've got a fourth—and promising—one under way, *Entertainment Weekly*.

We've gotten out of the educational publishing business. We sold our one educational publisher to Rupert Murdoch, and we're staying with consumer publishing.

Cable? We love cable without question. HBO is having its fourth or fifth record year in a row, and our studio is going gangbusters.

You know, it's interesting. We have six different businesses—books, magazines, HBO, the film and entertainment business, we have the leading music company in the world and cable—and each of those businesses have in each of the last three years had a record result every year. Now look around our businesses and look around our industries and find anybody else who's done that.

What that says to me is that we have great management in those divisions and groups and we have great market positions in each of our businesses. And you know, the future really is ahead of us, and it's extraordinarily exciting.

What are you budgeting next year?

I haven't seen the budgets yet; we review the budgets late this month and early December, but I have an idea of what's coming and I expect almost every part of the company to be budgeting improvement over 1990.

You don't anticipate that the economy in general is going to be so difficult that you might face reverses?

We're all affected by whatever economy we live in. On the other hand, our businesses by and large tend to be more recession-resistant than most. Only 10% of our \$11 billion in revenues is advertising. A network, on the other hand, is almost 100% advertising. Now, Capacities may have some newspapers and things and CBS has cash, but basically the network business is 100% advertising. Rupert Murdoch's company is 75% advertising between its networks and its newspapers around the world. So we're in pretty good shape to weather this out. When you talk about continuity in management and very strong franchises and growing businesses, and very small exposure to advertising, which is the part of the cyclical economy you get concerned about—again, we like our profile.

One other thing. We have about 25% of our revenues outside the U.S. So out of our \$11 billion, something close to \$3 billion is non-U.S. And those markets, particularly filmed entertainment and music, are growing much faster than the U.S. markets—you're seeing worldwide music moving up at 15%-20% percent a year. That is the growth of the business. We're the largest player in home video worldwide; we do well over a billion dollars in home video.

You mentioned opportunities for vertical integration. To what were you referring?

Well, I'm talking about invention, I'm talking about acquisition. In the area of video I'm talking about building and/or acquiring or partnering with all of the above, production, distribution and exhibition facilities anywhere in the world.

Now, production means studio, it means somebody owns the rights, copyrights, or a producer, it means opening theaters in a sub-agreement, it means opening theaters in Western Europe, it means building cable perhaps in Scandinavia and the building of programing cable ventures there. That's vertical integration.

How about broadcasting? That's a vertical integration opportunity. Do you have any interest in broadcasting? All the rules that prohibit such ownership are in play now.

That's great. We'll be all over each other.

Are you talking about networks or station ownership.

All of the above.

Will the fact that they're so dependent on advertising slow you down?

From the old Time Inc. point of view, you're absolutely correct. Part of the appeal of Time Warner for us was that it moved us into new businesses that were very well managed and had very good market positions.

I'm talking about the studio with its television and film activities and music company. We were already in the cable business. The fact that advertising became less important as a part of our overall revenue mix was attractive to us because, you know, when you go direct to the consumer with your products, you've got a better shot at having a consumer relationship. If I have a book of the month club and I'm dealing with you on a book, I'm not worried about what's going on with Toyota in Japan or General Motors in Detroit; it's the relationship between you and me. Do you get what you want, is the quality right, is the price right, is the service right? You know that if you make a good movie, they'll come; if you

UNBEATABLE RATINGS.

**A
CURRENT
AFFAIR
7.6**

**INSIDE
EDITION
5.3**

**HARD
COPY
4.2**

**A
Current
Affair**

Still The Original. Still The Best.

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make a lousy movie, they won't. We like the kind of businesses where there's no one else making the decision other than the ultimate consumer.

Does that affect your view of how it may come out in the media competition?

Yes, it does. We think that over the long term the companies who enjoy direct relationships with the customers—if they listen and if they are aware and if they pay attention to the feedback they're getting every day—are going to be the most innovative and the most creative and are going to build the most quality into their products.

We'd like to concentrate a bit on your strategies. May we start with cable and talk about what your strategy is in that business and what your acquisition posture might be?

Basically, we are buying some cable subs now, and the ones we are buying are the ones that are filling in clusters that we've already got. You know, a cluster for us is generally an area where we have more than 100,000 subs in one location, and if little systems—3,000, 5,000, 10,000, 15,000—in that ADI are up for sale, we try to grab them and interconnect them; plug them in.

It's very efficient for us to do that. We are trying to achieve 60% and 70% and 75% percent ADI coverages with our cable properties for a couple of reasons. One, it makes us a very efficient advertising buy as a medium. We compete with a local broadcaster because our coverage is efficient for him, an automobile dealer or whatever. And it also makes it very efficient for us to promote ourselves; in other words, if we want to buy cable, we can go buy time on the local television station that we will carry. That makes us more effective as a medium for our own best interests.

Finally, it allows us to do things like Chuck Dolan is doing

in Long Island with his news channel which we will be starting up. We're going to be doing much more of that, too; sometimes in collaboration with broadcasters, you know, where they can do it better and cheaper. We don't have a long tradition of being in the local news business.

What about the telephone companies?

We don't expect to see the phone companies in the business—there is no constituency for it. None. The only constituency for having the phone company in it is the phone company. I can't find anybody who's for the phone company.

It's impossible, so far, to put an absolute wall between a regulated and an unregulated business. I don't see how you'd do it.

But a telco could be a partner outside the service area?

Sure.

And broadcasters?

Absolutely—we like that idea a lot. Absolutely. We're quite open minded on this. Anything that helps us and helps the value of that local cable system in its area to the customers, the consumers—anything that can add value is good. And so the person who brings that added value should share in the ownership of it.

Being involved in all these media, which do you like best?

I like them all. I'm getting to know the filmed entertainment and music business, and they're as exciting in their own way as all the businesses that Time Inc. brought to the party.

I came to Time Inc. in 1964 because it was a journalistic company, a company of ideas. That's why I came there, and that's why I stayed. But I believe that journalism is totally compatible with all the other things we're doing. Many of these same kinds of people are driven by things other than money—they're driven by other goals, they want to see their ideas in print or on film or on tape or on a record—and that makes us a company of intellectual property.

But as a businessman, you have to determine where you're going to put your assets and where you think things are going to come out in the next 10 years. Whether the movie business is a better investment than cable, for example.

If we can implement our plan, you will see us investing new things in each of our businesses whenever we get the right idea. Example. The Comedy Channel at HBO. We didn't say: "okay, HBO, you have to spend some money." We said, "We want to run with the best ideas we've got." Because if you don't say that and if you don't mean it, you're not going to get creative people to work over here, and they're not going to invest even in good ideas.

And so you've got to be open-minded to the good idea, and you've also got to be willing to gamble all the time. You've got to be willing to put money on the table, and you also have got to give a lot of leeway to these people. You can't sit where I sit or where Steve Ross sits and second guess everybody. And so, domestically, I think the emphasis will be on innovation and inventing new businesses in each of our major lines of business. And in addition to that, we're also inventing businesses that cross our major lines of business.

One, involving advertising, will utilize our capabilities in magazine publishing, book publishing, music, television, and in addition one of the three networks will be involved. Moreover, there will be a cable element to it [to the Chrysler-Time Warner deal].

No one else can bring everything we can. We couldn't have brought this transaction off if we didn't have all of these pieces to bring to the table. And it's going to be an entirely new thing; no one else will ever replicate it. Who's the beneficiary?

UNSURPASSED DEMOS.

WOMEN 18-49

WOMEN 25-54



MEN 18-49

MEN 25-54



**A
Current
Affair**

Still The Original. Still The Best.

The advertiser.

It's truly ingenious if it gets pulled off. It's only the first of many things that will happen like that. In effect, we've got some new product. It's not a new product like *Entertainment Weekly*, but since advertisers are our customers, too, it's a new product for them.

Abroad? Again, over the next 10 years, I think you will see the enhanced development of our direct-to-consumer marketing capability. Right now our direct-to-consumer action abroad is mostly in the publishing businesses.

And in our entertainment and music businesses—filmed entertainment and video, where we don't have direct-to-consumer capability—we'll probably build most of those internally although we may make some small acquisitions as we develop and build those businesses.

In Australia, for example, we purchased a record company not long ago. And it may be small because it's Australia and New Zealand, but it's very important as an idea.

That's bringing some of what I call the horizontal things into play as opposed to the vertical. There's a big future of this movement. Big.

You asked about strategies for each of our businesses. I think you understand where we're headed in cable. HBO is thriving. It had its fourth record year in a row in 1989.

We thought it's been in trouble for a long time.

Revenues and profits are up—the latter 10% a year, four years in a row. Think about this. Find how many companies in America every year of the last four years whose profits were up 10%—just find one. And HBO will do it again in 1990 and probably 1991.

In 1983, cable penetration flattened out. Why? The best theory is that VCR penetration had just taken off. It went from 20% to 40% or whatever. Then we finally figured out that pay and cable and VCR make a terrific bunch of handmaidens—You ought to own them together. And it started taking off again.

Well, we're in a flat mode this year, as an industry. But does that mean we're mature and declining? I remember when *People* magazine was making about half of the profit it's making today—this was five years ago. They said: "That's it, no more. We can't get any bigger, no more circulation, no more advertising." We tinkered with the editorial format and we tinkered with the promotion and we changed some of our rates and CPM's, and guess what? It makes twice the money today.

So anyone who says to me "that's a mature business," tell them to work somewhere else, because I don't believe it. I'm very bullish on pay in the nineties because as cable gets interactive our strategy is to build as many channels as the customer can handle.

We don't want to be channel-constrained, we want to be channel-rich. Fiber is helping us do that—and we're going to be interactive. And the whole pricing model of cable is going to change in the mid nineties, much more an a la carte kind of pricing instead of going \$42 on some of these cable systems before you can get HBO and Showtime. That's ridiculous.

I believe that's a much more friendly environment for pay television, and so I expect to see yet another spurt and then it will level off again.

Why did Time Warner press so hard for cable legislation—and we say that because it seemed a lot of other companies were dropping off this bill when Time-Warner was still on the Hill pushing for it?

We thought it was a bill that we would accept. We weren't freelancing.

You don't think you got out ahead of the other MSO's?

No, we voted. There's an executive committee on the National Cable Television Association comprising us and Continental and TCI and a few others. We didn't do anything without a vote. And then we got to a certain point and we got their vote and we said let's give it one more shot—that is, within the agreement we had as to how far we'd go.

This was after Tim Wirth [D-Colo.] stepped in, which we had nothing to do with. We tried to help that compromise get forged between Worth and Gore. And the NCTA was a full player, we weren't freelancing.

Why is reasonable legislation important to the company?

Some people say that what's really necessary is to have a capital market like the one we used to have. Our view is that you need some kind of predictability on the regulatory front and the institutions have got to think that it makes sense. If they think that a bunch of crazies are running around and are going to change the rules every two years—for any business, airlines, trucking, securities industry, cable, network television, anything—I mean you've got to give a guy who's lending you five times your cash flow some belief that the regulatory policy is not going to be turned on its head overnight. Because the capital will leave all of those industries.

Were you surprised with what came out of the White House on telco this year, and was that a miscalculation on the industry's part? There is an underlying rumbling that Time Warner came into town and did a lot of lobbying, including in the White House, and out they came with their proposal on telco entry and it sort of backfired on the industry.

I don't think it backfired. I think you've got at least two different camps in the administration. You've got what I consider the acolytes—those who have an almost academic point of view, almost a philosophical point of view about regulation in general. Regulation is bad or regulation is good. Competition is great, competition isn't great. Then you have the practical people who are in closer touch with the market every day and are concerned with the free functioning or the well functioning of an industry. Again, whether it be cable or the airlines or anything else. I think there is some disagreement in the administration as to where we're going, whether a continuation of total competition open in the markets or all regulation and no competition.

So, I was not shocked by it at all. And I don't think we really know the final position of the administration here.

I think that we'll hear more about the administration's position in there, whatever comments they make on the FCC rulemakings that are about to come. I think more light will be shed on that.

If you take the position of the anti-regulation acolytes, the next step is to let us in the local phone business where we operate in the cable business. That hasn't been mentioned yet, but eventually if the acolytes have their day, they'll let us in. That's not so bad at all—that's terrific.

This needs to be thought through in a broader sense, and I'm not sure a lot of people have done that. It's just this throwaway line: "Well, let the phone company in." But the flip side of that is, how about letting a lot of people into the phone business? The RBOC's aren't going to like that at all.

It is popularly suggested that your debt is a problem in the marketplace.

There is no statistical evidence of that. How big is your mortgage and how big is your income? It's the same thing. We have a cash flow of nearly \$2.5 billion and a mortgage of \$11 billion. So can we pay the interest? We have interest of a billion a year. And if they lower the interest rates, we'll pay \$100 million less—I hope and I think.

My mortgage pays over 27 more years, and you have this

UNLIMITED ACCESS.

A
CURRENT
AFFAIR
103



Still The Original. Still The Best.

NUMBER OF ACCESS CLEARANCES

INSIDE
EDITION
34

HARD
COPY
33

**TWENTIETH
TELEVISION**

Source: Cassandra Ranking Report, July 90
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balloon thing coming up.

But that's not a problem. Just think about what normally happens when balloons come up. If you have a strong company, a strongly performing company—and we do—we're in great shape. You have all kinds of options.

You could sell off small parts of the business, 20% or whatever.

Right. Or you can do 48 iterations of all of the above, which is probably what happens.

But the conventional wisdom was that had a cable bill passed, the stock price would have escalated.

I never thought that was conventional wisdom. I don't expect our stock to go through the roof until they actually see what we're going to do. I'm not sure our stock will move even then. And this goes back to the other analysis here. As long as you've got all this illiquidity in the market, I don't see why our stock is going to move.

Just look at what has happened to other stocks between Oct. 1, 1989, and Oct. 1, 1990. Paramount down 45%. MCA 49%. We're 47% or 46%. Comcast and TCI, I don't remember which one, bracketed 50% and 45%. All the cellulars were in the 60% range. Chuck Dolan [Cablevision] down 75%. Rupert Murdoch down 75%. The publishing companies, print companies—the Tribunes, the Times Mirrors and Gannetts—off 35% to 40%. The market just cut everybody down. It doesn't make any difference whether you have debt or no debt, whatever.

We have less debt in relation to our cash flow than any of the cable companies or TCI or Comcast. Is anybody going: "Oh, the poor cable companies?" When was the last time someone said that about Comcast or Continental? They're running six and seven times cash flow to debt. We're at four and a half.

So I'm just saying a lot of people haven't done their homework.

Also, this is a time when people are scared, just generally: a lot of people are scared. As a matter of fact, every time I get out of New York I like it a little bit better, because the doom and gloom in New York is because a lot of these people are afraid for their own jobs, particularly the financial community. They're throwing securities analysts out the window.

But it's so short term. Your horizon is so long term.

Yes, I know. But there's not much doubt in my mind about things. Markets don't go straight up and they don't go straight down, either.

Where do you think the economy is going?

I think the economy still has pockets of strength, surprisingly. I think it's weak in retail, and we've seen all the reports—J.C. Penneys, Sears, the normal ones. I think autos in some areas have shown surprising strength. I think the export economy is still looking pretty good.

I'm not as bearish as some. I think the principal issues, the fundamental issues, really relate to the fragility of the financial system as opposed to the economic system or the underlying industrial production system—services and industrial products.

I think American industry, both manufacturing and the service industry, is in far better shape to weather the storm than it was 10 years ago. We're leaner, we're more in touch with the consumer, we're better competitors vis a vis the foreigners and our inventory is not as bloated—all those kind of things. I think we're better fighting trim.

I think that what we're paying for as a society is all of this speculation, all of this money that went into financial assets—

real estate, particularly, which is really a financial asset, and we did all these things in hopes the next guy would bail them out. Those people who invested strategically as opposed to financially are doing just great. And you've got to remember that the original Time Warner deal was a strategic deal. There was no debt in that deal: none of our companies particularly like debt.

This wasn't our idea; it was the American system that visited this on us. Citibank, for the sum of \$5 million, wrote a letter to Paramount saying they could deliver \$12 billion if they delivered the body of Time Inc. hogtied at the door as collateral. That had nothing to do with productivity in America; it had to do with people trading pieces of paper. And that's what's wrong with the country.

And then the government stepped in, saying: "Wait a minute, we'll invent something called HLT's [highly leveraged transactions]."

That's why I picked the Oct. 1 date; after that you couldn't make any of those kind of loans, or you could make only so many. Just like loans to underdeveloped countries that will never be paid back.

It's ironic that you were forced to play the big-debt game of the 80's and then the same guys in Wall Street now are turning around being critical because of your earnings.

Isn't it wonderful? But it's true, you're absolutely right.

When will Time Warner have worked to your satisfaction? So you say: "OK, that's what I had in mind?"

I think it will have worked as we turn the century, as we turn into the next decade, and we are clearly the acknowledged leader at the quality end, worldwide. And that means everything we do, we're the best, and we truly are the place where we go after somebody to work for us and we get them. Because our business is based on talent, and in Hollywood they call it talent, and we call them journalists or accountants—but it's still talent.

Do you and Steve Ross sometimes feel that you're ahead of the curve, that people don't get what you're trying to do, either the international picture or the interlocking nature? I mean, it's a new way of doing business, and you're the sole leading practitioners now.

Well, I don't admit to being frustrated about it but I do admit to being curious as to why certain people do not understand what it is we're doing—particularly sophisticated people who think broader than just the U.S. market. But what's so surprising about that? We have a legislature down here which can't work with the President to balance the budget, and yet they've got problems in Italy and France and they sit down and they come to a position, and, bingo, they work it out. And nobody is calling each other names, and they say: "Hey, we have to do something here and everybody's got to give a little bit, so what's the fair way to do it?"

That's partnership. A different version of partnership. And American companies in the future or in the next decades can't have it the way they used to have it. It won't work any more. You know, coming out of World War II we were a different kind of country and the world was a different kind of world.

But you look at the population and the gross national produce and the Pacific Rim and, hey, that's a great market for us. But if we want the right kind of access to it, we're going to have to partner up. We can't do it the old way. And I don't understand why people don't understand that.

I'm not frustrated, I'm just curious. On the other hand, when I really think about it, why should I be bothered? Because I think we've got a lead time here. I think a lot of other people understand this, but they're not Americans, frankly. I think they're Europeans and Asians. ■

MSO'S SEE MORE OF THE SAME FOR PAY, BASIC

Operators report basic has grown 4%-5% this year, while pay has stayed about even; they expect that to be the case in '91 also

Next year's basic and pay performance will look a lot like this year's, according to a survey of MSO's, which means there will be further good news on basic and bad news on pay. MSO's are reporting basic growth of between 4% and 5% in 1990, and most are expecting the same increase, or slightly less, in 1991. But pay has been flat in 1990, and that no-growth trend is expected to continue. In fact, flat growth on pay may be an optimistic scenario for 1991, depending on the turns of the economy.

■ Continental will see basic growth of between 4% and 5% in 1990 with pay up less than 1%, said Ted Livingston, senior vice president, marketing. The company is looking at basic growth of 4% next year, with pay flat, adding that "it may be tough to keep it flat."

Continental has already seen the effects of regional recessions, as pay has fallen and ad sales have been hurt in some markets because of the economic slowdown.

Looking to next year, he said, the company plans to focus its pay efforts on training employees. Livingston said Continental will pass along pay rate increases "pretty consistently," adding that price hikes are "a major contribution to pay being flat or soft.... We've already hit elasticity on that consumer front," he said.

■ Warner Cable's overall numbers have been buoyed by its Brooklyn-Queens and Queens Inner City systems which are still in the new build stage. Basic is up 106,000 subscribers, or 8% on an annualized basis, while pay is down 1,000 for the same period. Without the New York numbers, Warner is up about 75,000 in basic, or about 6%, but down 50,000 pay units.

Kevin Leddy, senior vice president, marketing and programing, for Warner Cable, said the company plans to shift money from promotions and expensive trial offers and concentrate more on value building in 1991. There will be somewhat less emphasis on telemarketing because the efficiencies are going down in some markets, he said, as it costs a lot to hire and train door-to-door sales reps and telemarketers. Warner will look to increase its advertising budget and use DMA co-ops more.

On the pay side, Leddy said Warner would be taking minor or no rate in-

creases, as it tries to streamline prices. Warner will also take a more cautious approach to upgrade units to keep its base more stable, and do a better job of training. Warner's basic budget for 1991 mirrors 1990 and it hopes to gain 1% or so on pay, he said.

■ Comcast is also having a good year in basic, up more than 5%, according to Rick Sperry, vice president, marketing. Like others, pay is flat at Comcast. Sperry said Comcast will roll out its "We make you feel at home" image campaign companywide next year. It includes a new tag line and animation, and will use newspapers, billstuffers, radio and 20 video spots a month.

On the pay side, Sperry said it is important to maintain a retail mentality, and be in front of the consumers as much as possible asking for the order. Comcast is pulling back from deep discounts, he said, and will continue with instant install programs and improved CSR training.

■ Jones Intercable President Jim O'Brien said the company has seen basic internal growth between 3% and 5%

through the first nine months of the year. Paced by some experiments in packaging in its Wisconsin systems, O'Brien said pay is up slightly in 1990.

O'Brien said the MSO is looking toward budgeting a slight increase in pay next year, by addressing pay churn, and will probably budget a 3% to 5% increase in basic.

■ ATC is projecting basic internal growth of 4.5% in 1990, and between 4% and 4.5% for next year, as its base number continues to expand. The MSO was flat on pay this year and is budgeting for the same next year.

■ Times Mirror is also budgeting for a flat year on pay in 1991, along with a 4.5% increase in basic.

■ Cablevision Systems is up 44,500 basic subscribers in the first nine months of the year to 1,318,000, giving it an annualized internal growth rate of 4.5%.

■ Cox Cable grew by 43,204 basic subscribers in the first nine months of 1990, an annualized increase of slightly under 4%. Pay units were up marginally, 4,400, for an increase of 0.5% annually.

-MS

FUN AND GAMES



Rquest Television celebrated its fifth anniversary by looking to the future at a party in New York. Among those on hand were: (l-r) Lloyd Werner, president of Request Television; Marty Lafferty, vice president of PPV Olympics, NBC, and Jeffrey Reiss, Request chairman. Request was the first PPV network to sign to carry the 1992 PPV Olympics of NBC and Cablevision Systems.

GROWTH SLOWS FOR PAY CABLE SERVICES

Economy not expected to affect churn

Although premium cable services have often characterized rumors of their slowdown as greatly exaggerated, there is no denying that 1990 growth is moving along at a tortoise-like pace.

Through the third quarter of 1990, Showtime Networks, which includes Showtime and The Movie Channel, have gained only 73,000 subscribers, for a total of 10.5 million. Through the end of 1989, Showtime Networks gained 735,000 subscribers over the previous year for a total of more than 10.4 million subscribers.

HBO networks (HBO and Cinemax) will be up "a couple of hundred thou-

sand" subscribers at the end of 1990 over 1989, according to John Billock, executive vice president, marketing. That is dramatically down from nearly three quarters of a million in growth in 1989. HBO, at the end of 1989, served 23.7 million subscribers, a gain of 700,000 over 1988. Individually, HBO, with 17.3 million subscribers, gained 300,000 subscribers while Cinemax went from six million to 6.4 million subscribers.

HBO continues to make money for its parent, Time Warner, and according to Billock, will pick up market share in 1991. Both revenue and cash flow were up from 1989, when HBO networks had

revenues of \$286 million and \$42 million, despite the fact that The Comedy Channel's losses are calculated into those figures. For the third quarter of 1990, the premium service's revenue was \$318 million and operating cash flow was at \$45 million. Showtime, for third quarter 1989, had \$119 million in revenues, \$10 million in operating cash flow and \$8 million in earnings. For the third quarter of 1990, Showtime Networks increased to \$125 million in revenue but dipped to \$5 million in cash flow, and \$3 million in earnings.

Both the financial makeup and the philosophies of the two premium service groups are reflected in how much they will spend on advertising and marketing next year. In 1991, HBO plans to spend \$150 million on marketing with \$50 million allocated for image advertising alone, up from \$38 million this year. Matthew Blank, executive vice president, marketing, Showtime, would say only that industry-wide expenditures (including HBO, Showtime and Disney) exceed \$200 million. According to Blank, "Marketing can only do so much." Showtime's marketing budget reflects that, with no plans to increase marketing and advertising expenditures next year. "We already spend too much on advertising," said Blank, who stressed Showtime's interest in changing the structure of the premium category, so consumers "don't need to buy through \$40 of basic to get to Showtime." Reflecting yet another disparity between the two services, HBO's Larry Carlson, executive vice president, affiliate sales operations, referred to structural change as "intellectual hyjinks."

Timelock campaigns, the premium services' primary form of marketing, could be an endangered species as some operators mutiny from a marketing tactic they feel is ineffective and results in heavy churn from one service to the other. For HBO's timelock campaign scheduled for January, Billock said participation is down 5% versus a year ago, but stressed that "more than half the national potential are still reached by timelocks." Billock is a fan of timelock campaigns, citing the economies of scale they provide. "We didn't get into timelocks because of egos," said Billock. HBO also is willing to participate in multipay campaigns, he said, but wants operators to promote HBO in independent timelocks, which would

NBC PPV OLYMPICS SIGNS GRAFF, UA ENTERTAINMENT



NBC's PPV Olympics picked up two major endorsements last week, signing its first cable affiliate, United Artists Entertainment, and its second PPV service, Graff PPV.

Pictured above signing the letter of intent in the UA deal are: (l-r) David Meyer, vice president, business affairs, PPV Olympics; Jerry Maglio, senior vice president, marketing and programming, United Artists, and Alan McDonald, vice president, affiliate services, PPV Olympics.

The UA deal is significant in that UA represents about 10% of the addressable subscriber base in the U.S., or 1,325,000 subscribers.

Graff said it would be pre-empting its three services, Spice, Drive-In Cinema and Cable Video Store, for the Olympics. The three serve a combined 5 million subscribers and Mark Graff, president of Graff PPV, estimated that figure will reach seven million by 1992.

mean that the other premium services would be sold only via multipays. HBO deserves to be the only service promoted singly because "we provide most of the money," said Billock. He added that subscribers should not be allowed to switch premium services abruptly anyway. Operators should maintain a database of premium service subscribers and impose time restrictions on switching services.

Showtime's Blank, on the other hand, does not seem to like timelocks any more than do some operators, calling them a "necessary evil" and "expensive and time consuming." Multipay campaigns are attractive, said Blank, because while they do not attract as many new subscribers, the costs are less. Showtime would be willing to work entirely on multipay campaigns, but is not prepared to give up timelocks if other premium services continue them.

HBO's disconnect rates are running at 4.5% a month this year and have been relatively flat for the past several years. The connect rate is at 4.7% but instead of merely focusing on increasing that, HBO wants to decrease the disconnect rate. That number "is an unacceptable sustaining rate" and HBO's goal in 1991 is to get it down to "the high three's," said Billock. HBO has a retention marketing plan in the works, which it will not yet reveal.

While operators surveyed by BROADCASTING have said they plan to cut discounting of premium channels to hold back churn, the services themselves see nothing wrong with discounting itself. "It's discounting back and forth [between two services] that is the culprit," said Billock. Both Blank and Billock said discounted subscribers are no more likely to disconnect their premium services than are subscribers who first purchased with no discounted offer.

The slow economy should not have an adverse affect on premium services' attempts to keep down churn. A soft economy affects connect rates, not disconnect rates, said Blank. Nor will the soft economy stop premium services from planned rate increases. HBO is raising rates by approximately 5%, which, according to Billock, is consistent with the consumer price index. He said operators are justified in responding by raising retail rates, but not to any arbitrary level. "If a rate is raised 25 cents, raising retail rates \$1.50 is unacceptable," he said. Money HBO is spending on marketing means the rates are necessary, said Carlson. Showtime, too, plans to implement a 6% to 10% rate increase.

-SDM



RELEAF WINNER

The Discovery Channel was recognized with the 1990 Global ReLeaf award, as part of its efforts to help reforest the U.S. On hand to present the award were: (l-r) Lewis S.W. Crampton, associate administrator of the U.S. Environmental Protection Agency; Richard Hollier, president of the American Forestry Association; Chris Moseley, senior vice president, marketing and communications, Discovery, and Clayton Yeutter, secretary of Agriculture. Discovery said the cable marketing co-ops in Chicago and Boston as well as systems in Philadelphia are committed to supporting Global ReLeaf.

TCI'S THOMSON SAYS CABLE SHOULD SPEND \$10 MILLION ON AD PUSH

With the NCTA in the midst of debating a \$5 million public relations and advertising effort to improve cable's image (see "Closed Circuit," Nov. 19), Bob Thomson, Tele-Communications Inc.'s vice president of government affairs, criticized what he called "a lack of a meaningful amount of money" proposed by the NCTA plan.

The plan, which calls for \$1 million in advertising and \$4 million to maintain a staff of 20 people, is simply not enough, according to Thomson, who spoke at a Cable Television Public Affairs Association seminar in New York. "If we spend less than \$10 million on print and television advertising next year, we're making a mistake," he said. The telcos, Thomson continued, have plans to spend \$25 million next year to advertise against cable, and the cable industry must counteract that. "This is a fight, and we're up

against people who have almost limitless funds." He said a unified campaign is necessary "for cable to claim the future of television and to legitimize our right to it."

Thomson also questioned the plan to add 20 staffers to handle the effort. An advertising campaign can be created with existing NCTA staff and consulting from others in the cable industry, he said. Thomson also stressed that it is neither necessary nor possible for everyone to agree on exactly what form the advertising effort should take. "We have to decide at the outset that no one will be entirely happy" with the campaign, Thomson said.

TCI unveiled its own image advertising campaign several weeks ago (BROADCASTING, Oct. 15), spending \$2.5 million on its first flight of three commercials. Thomson said the TCI campaign "was purposely hyped to push an industrywide project."

CABLECASTINGS

DISCOVERY REBATE

The Discovery Channel will rebate \$8.8 million to 270 MSO and individual systems this year, as part of its advertising rebate program. Eligible affiliates receive between 20% and 30% of the company's net advertising revenue, which has amounted to \$14 million since the program began. About 80% of Discovery's 52.8 million subscriber affiliate base, or about 42 million subscribers, are covered by the ad rebate program. Those MSO's who are in the program signed special five-year agreements with the network by Jan. 1, 1987, and they will be eligible to continue the program in the next contract. Discovery said the 1990 rebate is equivalent to 21 cents per subscriber, which covers about three months of the network's typical affiliate fee.

BIG SPENDER

Time Warner vaulted to the top of cable advertisers for the first six months of 1990, with the newly merged entity spending \$25,332,718, to edge out Procter & Gamble, with expenditures of \$25,297,613, as reported by Arbitron's Broadcast Advertisers Reports.

BAR tracks spending on the Family Channel, CNN, ESPN, MTV, WTBS(TV) Atlanta and USA. Advertising on those networks climbed 15% in the first half of 1990 over 1989, jumping from \$462 million to \$530 million.

Ranking third was KKR with \$14,389,501, followed by Philip Morris, \$14,249,595; General Mills, \$12,306,050; Anheuser-Busch, \$11,945,333; General Motors, \$10,062,270; Sears Roebuck, \$9,627,067; Eastman Kodak, \$6,461,724, and Mars, \$6,338,831.

DOING BETTER AT TCI

Net losses at Tele-Communications Inc. dropped from \$74 million in the third quarter of 1989 to \$44 million in the third quarter of 1990. Revenue jumped from \$827 million to \$942 million, as did operating income, from \$163 million to \$192 million.

Comcast revenue climbed 17.5%, from \$141 million to \$166 million in the third quarter. Operating income was up 33%, from \$22 million to \$29 million. Higher



THUMBS DOWN ON SPLIT SCREEN

Madison Square Garden Network received less than enthusiastic response to its split screen programming on Friday, Nov. 16. When coverage of Virginia Slims tennis ran into a New York Rangers game, MSG split the screen for about 45 minutes. The network received about 100 phone calls, nearly all negative. MSG said it was a "noble experiment" that wouldn't likely be repeated.

interest expense resulted in an increase in net loss from \$26 million to \$45 million in the quarter.

PROMOTION PACKAGE

Lifetime will sponsor three national promotions in 1991, with prizes ranging from \$5,000 in cash to a \$10,000 midnight shopping spree.

In the network's Kid Vid Contest, the "cutest and most irresistible" videotaped moments will give six winners a \$10,000 savings bond. The grand prize winner will receive another \$5,000 in cash and appear on Lifetime's Attitudes.

Midnight Madness, sponsored by Helene Curtis, Lens Crafters and Easy Spirit, will begin in August, with the grand prize winner and two friends to be flown by private jet to either New York, Chicago, Dallas or Los Angeles for a day of makeovers, massages and a \$10,000 nighttime shopping spree.

Details of the third promotion, Holiday Sweepstakes, will be announced later.

CROSSOWNERSHIP TURN DOWN

The FCC denied Cablevision VI Inc.'s request for a permanent waiver of its crossownership rules because the commission does not have the authority to grant any such requests, it said, since the Cable Act of 1984 prohibits crossownership. Cablevision is the sole general partner with a 1% interest in the system serving Hawarden, Iowa, and has the same parent company as Heritage Broadcasting Group, licensee of KDLT(TV) Mitchell, S.D. The Grade B contour of KDLT covers parts of the Hawarden system. Cablevision has 120 days to divest itself of the Hawarden cable system.

NOTES FROM ALL OVER

Assignment Discovery has picked up endorsement of California Teacher's Association. ■ Spike Lee will direct a feature segment on Mike Tyson as part of HBO's Dec. 8 Tyson versus Alex Stewart bout.

INTERNATIONAL

NATAS PANEL DISCUSSES PROGRAMING IN EASTERN BLOC

International experts agree that broadcast bills are needed in region to secure Western investment and to guarantee media freedoms

Broadcast bills working their way into law throughout the newly liberalized Eastern Bloc not only are required to guarantee media freedoms there, but also to provide a secure environment for badly needed Western investment, according to experts at a panel in New York last Tuesday, Nov. 20.

The panel, sponsored by the International Council of the National Academy of Television Arts and Sciences, and chaired by former CBS Broadcast President Gene Jankowski, also disputed the degree to which Eastern Europeans would welcome Western—particularly U.S.—programming.

"First we need legislation," said former Soviet Gosteleradio senior executive Henrikas Yushkiavitshus. "We mustn't have illusions that the democratization process can't be reversible. There must be an infrastructure which provides the independence of the mass media."

Yushkiavitshus, appointed earlier this fall as assistant director general at the United Nations organization, UNESCO, argued that that infrastructure clearly does not yet exist either in the Soviet Union or in other East Bloc countries. And until it does, "there is a danger television will be controlled by somebody. It must not be Gorbachev television or Yeltsin television, it must be television."

Legislation protecting broadcaster freedoms is largely in draft form throughout the region, several speakers said. In Hungary, for instance, a new broadcasting bill should reach first draft in mid-December and possibly become law next February, according to Elemer Hankiss, president of MTV-Hungarian Television.

Likewise, a Polish media bill passed several weeks ago dealt just with the technical side of radio and television, removing the state monopoly over the airwaves. But four separate pieces of legislation providing broader freedoms for the industry won't be passed earlier than next spring, said Andrzej Krajewski of Polish Radio and Television.

In the meantime, the Western investment and involvement repeatedly sought by Eastern broadcasters—particularly from program suppliers—may be slow in coming, warned panelists and some audience members. "They [U.S. distributors] can do business, but it's very risky business in my opinion, because they don't know what the legislation is," said Yushkiavitshus.

Added seminar attendee David Webster, former BBC board member and now head of the TransAtlantic Dialogue policy group advising Eastern European broadcasters: "Nobody in their right mind is going to invest in broadcasting in a country unless they know what the rules are."

Despite the desire to quickly put media freedoms on firm ground in the region, several attendees cautioned that the rapid reconstruction of the Eastern European broadcasting industry should not lose sight of basic needs, particularly if Western investment is to be enticed in.

J.B. Holston III, head of NBC International, warned from the audience that there is "the danger of moving to commercialize too quickly," bowing to po-

litical pressures to auction frequencies, in effect selling off advertising franchises, that in a few years' time may seem undesirable. What Western investors will look for, emphasized Holston, are "stability and longevity."

More advice to the Eastern European panelists came from FCC representative Walda Roseman. She and an FCC team had recently returned from the region, where she said they explored how to tie "principles of pluralism" to the structuring of spectrum there. Speaking from the audience, she said the group was concerned that the emphasis continued to remain on centralized control of frequencies by a small number of national services. "There are a number of ways to slice a channel," said Roseman. "I hope legislation would not foreclose the opportunity for community based stations."

Hankiss of Hungary's MTV concluded: "What we ask of Western partners is [that] they consider people there [in Eastern Europe] as equal partners, even though we are not. It will help us because we need a kind of self-respect, a dignity after 40 years of repression." Added Hankiss: "These countries are poor in everything except ideas." —AAG

THE BRITISH ARE WINNING, THE BRITISH ARE WINNING

British producers again dominated the International Emmy awards ceremony, taking five of six categories at the Tuesday, Nov. 20, black tie New York gala. Last year, UK companies won three of five categories.

British Broadcasting Corp. took two awards, winning the drama category with a two-hour TV movie, *First and Last*, about a retired office worker who walks across England. The BBC also won for its arts documentary *Bookmark: From Moscow to Pietushki*.

The children's and young people's award went to the UK's TVS Films with Jim Henson Productions for Britain's Channel Four Television production of *Living With Dinosaurs*. Channel Four was involved in two other winning productions, *The Mahabharata* in the performing arts category, produced by Les Production de Troisieme Etage and the Brooklyn Academy of Music for Channel Four, and *Norbert Smith—A Life* in the popular arts category, by Hat Trick Productions.

The single non-UK winner was for the documentary *Boy Soldiers—J'ai Douze Ans et Je Fais La Guerre*, co-produced by A Capa, pay channel Canal Plus and state-funded broadcaster FR3.

PROGRAMING

SYNDICATION 1991-92: SLOW BOAT TO NEW ORLEANS

Less-than-stellar track record for current shows and tough economic times ahead contribute to smaller crop of proposed new programs

With the apparent failure of just about all of the new adult first-run shows in syndication this season, fewer syndicators are proposing fewer new shows for the 1991-92 season.

Many of this season's new programs were launched on the basis of tiered deals so that the shows are airing (or have aired) in various dayparts. Thus, their failure has not left gaping holes in particular dayparts and has left some distributors a little gun shy about spending millions in a tough economy to launch new shows against proven competition.

So far, only three new games have been proposed for next fall (*Scrabble*, from Group W, *The Puzzle Game* from Tribune and *Love Bugs* from ITC) compared to seven in the market a year ago at this time, five of which were eventually launched. "I'm not seeing a lot of new product," said Judy Girard, director of programming and broadcast operations at WNBC-TV New York. "With so many shows coming back, I don't know that there are enough access clearances available, or fringe for that matter," said Girard. "Unless you're a major syndicator with leverage it's going to be real tough to launch anything new. It's

been that way for a while, but I think it's worse than ever."

Station and rep officials agree there are fewer new programs being proposed, but there are some differences of opinion on what impact that fact will have on the buying and selling of shows for the 1991-92 season.

"Development has slowed down this season," said Jim Curtin, vice president, director or program services, Harrington, Righter and Parsons, the New York-based rep firm. He noted that some distributors that usually offer new strips, such as Worldvision and Buena Vista, have not been making the rounds with new projects. And other companies, he noted, such as Guber-Peters Television and MGM/UA Telecommunications, may be out of business altogether (and certainly out of the first-run syndication business).

"There is certainly less product at this point in the game than last season," said Dick Kurlander, vice president, programming, Petry Television. "I think distributors are being a little more realistic about their chances of success in launching a new show when there are so few holes."

In terms of general interest adult strips

or weekly shows, Kurlander estimated there are about 20 new projects currently being presented to station and rep executives, down from about 35 a year ago. He estimated there will be about one-third fewer such shows at NATPE in January, compared to a year ago. "Normally there tend to be about 60 new [general interest shows] at NATPE," he said. "This year I don't think there will be more than 40."

And from the programers' perspective: "It is a very difficult market right now," said Samuel Goldwyn Television President Dick Askin. "The advertising climate is pretty depressing. Distributors are much more bearish on the market than they were this time last year. In some cases, the upside is better, but the downside is substantially worse. The economics has increased substantially for a fall launch. There were many companies in the past who just went ahead with a number of development projects and pilots, just to have a presence at the NATPE convention. Those five new games [which premiered this season] have realized multi-million dollar losses."

"The marketplace is in such disarray," said Michael Gerber, president, first-run syndication, Viacom enterprises. "It is so fragmented, and it has been an abysmal development season, with few new programming alternatives for next season. Having developed under half the number of programs that were in the market at this time last season only exacerbates the situation for stations and syndicators. It's the haves and have nots. However, it is our conviction that there is still room out there for new talk shows. We're still bullish on the 1991-92 season. The action genre continues to be a very successful niche for us [with *Superboy* and *Super Force*]. We have created and nurtured what we think will be a strong franchise for us through the 1990's." [*Lightning Force* will be added to the action block next season.]

"This business has been very uncreative for last several years," said Mi-

THE WONDER DEAL

Neal Marlens and Carol Black, the Emmy Award-winning husband and wife creators of ABC's *The Wonder Years*, have signed an exclusive multi-million dollar, four-year agreement with The Walt Disney Studios, in what one competing Hollywood studio source termed "a very sweet writer-producer-studio deal." According to that source and others, Marlens and Black will receive \$18 million-\$22 million over four years to develop new TV and theatrical projects, in addition to possible gross revenue profit participation in those feature film projects. The pair, who were recently rumored to be close to making a similar deal with MCA Inc., bring at least three series commitments from ABC with them. A Disney spokeswoman said Marlens-Black projects could fall under either Touchstone Television or Walt Disney Television labels. Marlens and Black created, wrote and were executive producers of New World Television's *Wonder Years* (which launched on ABC in March 1988) during much of its first season, as well as writing and executive producing Warner Bros. Domestic Television's *Growing Pains* (ABC, 1985-present), which Marlens created.

chael King, president and CEO, King World Productions. "After the failure of five game shows, everyone is saying you can't take a show and put into access against *Wheel of Fortune* and *Jeopardy!* [both distributed by King World]. We stay very true to our beliefs. One of

those principles is consistency. It is just aiding and abetting the success of cable programs in access to insert cloned concepts. Stations are losing viewers to cable. They're either watching movie programming or first-run comedies... You have to counterprogram *Entertainment*

Tonight, and even *Wheel* or *Jeopardy!*.

According to Curtin, the dearth of new programs in development, and the easing of pressure on syndicators to squeeze more shows on the air than there are time periods for them, may serve to "stabilize" prices somewhat. "Last

1991-92 FIRST-RUN SYNDICATION SCORECARD

With the NATPE convention in New Orleans some six weeks away, the first-run development season is nearing possibly its least productive finish in recent memory.

For the current 1990-91 season, 45 first-run programs survived for launch (BROADCASTING Sept. 3, 1990), out of at least 67 series pitched at the 1990 NATPE conference. So far, station executives had, at last count, 33 first-run projects to consider for the 1991-92 season. If there is an optimistic note for first-run distributors, it is that they will only have to compete for clearances against five off-network programs, compared to seven off-network sitcoms and one hour-long drama this season. Nearly two dozen game show strips were in development last season (BROADCASTING, Sept. 4, 1989), but the resulting lackluster perfor-

mance of the five surviving games this season has decreased that number to perhaps a half-dozen contenders. Orbis Communications' *The \$100,000 Pyramid* is listed below as a midseason 1990-91 entry, but will be seeking wider coverage for a 1991-92 run. On the talk show front, eight shows are being positioned for launch, compared to 15 that were in various stages of development last season (none of which made it to launch). Eight reality-based programs are being offered for 1991-92, compared to eight (counting reality magazines and variety programming) this season. The two genres with the best ratings track record this season, children's animated programming and action-adventure programming, show only four additions so far.

The following is a quick read on the 1991-92 field. -MF

GAME SHOW STRIPS

Critical Decisions (Innoventures)*
Name That Tune (Sandy Frank Entertainment)*
Scrabble (Group W Productions)
Love Bugs (ITC Distribution Group)
The \$100,000 Pyramid (Orbis Communications)**
The Puzzle Game (Tribune Entertainment)

TALK SHOW STRIPS

The Chuck Woolery Show (Orion Television)
The Jenny Jones Show (Warner Bros. Domestic TV)
The Maury Povich Show (Paramount Pictures Television)
On the Edge with Ron Reagan (MCA TV/Fox Stations Inc.)
Realities with David Harman (Viacom Enterprises)
Families [working title] (MTM Distribution Group)
Tim and Daphne (King World Productions)¹
The John DeBella Show (Reeves Ent./Blair Ent.)²

REALITY-BASED STRIPS

Candid Camera (King World Productions)
Getting Even (Warner Bros. Domestic TV)
The Gossip and Fame Show (Zodiac Entertainment)³
Now It Can Be Told (Tribune Entertainment)⁴
Success Stories (ITC Distribution Group)

REALITY-BASED WEEKLIES

Stuntmasters (Blair Television)**
Grudge Match (Genesis Entertainment)
Roggins Heroes (MCA)

CHILDREN'S ANIMATED STRIPS

Dark Wing Duck (Buena Vista Television)
James Bond Jr. (Claster Television)
Widget (Zodiac)

WEEKLY KIDS ANIMATED STRIPS

Mr. Bogus (Zodiac Entertainment)
Toxic Crusaders (Sachs-Finley Co.)⁵

WEEKLY SITCOMS

Harry and the Hendersons (MCA TV)
WKRP (MTM Distribution Group)

WEEKLY ACTION-ADVENTURES

Lightning Force (Viacom Enterprises)
Tarzan (Worldvision Enterprises)
Untitled Hour (Cannell Distribution)
Hollywood Premiere Network (three series from MCA)

OFF-NETWORK LAUNCHES

HALF-HOUR SITCOM STRIPS

A Different World (Viacom Enterprises)
Full House (Warner Bros. Domestic TV)
Married...with Children (Columbia Pictures TV)

HOURLY DRAMA STRIPS

Beauty and the Beast (Republic Pictures TV)
Matlock (Viacom Enterprises)

* Midseason 1991-92 launches. ** Midseason 1990-91 launch. ¹ King World is testing the Tim and Daphne Maxwell Reid talk vehicle on WMAR-TV Baltimore through the end of the November sweeps and will make its decision to syndicate following release of the ratings books. ² *John DeBella* is currently being tested during November on WTXF-TV Philadelphia prior to Reeves Entertainment and Blair Television making final decision to initiate sales launch. ³ Half-hour strip based on tabloid *National Enquirer* (BROADCASTING, Nov. 12). ⁴ Hosted by Geraldo Rivera. ⁵ Animated spinoff of "Toxic Avengers" feature film series.

year, we saw some distributors practically giving these shows away, or investing heavy promotional or co-op dollars on some stations just to get the shows launched," he said.

This season, with fewer competitors and fewer new shows, he said, syndicators aren't as pressured to make a deal at any cost. "With about the same amount of need for product, it's not a seller's market, but a more stable market," Curtin said.

The most aggressive development has been for talk shows targeted for daytime or early fringe. Paramount's *The Maury Povich Show* is a firm go with over 60% of the country already cleared for fall 1991. Orion's *Chuck Woolery Show* has also generated strong interest, with estimates that it has already cleared about 40% of the country and is expected to be at the 50% mark by NATPE.

Warner Bros. is trying to launch a third show, *The Jenny Jones Show*, and has cleared a number of markets, including San Francisco and Sacramento. King World is testing a new talk show with Tim and Daphne Reid, and last week, Michael King was not ruling out a possible launch of the show for next fall.

Last season, one new daytime talk show was proposed, MCA's *Studio 33*, which did not get launched. "There are an unusual number of talk shows being developed for daytime and early fringe play," said Mitchell Praver, vice president, director of programming, Katz Continental Television.

In part, Praver said, that trend is in keeping with the conservative nature of the current development season. "Personality-driven talk shows represent one of the safest formats in syndication," said Praver. "The chances for success are greater than with other formats, such as games, which tend to be accepted or rejected almost immediately by viewers. And talk shows have greater scheduling flexibility."

There has been a good deal of speculation on whether stations have room for all the talk shows being proposed, as well as the ones currently on the air. A number of rep executives have questioned whether *The Joan Rivers Show* would be back for a third season. According to an analysis of the October rating books by Petry Television, the show, on average, was down two household share points from a year earlier, with a 2.7/12.

Rivers's ratings and shares in key demographics were also down, according to the Petry report. Last week, however, Tribune Entertainment insisted that *Rivers* would be back for year three. However, a

program spokesman declined to name any station that had picked up the show for next season, and Tribune executives were unavailable to answer questions about renewals. "The show will definitely be back," said the spokesman. "The show has been renewed or has competitive offers in all of the top 20 markets."

According to Praver, there could be room for the new and returning talk shows. "More and more, stations are establishing double talk show blocks in daytime," which has been a pattern in early fringe for some time, he said.

Goldwyn's Askin believes there may be some upside for syndicators in CBS's 20% cut in its compensation to affiliates (BROADCASTING, Nov. 19). "I think there is a theoretical advantage for syndicators to any dissatisfaction that affiliates may have with the network, but how many affiliates are going to go for short-term benefits [with syndicated programming] to jeopardize their long-term relationships with the network? It may create an immediate opportunity for syndicators with daytime and early fringe programming, but I don't necessarily think it will be a causal effect from reduced compensation for CBS affiliates. The case of NBC possibly returning one hour of daytime programming to

affiliates (BROADCASTING, Nov. 19) would have a more immediate direct benefit to syndicators. It is an immediate void, and something that stations feel have the most immediate impact on profit and loss projections."

"The economics for weekly programming are nearly as tough," said Askin. "A lot of companies don't want to get into weekly hours because it tends to be an expensive and tough niche market. Not every show tends to hit a home run with its first at-bat but there is still room to hit the double or triple. We just waited and picked our moment with *Gladiators*, but there really hasn't been an adequate companion piece for further development. Our development person, Julie Resh [director of development and production] is actively looking to acquire a compatible companion piece to *Gladiators*, but we're going to take our time and nurture the project until the 1992-93 season. It really is too late for any other major projects. Paramount is already knocking off early fringe slots [for *The Maury Povich Show*]. Judging from the light development season so far, it would be foolish to produce a pilot within the next couple of weeks and be optimistic about station interest at NATPE."

-SM, MF

SYNDICATION MARKETPLACE

Republic Pictures Domestic Television Distribution has unveiled *Color Movies III*, its latest package of colorized classic titles. Set to premiere in fall 1991, the independent Hollywood studio is making each feature available for two airings in four-week broadcast windows, with Republic retaining 11½ minutes of national barter ad time and stations keeping 12½ minutes of local. Titles include "Arch of Triumph" (starring Ingrid Bergman and Charles Boyer), "A Double Life" (Ronald Coleman and Shelly Winters) and several John Wayne features.

The fourth annual *Siskel & Ebert Holiday Video Gift Guide* has been slated for a Nov. 30-Dec. 9 broadcast window by its distributor, **Buena Vista Television**, which also handles the regular weekly run of the *Siskel & Ebert* movie review program.

Samuel Goldwyn Television's *American Gladiators*, which this season has sole possession of "crash TV" market following cancellation of *Rollergames* (distributor Qintex Entertainment filed Chapt. 11 bankruptcy in October 1989) at end of last season, has grown steadily in the franchise. The weekend hour has a season-to-date 3.9 NTI rating (as of Oct. 28) and was recording a 4 rating or above for the last three weeks of October. Of the 158 markets in which *Gladiators* airs (93% coverage), 11 of the top 25 markets have been double running the show in late night, access or early fringe.

Kevin Wendle, president and CEO of **Quincy Jones Entertainment**, producers of "The Jesse Jackson Show" for first-run syndication, has resigned to pursue outside production opportunities through his newly formed Kevin Wendle Productions, according to a QJE statement. The move follows by a Michael Linder's exit as *Jackson* executive producer to make way for Adam Clayton Powell III (BROADCASTING, Oct. 22). Van Gordon Sauter had also served as co-executive producer of the weekly *Jackson Show* before leaving prior to its launch last June. No replacement has been named.

RATINGS ROUNDUP

Although it was a close race, NBC once again found itself on top of the prime time ratings heap for the week ended Nov. 18, when it narrowly beat ABC with an average 13.4 rating and 22 share. ABC was right behind with an average 13.3/22. CBS took up the rear with an 11.9/20. Fox averaged a 6.9/11.

It was NBC's seventh weekly win in the nine-week-old season. Among the highlights were strong performances by two made-for-TV movies. Part two of *The Big One* on NBC was third-ranked overall with a 19.5/30. Part one of *Stephen King's It*, on ABC, was fifth-ranked overall with an 18.5/29.

Week 9

Nov. 12–Nov. 18

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week. ▲-Up in rank from last week.
■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	23.0/35	N	Cheers
2	22.2/34	C	60 Minutes
3	▲ 19.5/30	N	Movie: Big One, Pt. 2
4	▼ 18.8/29	N	A Different World
5	18.5/29	A	Movie: IT
6	18.4/32	A	Barbara Walters special
7	▼ 18.2/32	N	Empty Nest
8	▼ 18.0/27	A	Roseanne
9	▲ 17.9/26	A	Funniest People
10	▲ 17.7/28	N	Cosby Show
11	▼ 17.6/26	C	Murder, She Wrote
12	▼ 17.3/31	N	Golden Girls
13	▼ 17.0/25	C	Designing Women
14	▼ 16.9/25	A	Funniest Videos
14	▼ 16.9/24	C	Murphy Brown
16	▼ 16.5/26	N	Unsolved Mysteries
17	▼ 16.4/29	A	Full House
17	▲ 16.4/26	N	Matlock
19	▲ 16.3/27	A	The Wonder Years
20	▲ 16.2/25	A	Doogie Howser, M.D.
21	▲ 16.0/25	A	Growing Pains
22	▲ 15.9/24	N	Heat of the Night
23	▼ 15.8/27	A	Monday Night Football
24	15.5/25	N	Grand
24	▼ 15.5/27	N	L.A. Law
24	▼ 15.5/23	C	Major Dad
27	▼ 15.3/27	A	Family Matters
28	14.9/24	A	Who's the Boss
29	▲ 14.7/22	N	Fresh Prince
30	▲ 14.6/28	N	Carol & Co.
30	▼ 14.6/22	A	Coach
30	▼ 14.6/22	A	Head of the Class

30	▲ 14.6/25	C	Knots Landing
34	▲ 14.5/23	A	Married People
35	▼ 14.3/23	F	The Simpsons
36	14.0/23	C	Movie: Uncle Buck
37	▲ 13.7/21	C	Rescue: 911
38	▼ 13.4/22	C	Movie: Moonstruck
38	13.4/22	C	Honeymooners special
40	▼ 13.3/24	A	Perfect Strangers
41	13.0/23	N	Law and Order
41	▼ 13.0/25	A	20/20
43	▼ 12.8/20	C	Jake and the Fatman
43	▲ 12.8/19	F	Married...With Children
45	▼ 12.7/20	N	Movie: Flight 1501
46	▼ 12.0/19	A	Macgyver
46	▼ 12.0/18	C	Uncle Buck
48	▲ 11.7/17	N	Ferris Bueller
49	▼ 11.6/21	A	Going Places
49	▼ 11.6/20	N	Hunter
51	▼ 11.3/17	F	In Living Color
52	▼ 11.2/18	N	Dear John
53	10.9/20	N	Amen special
53	▼ 10.9/17	A	Father Dowling
55	▼ 10.0/20	C	Dallas
56	10.1/18	A	thirtysomething
57	▲ 9.8/17	N	Night Court
58	9.7/18	N	Fresh Prince special
58	9.7/15	A	Gabriel's Fire
60	9.4/15	C	Flash
60	▼ 9.4/15	A	Life Goes On
62	▲ 9.1/15	C	Doctor, Doctor
62	▼ 9.1/16	C	Over my Dead Body

64	▼ 8.9/14	N	Fanelli Boys
64	▲ 8.9/13	F	Get a Life
66	▼ 8.8/16	A	Young Riders
67	▼ 8.5/15	A	Primetime Live
68	8.4/13	C	Top Cops
69	8.2/15	C	Prime Time Pets
69	▼ 8.2/16	C	Twin Peaks
71	▼ 8.1/13	C	48 Hours
71	8.1/15	N	Wings
73	▼ 7.9/14	C	Bagdad Cafe
74	▼ 7.8/14	N	Quantum Leap
75	7.6/12	F	Parker Lewis
76	▲ 7.3/11	F	Good Grief
77	▼ 7.2/14	N	Midnight Caller
78	▲ 7.1/13	F	America's Most Wanted
79	▼ 7.0/12	C	WIOW
80	▼ 6.9/12	F	Cops
81	6.8/10	N	Movie: Polly
82	6.7/12	C	Uncle Buck
83	▼ 6.6/12	C	Family Man
84	▲ 6.4/10	F	Parker Lewis
85	▼ 6.2/11	A	China Beach
86	▼ 5.8/11	C	Wiseguy
87	▲ 5.7/9	F	True Colors
87	5.7/9	F	Stunt specials
89	5.6/10	C	Candid Camera special
90	5.2/9	F	Cops special
91	5.1/8	F	Beverly Hills 90210
92	▼ 5.0/9	F	Totally Hidden Video
93	▼ 4.9/9	C	Hogan Family
94	▼ 4.1/7	F	American Chronicles
95	▼ 2.9/5	F	Against the Law

FREEZE FRAMES: Syndication Scorecard *

Week ended Nov. 11

Rank	Program (Syndicator)	Rtg	Stns	Covg	8	9	10	11	12	13	14	15
1	Wheel of Fortune, syn. (King World)	14.4	220	98	7.6	183	84	9	Warner Bros. Volume 28	6.5	135	91
2	Jeopardy! (King World)	12.8	216	98	6.1	230	98	10	Donahue (Multimedia)	6.1	129	80
3	Star Trek: Next Generation (Paramount)	12.0	235	97	5.7	168	95	10	Inside Edition (King World)	5.4	164	91
4	Oprah Winfrey (King World)	9.0	223	99	5.3	130	92	12	Star Search (TPE)	5.3	130	92
5	Cosby Show (Viacom)	9.0	206	98	5.0	170	96	13	Disorder in Court (All American TV)	5.0	170	96
6	Current Affair (20th Century Fox TV)	8.7	191	95				14	21 Jump Street, syn (Cannell Dist.)			
6	Entertainment Tonight (Paramount)	8.7	176	94				15	Tale Spin (Buena Vista)			

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

ECONOMICS ARE FACTOR IN 'STICK SHOCK'

Stick value is becoming unknown quantity as economic concerns force broadcasters to assess stations according to value-added market pricing

The concept of stick value—that of the “assessed” worth of an “undeveloped” radio property in any given market—may be on its way to extinction, according to a number of broadcasters, brokers and bankers.

Broadcast broker Gary Stevens acknowledges that many markets still have what might be called stick values, particularly Los Angeles, New York, Chicago and Atlanta. But Stevens suggested that the concept of stick value today is established by what the buyer and seller believe is common ground for consummating a deal, not “in the Biblical sense, where a seller threw out a price and everybody jumped on it.” Stevens said “those raging, roaring stick values of yesterday are gone.”

Media Venture Partners’ Randy Jeffery said that past deals based on stick

value alone were risky. He said he long felt that “the industry would live to regret the day it ever developed the stick value concept.” He said the term really was no more than a few analysts’ perceived value of a radio station, which in many cases had no bearing on how much a property is worth. “Stick values now, in many cases, are less than half of what they were a year ago,” he said. “The stick value in Charleston was \$3.9 million, but there’s a deal going right now that’s almost a stick deal for \$1.5 million. Richmond had a \$6.7 million value, but now it’s closer to \$4.75 million.” Jeffery said that stick values sought the bottom “and found it about three months ago.”

The rise and apparent decline in the relevance of stick values is largely due to market conditions and the maturity of

the radio industry. Prior to this year’s decline in trading hyper-activity, stick value was a viable concept because it set the base price for an undeveloped or marginal cash-flowing station in each market. In the last five years, however, many of those marginal properties were snapped up by those seeking turnaround values. Undeveloped properties that sold for stick value in 1985 today are competitive, and values are based much more on cash flow multiples than the concept of stick price.

According to Steve Crane, president of Emmis Broadcasting: “Even if a noncash flowing property comes on the market, the seller in many instances is selling more than just a stick. They’re selling a position to try to exploit the market.” Crane believes that the validity, even the existence, of stick value has been difficult to determine in 1990 because of lack of station sales. “It’s still possible to determine what somebody might pay if you take a look at a market and analyze the number of radio dollars flowing into the market, how many competitive total radio signals there are; take those radio dollars and divide them, and figure how many you should be able to get if you make a relatively competitive radio station out of what you’re buying,” he said.

The stick concept still has some value as a tool for a broadcaster to use in determining what he feels he can pay for an undeveloped station, said Steve Pruett, managing partner at Blackburn Capital Markets in Chicago. “Pure stick value means the buyer is going to start over from zero,” he said. “He has to look at what he can pay for it and how much he’ll have to put with it, in a five to eight or 10-year scheme, and what kind of value he can build.”

Pruett paralleled stick value with that of a vacant lot in real estate. “It’s like building an apartment building in an area that already has some apartment buildings, as well as a few vacant lots that are zoned for apartments,” he said.

LEE ABRAMS, THE FORMAT

Dallas-based Satellite Music Network has launched a new format, the satellite delivered “Lee Abrams Classic Rock.” The format had been in the testing stages since Oct. 31. The full production package was rolled out Nov. 19 (it signed on at midnight, as “The Wave” signed off), and can now be heard on KIPA-FM Hilo, Hawaii. Five other stations are tentatively scheduled to sign on, according to a company spokesperson, but are not on the air yet.

The format targets the 25-49 listener. The playlist will include artists such as the Rolling Stones, the Moody Blues, Jimi Hendrix, Genesis, Eric Clapton, Fleetwood Mac, the Beatles and The Who. Special programs slated include *Friday Night Live*, *Blues Power Hour*, *Nuggets* and *Saturday Sides*.

Lee Abrams, managing director for Satellite Music Network’s “Z Rock,” will also manage the classic rock format. “We know there are a lot of baby boomers out there waiting for this classic rock format,” said Abrams. “I’m bringing back to America the heyday of rock radio.”

Bruce Carey, formerly air personality at KZEW(FM) Dallas, has been named the format’s operations manager. Carey, who will be based in Dallas, has served on-air stints at KCBQ(FM) San Diego, WLUP-FM Chicago and KAZY-FM Denver. In addition, Carey’s voice has been heard in commercials for Frito Lay, McDonald’s and the U.S. Armed Forces. He can also be seen in the two movies “Stealth Hunters” and “Fragments.”

In other news at the company, Stan Robak has been promoted to operations manager for the StarStation adult contemporary format, from his position as mid-morning announcer on the “Pure Gold” oldies format. StarStation is broadcast to 217 affiliates in the U.S. and Caribbean, and airs custom-produced shows in China. The format’s playlist includes Paul McCartney, Phil Collins, Steve Winwood, Billy Joel, Carly Simon, Madonna, Gloria Estefan, Neil Diamond, The Eagles and Lionel Ritchie.

"The buyer has to set his own price based on the improvements he can make, as well as on current and future competition."

Prior to the evaporation of financing, a broadcaster might expect to borrow up to 50% of stick price—a figure that Pruett said now is closer to 30%. "And that's 30% of 1990's lower price," he said. He explained that a station that sold at stick price for \$5 million, and in the fifth year cash-flowed \$1 million, would be worth \$10 million, based on a 10-times-multiple, an increase of \$5 million. "Today, if you paid \$5 million for a stick, your cash flow is going to have to be closer to \$1.5 million to realize that \$10 million price, based on exit multiples at 8½," he said. More realistically, that station might be realizing \$750,000 cash flow which, multiplied by 8½ times, yields a price of \$6.375 million, he said.

William Cate, president of Chapman Associates in Atlanta, proposed that stick value is determined independently in individual markets, according to what each buyer, broker or seller sets as the base level of entry. "It's more a function of how a knowledgeable broadcaster feels he can make a certain facility perform in a market," Cate said.

That broadcaster is going to "look at that market and see how many dollars there are, how many stations are vying for those dollars, how stiff the competition is, how good he thinks he is, whether he can obtain a technically equal or superior signal, and the length of time it will take him to generate ratings and revenues to allow him to get to the value he wants to place on it," Cate said. "Then he works backward to determine what he can pay for the station as a raw, undeveloped property."

As the number of such properties and available financing has declined, so has the exercise of setting stick values for each market, Cate said. "A couple of years ago a lot of people were trying to set a stick value for every market," he said. "You're not hearing as much, especially in the smaller markets. Except in those few markets where demand has remained high, stick values are a lot less—and less important."

The hard and fast adherence to published stick values was part of the widespread mindset of the popular "greater fool theory" that pervaded the industry in the late-1980's, according to Bill Clark, president of Shamrock Broadcasting in Los Angeles. (Clark is quick to point out that many of these so-called "fools" actually were the lenders who threw money at

potential buyers.) He said that stick values were unrealistic "even in the days when plenty of money was being shoved at the business, because those values were like playing the commodities market. They went up and down without any apparent reasons, except for the mood of an individual buyer toward a particular market."

Today's banking environment has changed all this capriciousness, said Clark. "Very few financial institutions

are willing to lend significant amounts of money toward sticks, even though undeveloped—or underdeveloped—radio stations still have real worth." Not to the degree that the industry experienced five years ago, Clark noted, "but as long as you have opportunities to participate in what somebody considers a decent marketplace with an undeveloped property, there will be somebody who will be forthcoming with an offer on a reasonable basis." -REB

WESTWOOD EXCHANGE OFFER

Los Angeles-based Westwood One Inc. announced an exchange offer Nov. 19 that will cut interest costs in half for the company, as well as allow it to exchange \$98.5 million in convertible bonds for new securities. The changes in the terms of the conversion could add more common stock to the company. In the two-day period from the date of the announcement, Westwood stock dropped from 3¼ to 2¾ on Wednesday, Nov. 20.

Westwood offered to exchange new convertible senior subordinated debentures carrying \$400 principal and bearing 9%, due Oct. 15, 2002, for old convertible senior subordinated debentures carrying \$1,000 principal and bearing 6¾%, due Oct. 15, 2011. The senior subordinated debentures are initially convertible at a price of \$5.25 per share of common stock as compared to the subordinated debentures which are convertible at \$24.58 per share. Under those terms, the senior notes will bear 9% annual interest, and will each be convertible into 76.19 common shares. The exchange offer will expire at midnight, ET, Dec. 17, unless otherwise extended.

Said Peter Bardwick, assistant vice president, Westwood One, New York: "We are trying to do good for the company and bondholders. It reduces debt, reduces the interest cost and debt amount and gives bondholders the opportunity to convert at \$5.25 which is closer to where stock has been trading."

In a release last week, Bill Battison, Westwood president and chief financial officer, said the exchange offer was one element of an effort under way at Westwood to improve overall operations. Said Battison: "Management has cut costs, trimmed staff by approximately 10%, eliminated certain unprofitable network programs and focused our affiliation and sales effort on the growing 25-54 year old demographic, which has been largely responsible for the company's improvements in the second and third quarter this year."

In addition to producing and distributing radio programming, Westwood owns the Mutual Broadcasting System, the NBC Radio Networks and two radio stations (with a 50% interest in a third). -LC

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JOURNALISM

SUPREME COURT UPHOLDS NORIEGA TAPE BAN

Following two weeks of heated court battles and press outcry over prior restraint, the U.S. Supreme Court refused to give Cable News Network permission to air tapes of jail cell telephone conversations between deposed Panamanian dictator Manuel Noriega and his attorneys.

The Supreme Court, on Nov. 18, also refused to schedule arguments on the merits of the lower court gag order issued by U.S. District Judge William Hoeverler in Miami. Both moves by the high court dealt blows to CNN, which went to the Supreme Court requesting an emergency stay of the federal judge's tape ban and filing a formal appeal of what it termed as an unconstitutional gag order.

CNN lawyers left Washington last Tuesday (Nov. 20) to turn the controversial tapes over to Judge Hoeverler in Miami, where Noriega is in jail awaiting trial on drug-trafficking charges. Noriega's attorneys have feared the tapes, reportedly made by the government and obtained by CNN from a confidential source, could impair their client's Sixth Amendment right to a fair trial. CNN turned the tapes over to the court to determine whether their broadcast would indeed preclude a fair trial.

CNN's compliance in turning over the tapes marked a turnaround for the network, which earlier had defied Judge Hoeverler's Nov. 8 ban by airing one of the telephone conversations. Noriega's defense team has asked Judge Hoeverler to hold the network in contempt, but as of early last week, the network had not been cited.

Constitutional attorney Floyd Abrams, representing CNN in the Noriega case, told attendees at a Tuesday luncheon of the International Radio and Television Society in New York that it was not clear whether any CNN executives would go to jail if cited for contempt. "I don't know the answer to that," he said. Abrams spoke at the luncheon in place of network president Tom Johnson, who canceled his appearance to tackle breaking developments in the case.

The tapes, once received by Judge Hoeverler, were promptly turned over to federal Magistrate William C. Turnoff for review. Judge Hoeverler, who will



Attorney Floyd Abrams, on behalf of CNN, addresses Noriega tape controversy at IRTS luncheon in New York.

preside over Noriega's drug-trafficking trial, declined to personally review the materials to avoid being "tainted" by any possible disclosures about Noriega's defense strategy.

If Magistrate Turnoff's review had prompted Judge Hoeverler to place a permanent ban on further broadcasts of the material, CNN would once again be able to appeal its case as far as the Supreme Court. The network gave every indication early last week that it would pursue an appeal in the event of a permanent ban. "There will be more time spent in the courts," said attorney Abrams last Tuesday. "In the end, I believe, I predict, CNN will win."

Abrams argued that Noriega's attorneys did not meet the legal tests needed for prior restraint. Citing the 1976 court decision in *Nebraska Press Association v. Stuart*, Abrams said Noriega's attorneys should have shown conclusive proof that no alternate means to prior restraint could have guaranteed a fair trial.

The Supreme Court's Nov. 18 ruling was announced without a formal decision, just three days after CNN filed its appeal and one day after opposing briefs had been filed by both the Justice Department and Noriega's defense. The Supreme Court ruling was based on a 7-2 vote.

The two dissenting justices, Thurgood Marshall and Sandra Day O'Connor, wrote in their two-paragraph opinion

that the case was of "extraordinary consequence" for freedom of the press and agreed with CNN's assessment that the lower court was exercising an unconstitutional prior restraint.

"Our precedence makes unmistakably clear that any prior restraint of expression comes to this court bearing a heavy presumption against its constitutional validity and that the proponent of this drastic remedy carries a heavy burden of showing justification for its imposition," wrote Marshall. "I do not see how the prior restraint imposed in this case can be reconciled with these teachings."

CNN President Tom Johnson called the court's ruling "a loss of a battle in a continuing war against censorship," adding that the network remained committed to establishing its "full freedom" to telecast newsworthy information.

"CNN's role is to report the news, whether it hurts or helps General Noriega," said Abrams. He noted that CNN had not been seeking a test case with its stance on the Noriega tapes, adding: "There are some cases which simply have to be appealed because they are there."

The Supreme Court ruling was labeled a "dark day for freedom of the press" and a "judicial repeal of the First Amendment" by David Bartlett, president, Radio-Television News Directors Association. "When the Noriega tapes eventually get out, and they will, despite government censorship, the American public will judge whether its freedom is better served by a bold and free press or a timid Supreme Court," he said.

In other developments, a CNN spokesman said the network last week was preparing to make its final pre-legal attempt at reclamation of Noriega-related materials from the FBI. According to the network, the FBI seized materials that had been left in the Atlanta hotel room of CNN investigative reporter Marlene Fernandez, who had broken the original story about the tapes.

Attorney Abrams said that CNN had copies of all information obtained by the FBI, adding that the material was not central to any of the network's journalistic efforts. CNN also reported that the FBI has visited its Washington facilities in connection with the Noriega tapes. —RB

BUSINESS

TVB/BROADCASTERS: AT A CROSSROADS

Convention is upbeat but broadcasters acknowledge tough years ahead; association fights membership losses; hopes to prove itself in 1991

Perhaps as a reflection of the tough times facing broadcasters, attendance at the 36th annual Television Bureau of Advertising membership meeting was down, compared to a year ago. Although exact numbers are not yet available, TVB President Jim Joyella estimated that including in-person registration, 700 to 750 attended the three-day conference, a drop of 50 to 75 compared to a year ago. Also, those stations that did attend did not bring as many employees as in years past. Instead of three or four employees, many sent only one or two.

Conventions are almost always festive affairs and this one was no exception, but attendees also acknowledged the next two to five years will be a real test for the broadcasting industry. One broadcaster described the mood this way: "There are not too many positive things to talk about. Business stinks." Another sales manager said: "The atmosphere here is upbeat, but at the same time, this industry is going through intense change." Another group owner said it is possible that advertising revenue for operators could be off by as much as 5% next year.

If that is the case, then more and more stations will be scrutinizing their budgets looking for ways to cut. Several station executives told BROADCASTING there have been and/or will be layoffs at their stations.

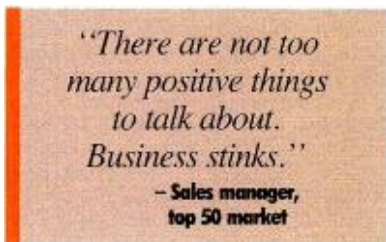
National Association of Broadcasters President Eddie Fritts told broadcasters it is "time for them to get off their wallets." For many broadcasters, it appears that is not an option.

Obviously, this is a crucial time for TVB—convention and membership fees are the association's greatest source of revenue and both declined this year. Joyella said the association's operating budget declined by 4% in 1990 and is projected to decline by another 3.5% in 1991. That amounts to \$500,000 less that TVB has to spend on its members. Joyella told attendees that both the CableTelevision Advertising Bureau and the Newspaper Advertising Bureau are out-

spending TVB.

Most attending the conference were in agreement that TVB is on the right track. Jeb Baker, sales manager, WTVQ(TV) Lexington, Ky., said the association is asking its members the right questions. For Baker, that was not always the case. His station dropped out of TVB in 1987 because it had become a "lazy and irresponsible" organization. Said Baker: "We did not take pleasure in dropping membership in our own association."

Also returning to TVB is Burnham Broadcasting Co. (seven TV's) Presi-



dent Peter Desnoes, a one-time board member who left the association because he, too, felt it was unresponsive to the needs of its members. "There was not one general manager on the board [when I left]. Now it is a good mix." (Currently, five of the 25 board members are station managers or sales managers.)

Baker is also concerned that broadcasters have become too stubborn to change. Regarding joint ventures with cable (a much talked about issue at the convention), Baker thought over 75% of the convention looked at each other and said, "We can't do that." Baker disagreed: "I don't know if aligning with cable is the answer, but I'm going to explore it. View change as an opportunity. Those who don't won't survive."

Joyella is no stranger to change. In his first year in office, the TVB president was faced with having to downsize the association while still trying to meet the needs of its members. Offices in Atlanta and Dallas were closed and some staff was let go. "TVB," he said, "could no longer afford to visit

every station."

The association also moved away from trying to help broadcasters on a local level, choosing instead to target regional advertisers. Joyella is also trying to get broadcasters to focus more on the marketing side of sales so they can better understand the needs of the advertiser.

The approach seems to have pleased most members. Mike Kelly, general sales manager, WNUV(TV) Baltimore, said today's segmented audience requires operators and sales managers to learn more about the businesses they serve to promote the medium as a whole.

Joyella knows that in tight times the TVB membership is subject to scrutiny. Currently, according to the latest figures, 431 TV stations are members. Joyella said the association lost a lot of stations in October when budgets for 1991 were decided. "We have taken our licks for now," he said. As for the decision to drop TVB, Joyella and TVB board member Phil Jones of Meredith Corp. said it is something that should be decided at a corporate level and not at the station level. Said Jones: "To put that decision on the general manager is difficult. They don't necessarily have the overview that corporate has." Joyella said the association tries to "look down the road," something the general sales manager is too busy to do. Jones is also pleased with Joyella's approach to the association. "We never sold the concept of television. We sold spots—period."

Joyella knows the next year will not be an easy one for broadcasters and TVB. On a positive note, *The New York Times* station group (five TV's) just joined the association as did six of the nine Benedek Broadcasting stations. Said Joyella: "This time next year (at the TVB convention in Las Vegas), I have a feeling we will be feeling real, real good. Never mind how bad 1991 is. That's the way to get tested. If we can't strut our stuff in 1991, we better hang it up." -JF

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CHANGING HANDS

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

KDSM-TV Des Moines, Iowa ■ Sold by Duchossois Communications Co. to Red River Television Partners for \$13.6 million cash at closing. Price includes five year noncompete covenant. **Seller** is headed by Rolland Johnson and has interests in KQPT(FM) Sacramento, Calif., WHFS(FM) Annapolis, Md., and KJYK(AM)-KKLD(FM) Tucson, Ariz. **Buyer** is headed by Barry Baker and Larry D. Marcus, and has interests in KDNL-TV and KSTZ(FM), both St. Louis, and KABB-TV San Antonio, Tex. KDSM is Fox affiliate on ch. 17, with 3020 kw visual, 311 kw aural and antenna 1,516 feet above average terrain.

KOKH-TV Oklahoma City ■ Sold by Busse Broadcasting Corp to KOKH Acquisition Corp. for \$7 million cash at closing. **Seller** is headed by Lawrence A. Busse, James C. Ryan and Oscar David, and has interests in WEMU-TV Eau Claire, Wis.; WWMT(TV) Kalamazoo, Mich.; KOLN(TV) Lincoln and KGIN(TV) Grand Island, both Nebraska. **Buyer** is headed by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett owns 100% of GNG Corp. and Gillett Holdings Inc. GNG Corp. owns 100% of outstanding class A stock of SCI Television Inc. which owns licensees WAGA-TV Atlanta; WSBK-TV Boston; KNSD(TV) San Diego and TV translator K62AK La Jolla, both California; WJW-TV Cleveland; WJBK-TV Detroit, and WITI-TV Milwaukee. KOKH-TV is independent on ch. 25 with 1,410 kw visual, 141 kw aural and antenna 1,540 feet above average terrain.

KRLN-AM-FM Canon City, Colo. ■ Sold by Warner Stations to Lowrey Communications for \$900,000 cash at closing. **Seller** is headed by Norton Warner and has interests in KSTR(AM) Grand Junction and KSTR(FM) Montrose, both Colorado; KAB(AM)-KSAJ(FM) Abilene, Kan., and KLIN(AM)-KEZG(FM) Lincoln, Neb. **Buyer** is

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$235,000 □ 2

FM's □ \$137,040 □ 4

AM-FM's □ \$1,535,000 □ 3

TV's □ \$20,600,000 □ 2

Total □ \$22,507,040 □ 11

Year to Date:

AM's □ \$94,828,905 □ 349

FM's □ \$462,567,261 □ 225

AM-FM's □ \$350,525,227 □ 202

TV's □ \$819,676,900 □ 85

Total □ \$1,727,598,293 □ 761

For 1989 total see Feb. 5, 1990 BROADCASTING.

headed by Paul E. Lowery. KRLN(AM) is fulltimer with MOR format on 1400 khz with 1 kw. KRLN-FM has country format on 103.9 mhz with 3 kw and antenna 520 feet below average terrain. *Broker: Jorgenson, Chapin & Co.*

WCDS(AM)-WOVO(FM) Glasgow, Ky. ■ Sold by WCDS Broadcasting Inc./WOVO Broadcasting Inc. to Ward Communications Corp. for \$575,000. Price includes \$75,000 cash at closing, \$363,800 assumption of seller's outstanding obligation and \$136,200 10-year promissory note at 10%. **Seller** is headed by John M. Barrick and has no other broadcast interests. **Buyer** is headed by Mark Ward and Dianne Ward, and has no other broadcast interests. WCDS has country format on 1440 khz with 5 kw day. WOVO has top 40 format on 105.5 mhz with 1 kw and antenna 480 feet above average terrain.

HERITAGE-POP DEAL COMPLETE

Heritage Media Corp. of Dallas has completed its acquisition of POP Radio Corp., an in-store radio network, with the purchase of roughly 1.85 million shares of POP for about \$39 million. The merger agreement that was signed last April had the shares selling for \$20.50, but the Aug. 1 closing was "delayed because POP didn't meet the conditions to close; there was a provision in the agreement increasing the price if it didn't close by a particular date," said Jeff Curtiss, Heritage chief financial officer. The remaining shares of POP, now a wholly owned subsidiary of Heritage, sold for \$21.10. Heritage had previously "owned about 78% of [POP] on a primary basis before [the deal] closed, but there were a bunch of warrant holders and stock option people that had to be cashed out," said Curtiss. Heritage, headed by James M. Hoak Jr., owns six AM's, five FM's and seven TV's.

LOW POWER TELEVISION GETS HIGH-POWERED INVESTOR

Foote, Cone & Belding and Channel America form programing and marketing cooperative to produce programing aimed at viewers in their 50's

Many low power television stations (LPTV) may have gotten a much needed boost at this year's Community Broadcasters Association convention at the Las Vegas Riviera Hotel (Nov. 17-19) with FCB/Telecom's establishment of "Silver Streak—For Prime Time People," a programing and marketing agreement with Channel America. That may be good news for viewers in their 50's, a segment of the viewing audience increasingly dissatisfied with the networks' widespread marketing to 18-34 year old demographics, said Jack McQueen, senior vice president and general manager, FCB/Telecom.

"We're not talking geriatric programing here...we're talking about people who grew up with television most of their lives and are dissatisfied with programing aimed to younger demos," he said.

Channel America is a national network that supplies as much as 24 hours of programing a day for its affiliates. Currently, it serves 4 full power TV's (KCWT[TV] Wenatchee, Wash.; WRDG[TV] Burlington, N.C.; KFBI[TV] Las Vegas and WSST-TV Cordele, Ga., 10 cable direct channels (including systems in Montgomery, Ala.; Ridgefield, Conn.; Youngstown, Ohio; Jamestown, N.Y., and Charlotte, N.C.) and 158 LPTV's.

"Every network has an identity and we're beginning to develop ours," said David Post, president of Channel America.

FCB/Telecom produces television programs for the national advertising firm Foote, Cone & Belding Communications. FCB/Telecom originated the *Hallmark Hall of Fame* programs and currently produces 10 cable series each week including *Sportslook* for ESPN and *Hollywood Insider* for USA.

The move, however, is to reach that segment that McQueen said is "either underserved or unserved."

The venture "can give an advertiser a focused reach," said Post. He said these viewers "are not looking for nostalgia...they're active." He said programing and advertising to this group makes sense because it is increasing in size and is one of the wealthier segments of society.

For its part, FCB/Telecom is taking over many of the programing responsibilities of Channel America, including

producing programs for, or in conjunction with, sponsors.

They will also "evaluate the whole schedule" and determine where the new program can be most easily integrated with Channel America's existing schedule, said McQueen. The venture calls for more original programing, as well, but McQueen said each step will be done incrementally. FCB/Telecom will oversee future program acquisitions, realign existing schedules and improve the overall on-air presentation, including graphics, logos and bumpers. The two companies are considering moving Channel America's programing operations to the West Coast, closer to FCB's Burbank headquarters, and are in the process of lining up on-air talent.

Currently, the average Channel America affiliate takes 14 hours a day, which, said Post, is down from about 18 a year ago. They have 15 O&O's, which broadcast the full 24-hour slate. The af-

filiate pay a small up-front fee and then barter four of the six minutes in each half-hour program. The LPTV operator, or community broadcaster, as he prefers to be called, has the other two to do as he wishes. "It lets the community broadcaster go on the air without enormous up-front cash," said Post.

The venture also makes it possible for more advertisers to get into television, because network rates have gone up while their share of the audience has gone down, McQueen said.

Although the announcement was favorably received throughout the convention, the LPTV puzzle is still missing many crucial pieces. Must carry, said Post, may be the most problematic. Some are skeptical, however, believing that many cable systems do not have the channel capacity to accommodate every LPTV. Others are more cynical, saying the must-carry position taken by the

continues on page 57

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FOCUS ON FINANCE

Media stocks were mixed against backdrop of improving market indices. Two earnings announcements had negative impact. Biggest news occurred for WPP Group, which said consensus earnings forecast by securities analysts was too high. Stock plunged, losing two-thirds of value in two days and closing Tuesday at 5½. Announcement by CBS was less of surprise to analysts, some of whom were already projecting possible fourth-quarter loss. Consensus estimate was already expecting lower 1991 earnings versus current year. CBS was

down 5%—but roughly even with one month ago—to 156⅞. Westwood One was down slightly for week, to 2 11/16, coincident with company's announcement of exchange offer for convertible debentures. New debt would have convertible price of \$5.25 per share, compared with \$25.50 conversion price of current debt. Orion Pictures continued its recent gains, up 13% for week to 13⅞. Harris Corp. continued rebound, gaining 4% to \$19. Arbitron parent company, Control Data, did same gaining 7%, to 11⅞. MCA closed at 67¼, up 2%.

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 and Poor's or as obtained by Broadcasting's own research.

	Closing Tue Nov 20	Closing Wed Nov 14		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A	BHC) BHC Comm.	44	41	3/4	2	1/4	05.38	-8	1,288
N	(CCB) Cap. Cities/ABC	397	394		3		00.76	13	6,880
N	(CBS) CBS	156 1/8	165 1/8	1/8	-9		-05.45	11	3,696
A	(CCU) Clear Channel	10 5/8	10 3/4	-	1/8		-01.16	-62	60
O	JCOR) Jacor Commun.	1 7/8	1 15/16	-	1/16		-03.22	-1	18
O	(OSBN) Osborn Commun.	6 1/4	6 1/2	-	1/4		-03.84	-9	43
O	(OCOMA) Outlet Comm.	9	9 3/4	-	3/4		-07.69	11	58
A	(PR) Price Commun.		1/2	3/8	1/8		33.33		4
O	(SAGB) Sage Bcsg.	1 1/8	1 1/2	-	3/8		-25.00	-1	4
O	(SCRIP) Scripps Howard	35 3/8	35 5/8	-	1/4		-00.70	14	365
O	(SUNNC) SunGroup Inc.	3/4	3/4				-00.00	-1	5
O	(TLMD) Telemundo	3 1/2	3 1/2				00.00	-1	79
O	(TVXGC) TVX Group	9 3/16	9 3/16				00.00		67
O	(UTVD) United Television	29 1/4	30	-	3/4		-02.50	3	317

PROGRAMING

O	(IATV) ACTV Inc.	2 7/8	2 7/8				00.00		2
O	(ALLT) All American TV	2 1/8	2 1/8				00.00		4
N	(CRC) Caroleo Pictures	5 1/4	5 1/2	-	1/4		-04.54	8	158
O	(DCPI) dick clark prod.	3	3				00.00	13	24
N	(DIS) Disney	97 3/4	94 7/8	2 7/8	03.03	16	12,999		
O	(FNNIE) FNN	2 3/8	3 3/16	-	1/16		-25.49	7	43
A	(FE) Fries Entertain.	9/16	9/16				00.00		2
A	(HHH) Heritage Ent.	1	1				00.00	-1	7
N	(HSN) Home Shop. Net.	3 7/8	4 1/2	-	5/8		-13.88	96	349
O	(IBTVA) IBS	1 1/4	1 1/4				00.00	15	4
N	(KWP) King World	22 1/2	22 7/8	-	3/8		-01.63	10	855
O	(KREN) Kings Road Ent.	5/32	5/32				00.00		0
N	(MCA) MCA	67 1/4	65 3/4	1 1/2	02.28	25	5,056		
A	(NNH) Nelson Holdings	2 7/8	2 7/8				43.75		12
O	(NNET) Nostalgia Net.	1/2	1/2				00.00		2
N	(OPC) Orion Pictures	13 1/8	11 5/8	1 1/2	12.90	37	238		
N	(PCI) Paramount Comm.	39 1/4	37 1/4	2	05.36	26	4,627		
N	(PLA) Playboy Ent.	3 3/8	3 5/8	-	1/4		-06.89	17	62
O	(QNTXQ) Quintex Ent.	1/8	1/8				00.00		26
O	(QVCN) QVC Network	4 1/2	4 1/4	1/4	05.88	-11	78		
O	(RVCC) Reeves Commun.	6 3/4	6 3/4				00.00	-16	85
O	(RPICA) Republic Pic.'A'	5 1/4	5 1/8	1/8	02.43	29	22		
O	(SP) Spelling Ent.	3 5/8	3 7/8	-	1/4		-06.45	18	120
O	(JUKE) Video Jukebox	5 1/8	5 3/4	-	5/8		-10.86	-39	48
O	(WONE) Westwood One	211/16	3	-	5/16	-10.41	-1	39	

	Closing Tue Nov 20	Closing Wed Nov 14		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	29	28 7/8	1/8	00.43	25	541		
A	(AK) Ackerly Comm.	2 3/8	2 1/2	-	1/8		-05.00	-3	36
N	(AFL) American Family	16 1/4	15	1 1/4	08.33	12	1,322		
O	(ACOMA) Assoc. Comm.	23 1/2	24 1/2	-	1		-04.08	60	438
N	(CCN) Chris-Craft	27	28	-	1		-03.57		687
O	(DUCO) Durham Corp.	27	26	1	03.84	13	228		
N	(GCI) Gannett Co.	33	34 1/8	-	1 1/8		-03.29	13	5,214
N	(GE) General Electric	53 1/8	55 1/4	-	2 1/8		-03.84	11	47,207
O	(GACC) Great American	2 5/8	3 1/8	-	1/2		-16.00	-1	92
A	(HTG) Heritage Media	3 1/4	3 3/8	-	1/8		-03.70	-7	146
N	(JP) Jefferson-Pilot	35 3/8	35 1/2	-	1/8		-00.35	8	1,264
N	(LEE) Lee Enterprises	22	21 7/8	1/8	00.57	12	513		
N	(LC) Liberty	40 1/2	42 1/2	-	2		-04.70	9	316
O	(LJNB) LIN	53 1/4	59	-	5 3/4	-09.74	-17	2,735	
N	(MHP) McGraw-Hill	48 1/8	48 3/8	-	1/4		-00.51	120	2,342
A	(MEGA) Media General	16 1/4	16 7/8	-	5/8		-03.70	23	411
N	(MDP) Meredith Corp.	21 1/2	22 1/2	-	1		-04.44	-15	395
O	(MMEDC) Multimedia	55 1/4	55 1/8	1/8	00.22	16	625		
A	(NYTA) New York Times	18 1/8	18 1/2	-	3/8		-02.02	5	1,380
N	(NWS) News Corp. Ltd.	9 3/4	9	3/4	08.33	6	2,617		
O	(PARC) Park Commun.	12 3/4	13 1/4	-	1/2		-03.77	14	263
O	(PLTZ) Pulitzer Pub.	17	17				00.00	6	178
O	(STAUF) Stauffer Comm.	130	130				00.00	48	144
N	(TMC) Times Mirror	23 1/2	24 7/8	-	1 3/8		-05.52	12	3,020
N	(TRB) Tribune Co.	37	38 3/4	-	1 3/4		-04.51	12	2,437
A	(TBSA) Turner Bcstg.'A'	11 7/8	11 7/8				00.00	-79	1,771
N	(WPO) Washington Post	175	178	-	3		-01.70	11	2,142
N	(WX) Westinghouse	27 1/2	27 1/4	1/4	00.91	8	8,004		

CABLE

A	(ATN) Acton Corp.	5 1/8	4 7/8	1/4	05.12	-4	7		
O	(ATCMA) ATC	32 3/4	32	3/4	02.34	34	3,571		
A	(CVC) Cablevision Sys.'A'	14	13 5/8	3/8	02.75	-1	310		
A	(CTY) Century Comm.	5 1/8	4 5/8	1/2	10.81	-5	334		
O	(CMCSA) Comcast	10	10 7/8	-	7/8		-08.04	-6	1,129
O	(FAL) Falcon Cable	9	10 1/4	-	1 1/4		-12.19	-6	57
O	(JOIN) Jones Intercable	6 1/4	6 1/2	-	1/4		-03.84	-3	78
N	(KRI) Knight-Ridder	38 1/2	40 7/8	-	2 3/8		-05.81	11	1,931
I	(RCI.A) Rogers'A'	8 1/2	8 1/2				-00.00	-17	349
O	(TCAT) TCA Cable TV	11 1/2	10 3/4	3/4	06.97	50	278		
O	(TCOMA) TCI	11 3/4	11 7/8	-	1/8		-01.05	-17	4,182
N	(TWX) Time Warner	80 5/8	78 3/8	2 1/4	02.87	-6	4,633		
O	(UAECA) United Art.'A'	11 1/8	11	1/8	01.13	-16	1,562		
A	(VIA) Viacom	19 1/2	19 3/4	-	1/4		-01.26	-23	2,081

Continued from page 55

CBA is aimed at drastically increasing the reach (and therefore the value) of the station because many are in areas where the local cable system reaches a far greater area than the low-powered signal. LPTV's are limited to 10 watts on VHF and 1,000 watts on UHF, and reach a five-to 20-mile radius and almost always need a well aimed roof-top antenna to receive its signal. Most homes with cable, analysts say, no longer have or maintain roof top antennas.

Community broadcasters have other reasons to feel insecure. FCC Chairman Alfred Sikes said LPTV is still a secondary priority service, and could be bumped from their frequency by growing first priority services such as HDTV and land mobile radio. The LPTV industry will push for the adoption of four letter call signs. As it is, most LPTV's have five or six letter call signs that keep them from being recorded in either Arbitron or Nielsen local rating services and add to general confusion over what the present call letters mean, said Post.

But despite its problems, McQueen says he believes LPTV is here to stay. And he's putting his money where his mouth is.

-PJS

WOMEN STILL OUTNUMBERED ON TV SCREEN AND OFF

The National Commission on Working Women and Women in Film's annual report on how women are faring in the TV business found that "male characters continue to dominate the TV screen and male producers, writers and directors persist in greatly outnumbering women in those jobs."

A total of 555 characters (238 women, 317 men) appearing on 80 TV series (43 comedies/sitcoms, 35 dramas and two comedy-dramas) aired during the spring of 1990 on ABC, CBS, NBC and Fox, were analyzed. The major finding of the report, "What's Wrong with This Picture?": "Women continue to fare poorly on [TV]—both on screen and behind the camera—despite significant gains over time and some notable but scattered breakthroughs. Male characters outnumber females in on-screen portrayals, especially dramas."

Of the four networks, "Fox shows rank highest in percentages of women producers, writers and directors. CBS and NBC follow in that order." However, one network executive interviewed for the study said: "Fox pitched to men before women, but they all wanted network deals. But now that Fox is hot, it can get the men... I bet you'll see the guys crowd the women out."

Significant behind-the-camera employment statistics included: women constitute 15% of all producers—with *Sugar 'n Spice* having the highest percentage (75%); 25% of all writers—with *Designing Women* having the most (83%), and 9% of all directors on prime time entertainment series—*A Different World* has the most (96%). Among TV shows, *Just the 10 of Us*, which has been cancelled, is the only show in the study that had no women producers, writers or directors.

Among production studios, Carsey-Werner employs the highest percentage of female producers (46%) and directors (25%), with MTM employing the fewest producers (5%) and Viacom the fewest directors (0%); Columbia employs the highest percentage of female directors (41%); Cannell, the lowest (14%).

-JS

STOCK INDEX (CONT.)

	Closing		Net	Percent	P/E	Market	Closing		Net	Percent	P/E	Market
	Tue	Wed					Tue	Wed				
	Nov 20	Nov 14	Change	Change	Ratio	(000,000)	Nov 20	Nov 14	Change	Change	Ratio	Capitali-
EQUIPMENT & MANUFACTURING												
N (MMM) 3M	80	5/8	80	1/2	1/8	00.15	14	17.896				
N (ARV) Arvin Industries	16		16			00.00	22	300				
O (CCBL) C-Cor Electronics	4	1/2	5	1/2	-1	-18.18	3	19				
O (CTEX) C-Tec Corp.	14	14	1/2	-	1/2	-03.44	-51	230				
N (CHY) Chyron		9/16		9/16		00.00	-1	6				
A (COH) CoHu	8	7/8	8	3/4	1/8	01.42	6	17				
N (EK) Eastman Kodak	42	3/4	42		3/4	01.78	16	13.869				
N (HRS) Harris Corp.	19	18	1/4	3/4	04.10	5	761					
N (IV) Mark IV Indus.	7	7/8	7	5/8	1/4	03.27	1	109				
O (MATT) Matthews Equip.	1	5/8	1	7/16	3/16	13.04	81	9				
O (MCDY) Microdyne	3	1/8	3	1/8		00.00	44	13				
O (MCOM) Midwest Comm.	1	1/2	1	3/4	-1/4	-14.28	4	4				
N (MOT) Motorola	51	3/8	56	-4	5/8	-08.25	13	6.757				
A (PPI) Pico Products		1/2		1/2		00.00		1				
N (SFA) Sci-Atlanta	11	3/4	11	1/8	5/8	05.61	6	262				
N (SNE) Sony Corp.	44	7/8	46	1/4	-1	3/8	-02.97	24	14.895			
N (TEK) Tektronix	16	3/4	17	1/8	-3/8	-02.18	-5	486				
N (VAR) Varian Assoc.	29	1/2	31	1/4	-1	3/4	-05.60	-33	564			
O (WGNR) Wegener		3/4		3/4		00.00	-4	5				
N (ZE) Zenith	6	3/8	6	1/8	1/4	04.08	-2	170				
SERVICE												
O (AFTI) Am. Film Tech.	3	3/4	3	5/8	1/8	03.44	12	36				
O (AGRPC) Andrews Group	2	3/8	2	3/8		00.00	-1	21				
O (BSIM) Burnup & Sims	7	1/2	7	1/8	3/8	05.26	83	94				
A (CLR) Color Systems	1	1/2	1	1/2		00.00	-1	9				
N (CQ) Comsat	20	7/8	21	3/8	-1/2	-02.33	6	390				
N (CDA) Control Data	11	1/8	10	3/8	3/4	07.22	-2	473				
N (DNB) Dun & Bradstreet	41	3/4	40	1/8	1	5/8	04.04	14	7.618			
N (FCB) Foote Cone & B.	19	1/2	21	-1	1/2	-07.14	10	210				
O (GREY) Grey Advertising	127		128		-1	-00.78	11	143				
O (IDBX) IDB Commun.	7	1/4	7	1/4		00.00	80	45				
N (IPG) Interpublic Group	31	1/4	31	3/4	-1/2	-01.57	14	1,081				
N (OMC) Omnicom	22	1/4	26	-3	3/4	-14.42	11	583				
O (RTRSY) Reuters	35	7/8	38	3/8	-2	1/2	-06.51	17	15.465			
N (SAA) Saatchi & Saatchi	2	1/8	2	3/8	-1/4	-10.52	-1	336				
O (TLMT) Telemation		1/2		1/2		00.00	1	2				
O (TMCI) TM Commun.		1/4		3/16	1/16	33.33	-1	5				
A (UNV) Unitel Video	5	3/4	5	3/4		00.00	-9	8				
O (WPPGY) WPP Group	11	3/8	15	1/8	-3	3/4	-24.79	5	459			
Standard & Poor's 400							369.66	375.22	-5.56	-1.5		

WASHINGTON

SIKES VOWS TO ACT ON TELCO ENTRY QUESTION IN '91

Chairman says commission will develop position on ban on telephone companies offering cable in phone service areas in next 12 months

For reasons not entirely clear, the FCC never got around this year to taking a stand on whether, or to what extent, the statutory prohibition against telephone companies' offering cable service in the same places they provide telephone service should be lifted.

But FCC Chairman Alfred Sikes vowed last week that another year will not go by without the agency voicing its opinion. "Sometime next year, we need to reach a commission position on telco-cable," he told BROADCASTING.

The so-called telco entry issue will be the subject of controversy on Capitol Hill, Sikes said. "And at some point," he predicted, "Congress will turn to the FCC and ask: 'What do you think?'"

"It's time now to examine again the whole question, looking at it from a number of different standpoints," Sikes said. "You have the [Bush] Administration with an open entry position; you have Senator [Conrad] Burns [D-Mont.] with a partial entry position, and you have a number of variations," he said. "We expect people over here to think of additional ways to resolve the issue."

The whole issue deserves a fresh look because "there are some new issues on the table," said Sikes. Technology and the competitive environment are changing, and, he added, the issue has captured the attention of congressional leaders, which was not true when the FCC began reviewing the ban in 1987.

Any telco-cable inquiry must also consider the "corresponding" issue of cable systems' providing telephone services by coupling their systems with wireless personal communications technology, Sike said.

"What we are faced with is multi-use technology," the chairman said. "And if companies that have these multi-use technologies want to use them for more than their traditional businesses, how much sense does it make to preclude that?"

In July 1988, then FCC Chairman

Dennis Patrick was joined by Commissioner James Quello in tentatively recommending that Congress lift its ban against telco entry, a provision of the Cable Communications Policy Act of 1984. Then Commissioner Patricia Dennis, the only other commissioner at the time, dissented.

However, within six months, Quello had a change of heart, denying Patrick the second vote he needed to affirm the recommendation.

Sikes, who succeeded Patrick in August 1989, indicated early this year that he would bring the telco-cable matter up for a vote during the summer. Most figured he would use the proceeding to advance his "video dial tone" approach, which he developed prior to joining the FCC while head of the National Telecommunications and Information Administration.

Video dial tone would continue to prohibit telcos from controlling pro-

gramming as cable operators do, but would encourage telcos to build video distribution networks by allowing them to lease capacity to programmers without local cable franchise obligations.

Sometime during the spring, telco entry and video dial tone slipped from Sikes's agenda. Some FCC sources say Sikes was deferring to Congress, which was considering the telco entry question. Others say Sikes could not find two other votes among the four other commissioners to produce a majority for video dial tone.

Sikes acknowledged that there is no consensus at the FCC on telco entry. "We have not talked about it," he said. "It's premature because there aren't any options on the table at this point."

Given the changes in technology and the marketplace, Sikes said, he has not settled the matter in his mind. But, he added, "at the very least I would support a video dial tone position." —**HU**

NFL IS LOOKING AT PPV, SAYS TAGLIABUE

National Football League Commissioner Paul Tagliabue said last week the NFL may experiment with offering games on a pay-per-view basis and is committed to scrambling the satellite feeds of games.

Speaking at a luncheon of the Federal Communications Bar Association in Washington, the lawyer-commissioner said the league is considering PPV, particularly for games not involving the home team.

According to Tagliabue, fans are interested in being able to choose the games they watch. There are "growing pressures to make games available on a select and targeted basis," he said. The pressures come from "the mobility of American society where we have Cleveland fans in San Diego," he said.

The NFL current television rights contracts have provisions that would allow for PPV. However, he said, the owners are not currently pushing PPV. "We have enough money."

Tagliabue told BROADCASTING that the league is "revisiting" the issue of scrambling because "we need to enforce our copyrights" and scrambling "would be cheaper than going through the courts."

According to Tagliabue, ratings "are just about flat on NBC and CBS [and] up on ESPN. ABC's ratings for *Monday Night Football* is down 10%, "but we are optimistic that the Giants-49ers game [Dec. 3] will propel them right back where they belong."

Despite the ratings, the NFL is healthier than ever, he said. "In a dramatically changing television marketplace, we have five extraordinary [network] contracts totaling \$3.7 billion...for four years," he said, adding that \$2.5 billion of that will flow through to the players.

TECHNOLOGY

BROADCASTERS BASICALLY FAVOR FCC'S AM PLANS

Comments to commission mostly agree with overall three-part proposal to improve ailing band, but find fault with some individual items

Comments on the FCC's massive set of proposed rules changes to improve the financially declining AM service were mostly positive. Broadcasters had plenty of time to study the proceeding, which was released last spring (BROADCASTING, April 16). In it, the FCC outlines its three-part plan for restoring the health of AM: new technical standards; non-technical incentives to reduce interference, and migration to the expanded AM band (1605-1705 mhz).

In addition to the heavy broadcaster response to the AM improvement rule-making, hundreds of letters from individual AM station owners were placed in the same docket. The FCC had set the same date as the comment deadline for letters of interest from AM stations that may want to move to the expanded band.

Many commentators, however, while agreeing with the majority of the FCC proposals, had criticisms for some components of the overall plan. Not all agreed with the FCC's plan to authorize only existing stations for the expanded band and that preference should be given to existing stations causing the most interference on the conventional band. There were isolated complaints about various details of the proposed new technical standards, which deal generally with changes in adjacent-channel protection ratios and in the ways groundwave and skywave interference and propagation are calculated.

Most broadcasters agreed with the National Association of Broadcasters' long-held stance that the expanded band should be reserved for gradual migration of current licensees of the conventional band. The eventual result will be to decrease the overall number of AM stations "and hence reduce current levels of interference. This restriction will also expedite inauguration of service on the expanded band because it will be immediately populated by experienced broadcasters with records of successful broadcast service and, presumably, established audiences," NAB said.

Criticism of the commission's ex-

panded-band proposal came from those who felt the spectrum should be used for new services. National Public Radio agreed with the FCC's overall goal of reducing AM interference, but said that the plan to authorize only existing stations "constitutes a missed opportunity for public radio expansion." About 14% of the U.S. population currently does

not receive public radio. NPR said.

An engineering consulting firm, Cohen, Dippell & Everist, Washington, sided with NPR and called for the FCC to set aside two channels in the expanded band to public radio. It said that the FCC's plan "is not efficient use of the spectrum.... After all of the available spectrum is used as proposed by the FCC, there will be

CBS'S FLAHERTY NAMED SENIOR VP, TECHNOLOGY

Joseph A. Flaherty, vice president and general manager, engineering and development, CBS Broadcast Group, who has been in charge of the network's radio and TV facilities installations and new equipment development for 23 years, has been named senior vice president, technology. He will act mainly as an advisor to CBS management on broadcast technical issues and strategies. Flaherty will report to Edward Grebow, senior vice president, CBS operations and administration.

Charles Dages, vice president, TV operations for CBS East Coast Broadcast Operations will succeed Flaherty. Dages was formerly a vice president reporting to Flaherty, and later he was promoted to a position under Christopher Cookson, vice president and general manager, East Coast Broadcast Operations. He will continue to report to Cookson.

Flaherty joined CBS in 1957, was appointed general manager of the engineering and development department in 1967, and was named vice president in 1977. He is most widely known for his role in the development of electronic newsgathering technology and as an advocate of high-definition television broadcasting and production. He was instrumental in the founding of the Advanced Television Systems Committee and is currently chairman of the planning subcommittee in the FCC's advisory committee on advanced television service.

In 1969 Flaherty received an Emmy Award citation for the CBS minicam color TV camera. Flaherty was also given a 1975 Technical Emmy Award, the 1979 Montreux Achievement Gold Medal and the 1983 National Association of Broadcasters Engineering Award, all in recognition of his concepts and implementation of ENG. He has been honored twice by the French government with the "Chevalier de l'Ordre des Arts et des Lettres" and with France's highest decoration, "Chevalier de l'Ordre National de la Legion d'Honneur" in 1985.



little change in the interference picture within the existing band."

Capital Cities/ABC, owner of 11 AM stations, opposed the commission's expanded band plan because the stations that are given preference for migration "are those least likely to move." It also criticized some of the commission's proposed technical standards revisions. The FCC's plan, said Capcities, does not focus enough on daytime adjacent-channel interference, which it called "the primary factor limiting AM radio sound quality. The commission's proposals focus on relieving nighttime interference, which is primarily co-channel interference. Under the commission's proposals, those stations which suffer from daytime first adjacent channel interference (a serious problem with high-fidelity wideband radios) are given low priority for relocation." ABC also criticized the FCC for not considering a second adjacent-channel protection ratio.

Earlier this year, the FCC approved a new rule allowing stations to negotiate reduced levels of interference by reductions of power or by allowing one of the stations to turn in its license. In the AM improvement proceeding, the FCC proposed providing tax certificates as incentives to stations that turn in licenses after a negotiated interference reduction. That proposal received wide support among broadcasters.

But another FCC nontechnical interference reduction proposal, the reimposition of rules banning simulcasting of an FM station's programming on a co-owned AM, was just as widely opposed by broadcasters. NAB objected to them on First Amendment grounds, saying that "programming is a matter of broadcaster discretion."

CBS Inc. (operator of eight AM stations) said that a non-duplication rule could force some financially troubled stations off the air or to cut back on operating hours. "Although it could be argued that this would have the effect of clearing up channels and thus reducing interference, it would often come at a significant cost to the listening public. In many cases, a portion of the audience would be denied access to programming it would otherwise have received, since service areas of combined AM-FM stations often do not coincide," CBS said.

Westinghouse Broadcasting was an exception among broadcasters, favoring the elimination of AM-FM simulcasting. A non-duplication policy "will encourage the elimination of marginal AM stations and thus reduce the overall interference in the AM band." **-RMS**



ABC'S STATE OF THE ART TV-3

ABC News engineers in New York are currently transferring operations to TV-3, the division's new 2,000 square-foot control complex that is scheduled for fulltime use in December. The \$4 million facility was finished ahead of schedule and under budget, ABC says.

All of the installation was completed three weeks before its target of election night (Nov. 6). The system was first used earlier this month for ABC's *The '90 Vote* election night coverage. Full integration into production of segments of *World News Tonight with Peter Jennings*, *Nightline* and *Good Morning America* will be done gradually over the several days in early December, according to Robert Siegenthaler, president, ABC Broadcast Operations and Engineering. "The tech crews need a little time on the new devices," he said.

Siegenthaler credited Bruce Simon, manager, studio facilities, for the efficiency of the control room's implementation. ABC engineers who participated in the construction of TV-3 (pictured above, l-r) included: Simon, Mike Davis, audio/video systems engineer; Meric Adriansen, graphics manager, and Christine Ianuzzi and Yesuk Oh, audio/video systems engineers.

New TV-3 systems include:

- A robotic camera control system from Total Spectrum Manufacturing (TSM), Valley Cottage, N.Y., to con-

trol three pedestals and cameras. ABC has used remote control of cameras and robotic pedestals in the past for sports coverage and at the 1988 political conventions. TV-3 will mark the first regular use of robotic systems for cameras to be focused at anchors. (The camera system will be the last element of the new facility to be installed in late December. Manned cameras were used for election night coverage.)

In the future, ABC is also planning for TV-3 remote operation of cameras at studios on other floors or buildings in New York or even in other cities, such as ABC News's Washington studios for *Nightline* broadcasts.

- The Grass Valley Group's 300-3A video production switcher with pre-stored and set special effects and graphics for quicker and easier recall.

- The Neve Series 66 Audio Console, configured for 48 inputs. Several interviews may be monitored at the same time over the system which, like the switcher, features rapid recall of preset instructions.

TV-3's location, overlooking the ABC News assignment desks also provides some advantages. There will be more "economy of motion" in news production because the facility is centrally located, Siegenthaler said. During production of the evening news with Peter Jennings, engineers will be able to look down and see the anchor during the broadcast.

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SATELLITE

TWO MORE BIRDS IN THE SKY

Satcom C-1 and GSTAR IV are launched from Ariane rocket; will deliver cable programming and satellite newsgathering capabilities

Executives at GE Americom and GTE Spacenet had something to give thanks for over the holiday: the successful launch last Tuesday evening (Nov. 20) of their latest communications satellites aboard a single Ariane rocket.

The two satellites—GE's Satcom C-1 and GTE's GSTAR IV—are integral parts of the operators' business plans for the early 1990's.

Those plans call for the C-band Satcom C-1 to distribute cable programming service and the Ku-band GSTAR IV to meet anticipated demand from, among other things, private networks and satellite newsgathering.

The plans assume the birds achieve their assigned geostationary orbits and properly deploy in the weeks ahead. If all goes well, the satellites should be operational in January or February.

"This launch was very important," said Neil Bauer, senior vice president, commercial operations, GE Americom, after witnessing the launch via satellite at a Washington party hosted by Arianespace, the European consortium that flies the Ariane rockets. "This puts in motion plans that will establish us as a major satellite operator into the 21st century."

"We're pleased by the successful launch," said David Piske, vice president and general manager, satellite services, GTE Spacenet, also on hand for the Arianespace party. "We need this capacity because our existing Ku-band capacity is just about filled."

According to GE, it plans to move Satcom C-1 with its 24 9.5 watt transponders into the orbital slot now occupied by Satcom IR (139 degrees west longitude) and shift cable and radio networks from Satcom IR to Satcom C-1. Satcom IR will be moved to 131 degrees where it will replace the failing Satcom IIR, which is loaded with cable programming services.

The cable programming making the jump from Satcom IR to Satcom C-1 include the Family Channel (western

feed) and seven regional sports services, including the Sunshine Network, Home Sports Entertainment, Prime Sports Network-Rocky Mountains, Pacific Sports Network, Prime Sports Northwest, Prime Ticket and SportsChannel Los Angeles.

Also scheduled to move are the six broadcast signals that make up Netlink's home satellite service: WGN-TV Chicago and KUSA-TV. KMGH-TV. KWGN-TV and KRMA-TV all in Denver.

If Satcom C-5 is successfully launched next spring, Bauer said, GE will move it into 139 degrees and bump Satcom C-1 to its permanent slot at 137 degrees. At that time, the radio networks will be shifted from Satcom C-1 to the newly commissioned Satcom C-5 so none of the radio receive antennas have

to be repositioned, he said. GE will try to find additional cable programmers to take the capacity on Satcom C-1 vacated by the radio networks, he said.

Life will be simpler for GSTAR IV, which has 16 watt transponders. According to GTE, it will be parked at 125 degrees and kept there.

According to Fiske, GTE plans to make use of a third of the capacity for GTE data transmission services. The remainder will be available on a fulltime or occasional use basis, he said. Thus far, he said, only one customer has signed on—Turner Broadcasting System. The cable programmer (WTBS[TV] Atlanta, TNT, CNN, Headline News) has a contract for three transponders, which it plans to use for programming backhaul and satellite newsgathering. —MAJ

FOOTPRINTS

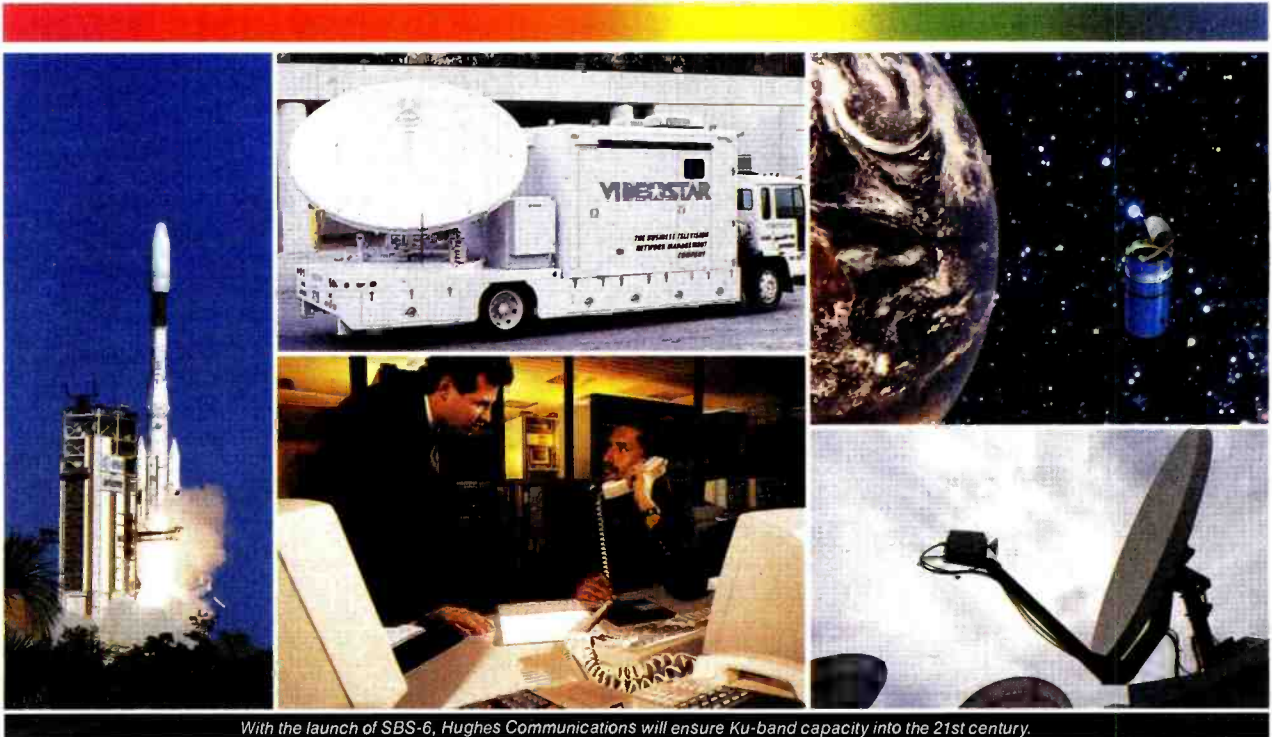
Waiting to pass out the cigars. On Nov. 20, GE Americom and GTE Spacenet hope to duplicate the champagne toasts enjoyed by Hughes Communications executives following the successful launch of two Hughes birds, SBS 6 and Galaxy VI, on Oct. 12. The same launch provider, Arianespace, is scheduled to launch the first of GE's next-generation cable satellites, Satcom C-1 (eventually to become the fleet spare), and the latest addition to GTE's Ku-band fleet, GStar IV, aboard the same Ariane 4 rocket between 6:11 p.m. and 9:38 p.m. ET.

More pins on the map. Conus Satellite News Cooperative has added another member in California, independent KUSI-TV San Diego, which launched its local news operation earlier this year. Of 150 TV station members, KUSI-TV becomes the sixth independent Conus affiliate, joining stations in Los Angeles, Sacramento, Tampa, Miami and New York. Late last month, two LIN Broadcasting-owned NBC affiliates, KXAN-TV Austin and KXAS-TV Fort Worth, became the seventh and eighth Conus members in Texas.

Improved vital signs. Thanks to three sales of its NewsPro automated newsroom systems, Boulder, Colo.-based Satellite Information Systems Co. (SISCOM) reported a 75% increase in revenue between the 1989 and 1990 quarters ending Sept. 30—\$763,000 this year; \$437,000 last year. The increase, said SISCOM, reduced its net loss in the quarter to \$20,000 or 1 cent per share, in contrast to a \$144,000, 5 cent per share, loss the year before.

Inmarsat moves. London-based global satellite operator, Inmarsat, has increased the number of coverage regions it serves from three to four following the move of one of its satellites to create a new coverage zone and eliminate a gap over North America.

HUGHES SERVICE



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(SNG) and the occasional use video markets. These services feature a customized transponder reservation system that allows customers to respond to fast-breaking news and special events, quickly and efficiently, with more availability and less contention during peak periods.

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As compiled by BROADCASTING from Nov 15 through Nov 21 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KZOU-AM-FM Little Rock, AK** (AM: BAL901105EF; 1250 khz; 2.5 w-D; 1.2 w-N; FM: BALH901105EG; 98.5 mhz; 100 kw; ant. ANT 1,286 ft.)—Seeks assignment of license from Encore Communications Associates, Ltd. to GHB of Little Rock Inc. for \$1.65 million ("Changing Hands," Oct. 29). Seller is headed by George Duncan and has interest in KBFM-FM McAllen/Brownsville, TX. Buyer is headed by George H. Buck Jr., June N. Phelps and Jacob E. Bogan, and is licensee of WOLS(AM) Florence, SC. Buck also has interests in WHVN Inc., licensee of WHVN(AM) Charlotte, NC; Muscogee Broadcasting Co., licensee of WEAM(AM) Columbus, GA; WYZE Radio Inc., licensee of WYZ(AM) Atlanta; WMGY Radio Inc., licensee of WMGY(AM) Montgomery, AL; WNAP Inc., licensee of WNAP(AM) Norristown, PA; Asheville Broadcasting Corp., licensee of WTOO(AM) Asheville, NC; H & B Broadcasting Inc., licensee of WZGO(AM) and permittee of WKXU(FM) Portage, PA, and Statesville Family Radio Corp., licensee of WDRV(AM) Statesville, NC. Filed Nov. 5.

■ **KATJ(FM) George, CA** (BAPH901030GJ; 100.7 mhz; 850 w; ant. 1,548 ft.)—Seeks assignment of license from Crown Broadcasting Services to Island Broadcasting Corp. for \$1.575 million. Purchase includes KCIN(AM) Victorville, CA ("Changing Hands," Oct. 29). Seller is headed by Sidney King and Mattie Brown. Buyer is headed by Scott A. Brody and Richard L. Sadowsky. Sadowsky has interests in Eagle Communications Inc., licensee of KECI-TV Missoula, KCFW-TV Kalispell, KTVM(TV) Butte, all Montana, and of TV translators in Montana and Idaho. Filed Oct. 30.

■ **WASK-AM-FM Lafayette, IN** (AM: BAL901106EA; 1450 khz; 1 kw-U; FM: BALH901106EB; 96.5 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Lafayette Broadcasting Inc. to Schurz Communications Inc. for \$8.25 million ("Changing Hands," Nov. 5). Seller is headed by Hal Youart, and is subsidiary of Duchossois Communications Co., licensee of KDSM-TV Des Moines, IA; KGYK(AM) and KKLDFM) Tucson, AZ; KQPT(FM) Sacramento, CA; and WHFS(FM) Annapolis, MD. Buyer is headed by Franklin D. Schurz Jr. James M. Schurz, Mary Schurz and Scott C. Schurz, and is the parent company of WSBT Inc., WAGT

Television Inc., WDBJ Inc. and Ky 3 Inc. WSBT Inc. is licensee of WSBT-AM-TV and WNSN-FM, both South Bend, Indiana; WAGT Television Inc. is licensee of WAGT-TV Augusta, GA; WDBJ Inc. is licensee of WDBJ-TV Roanoke, VA, and Ky 3 Inc. is the licensee of KYTV-TV Springfield, MO. Filed Nov. 6.

■ **WCDS(AM)-WOVO(FM) Glasgow, KY** (AM: BAL901102EB; 1440 khz; 5 kw-D; FM: BALH901102GX; 105.5 mhz; 1 kw; ant. 480 ft.)—Seeks assignment of license from WCDS Broadcasting Inc./WOVO Broadcasting Inc. to Ward Communications Corp. for \$575,000. Seller is headed by John M. Barrick and has no other broadcast interests. Buyer is headed by Mark Ward and Dianne Ward, and has no other broadcast interests. Filed Nov. 2.

■ **WRDC(AM) Boyle and WQAZ(FM) Cleveland, both Mississippi** (AM: BAL901102EE; 1410 khz; 1 kw-D; FM: BALH901102GZ; 92.7 mhz; 3 kw; ant. 242 ft.)—Seeks assignment of license from Robert G. Johnston, to Larry G. Fuss Sr. for \$50,000. Seller has no other broadcast interests. Buyer has interests KIXK Inc., licensee of KIXK(FM) El Dorado, AR; Marengo County Broadcasting Inc., licensee of WDAL(FM) Linden, AL. Application to assign WDAL(FM) license to Radio Communicators Inc. (File No. BALPH900828GU) was filed with the commission on August 28. Filed Nov. 2.

■ **KRBL(FM) Los Alamos, NM** (BALH901029GS; 98.5 mhz; 15.0 kw-H; ant. 6 ft.)—Seeks assignment of license from KBBR Inc. to Eldon Broadcasting Co. Inc., contract for purchase under review. Seller is headed by C. Robert Allen, Frederick R. Phelan and Christopher F. Divine, and has interests in KBER Ogden, UT, and KXBR(FM) Greenfield, MO. Buyer is headed by William S. Scott, and has interests in Carrigan Communications Corp., licensee of KJUL(FM) North Las Vegas, NV. Scott and his wife Helen M. Scott also have interest in Comcast Cable Ltd. of Philadelphia. Filed Oct. 29.

■ **WKFI(AM)-WSFO(FM) Wilmington, OH** (AM: BTC901029GO; 1090 khz; 1 kw-D; FM: BTCH901029GP; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Delmarva Broadcast Service to Marion Brechner in transfer of estate. Transferee is headed by Marion B. Brechner and Berl Brechner, her son. Marion B. Brechner also has interests in Northeast Kansas Broadcast Service Inc., licensee of KTKA-TV Topeka, KS; Delmarva Broadcast Service Ltd., licensee of WMDT(TV) Salisbury, MD, and licensee of TV translator W27AJ Dover, DE. Filed Oct. 29.

■ **KTAT(AM)-KYBE(FM) Frederick, OK** (AM: BAL901105EB; 1570 khz; 250 w-D; FM: BALH901105EC; 95.9 mhz; 3 kw; ant. 207 ft.)—Seeks assignment of license from Breckenridge Broadcasting Co. to Tomar Broadcasting Co. Inc. for \$60,000. Seller is headed by Owen Woodward and Doug Williams, and has interests in KILE(AM) Galveston, KSTB(AM)-KROO(FM) Breckenridge, both Texas, and KNOR(AM) Norman, OK. Buyer is headed by Anthony M. Massad and Mary J. Massad, and has no other broadcast interests. Filed Nov. 5.

■ **KOKH-TV Oklahoma City** (BTCCT901106KH; ch. 25; 1410 kw-V; 141 kw-A; ant. 1,540 ft.)—Seeks assignment of license from Busse Broadcasting Corp to KOKH Acquisition Corp. for \$7 million. Seller is headed by Lawrence A. Busse, James C. Ryan and Oscar David, and has interests in WEMU-TV Eau Claire, WI; WWMT(TV) Kalamazoo, MI; KOLN(TV) Lincoln and KGIN(TV) Grand Island, both Nebraska. Buyer is headed by George N. Gillett Jr., David Ramon and Stephen D. Spears. Gillett owns 100% of the stock of GNG Corporation and Gillett Holdings Inc. GNG Corporation owns 100% of the outstanding class A stock of SCI Television Inc. SCI Television Inc. is

100% owner of Gillett Communications of Atlanta Inc., licensee of WAGA-TV Atlanta; Gillett Communications of Boston Inc., licensee of WSBK-TV Boston; Gillett Communications of San Diego Inc., licensee of KNSD(TV) San Diego and TV translator K62AK La Jolla, both California; Gillett Communications of Ohio Inc., licensee of WJW-TV Cleveland; Gillett Communications of Detroit Inc., licensee of WJBK-TV Detroit, and Gillett Communications of Milwaukee Inc., licensee of WITI-TV Milwaukee. Filed Nov. 6.

■ **WFBG-AM-FM Altoona, PA** (AM: BAL901031HA; 1290 khz; 5 kw-D, 1 kw-N; FM: BALH901031HB; 98.1 mhz; 30 kw; ant. 1,020 ft.)—Seeks assignment of license from Empire Radio Partners Ltd. to Logan Broadcasting Inc. for \$2.1 million ("Changing Hands," Nov. 19). Seller is headed by Dennis Israel, and has interests in WGY-AM-FM Albany-Schenectady, NY; WJTT(FM) Concord and WRCI(FM) Hillsborough, both New Hampshire. Buyer is headed by Carol O'Leary, Kerby Confer and Donald Alt. Confer and Alt have interests in Keymarket of NEPA Inc., licensee of WILK(AM)-WKRZ-FM Wilkes-Barre, PA; Keymarket Communications of Pennsylvania Inc., licensee of WNNK-AM-FM Harrisburg, PA; Keymarket of Austin Inc., licensee of KFON(AM) Rollingwood and KKMJ(FM) Austin, both Texas; Keymarket of Charlotte Inc., licensee of WEZC(FM) Hickory, NC; Keymarket Communications, licensee of WODZ(AM)-WRVR-FM Memphis; Keymarket of New Orleans Inc., licensee of WWL(AM)-WLMG(FM) New Orleans, and Keymarket of Virginia Inc., licensee of WQSF-FM Williamsburg, VA. Alt also has interests in WRUS(AM) Russellville, KY. Filed Oct. 31.

■ **WKGB-FM Susquehanna, PA** (BAPLH901102GY; 92.5 mhz; 1.4 kw; ant. 469 ft.)—Seeks assignment of license from Benjamin J. Smith to K. G. Broadcasting Inc. in transfer of shares. Seller has no other broadcast interests. Buyer is headed by Robert F. Rinaldi, Benjamin J. Smith, Kevin M. Fitzgerald and James F. Loftus, and has no other broadcast interests. Filed Nov. 2.

■ **KLZK(FM) Farwell, TX** (BALH901101GW; 98.3 mhz; 3 kw; ant. 190 ft.)—Seeks assignment of license from Dominion Communications Inc. to Southwestern Broadcasting Corp. for \$65,000. Seller is headed by Peter Winslow, Nancette Markunas and Alton Finley, and has interests in KLZK(FM) Farwell, TX. Buyer is headed by Thomas Joseph Crane, and has interests in KMUL-AM-FM Muleshoe and KLCU-FM Brownfield, both Texas, and KICA(AM) Clovis, NM. KLCU is currently dark. Filed Nov. 1.

■ **KOAX(FM) Mason, TX** (BAPH901030GL; 97.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Hill Country Communications to Laser Communications Inc. for \$20 for transfer of CP. Seller is headed by Roy E. Henderson, and is licensee of KFRD-AM-FM Rosenberg, TX, and permittee of new FM, Caldwell, TX; Spanish Aural Services Co., permittee of KJIB(FM) South Padre Island, TX (see below); Far Eastern Telecasters, licensee of KJAS(FM) Jasper, TX, and New Ulm Broadcasting, licensee of KACO(AM) Bellville, TX. Buyer is headed by Fred Hannel, and has no other broadcast interests. Filed Oct. 30.

■ **KJIB(FM) South Padre Island, TX** (BAPH901030GQ; 92.7 mhz; 3 kw; ant. ANT 279 ft.)—Seeks assignment of license from Spanish Aural Services Co. to Laser Communications Inc. for \$20 for transfer of CP. Seller is headed by Roy E. Henderson, and is licensee of KFRD-AM-FM Rosenberg, TX, and permittee of new FM, Caldwell, TX; Hill Country Communications, licensee of KOAX(FM) Mason, TX (see above); Far Eastern Telecasters, licensee of KJAS(FM) Jasper, TX, and New Ulm Broadcasting,

licensee of KACO(AM) Bellville, TX. Buyer is headed by Fred Hannel, and has no other broadcast interests. Filed Oct. 30

■ **WXXI(FM) Salem, WV** (BAPH901019G): 105.7 mhz; 3 kw; ant. 581 ft.—Seeks assignment of license from Salem Broadcasters to Hilber Corp. for \$72,000. Seller is headed by Richard L. and Betty Lou Frame, and Donald L. and Judy V. Mills. The Mills have interests in WBES-FM Dunbar, WV. Buyer is headed by Robert G. Steinhilber and Sally L. Steinhilber, and is licensee of WOBG(AM) Clarksburg, WV. WXXI recently changed its call letters to WOBG(FM). Filed Oct. 19.

■ **WPLY(AM) Plymouth, WI** (BAL901102EA): 1420 khz; 500 w-D—Seeks assignment of license from WPLY Inc. to Jubilation Ministries Inc. for \$185,000. Seller is headed by Tim Achteroff, Frances Sova, Harvey Neudeau, Lillian Boonstra and Dalton Hillie, and has interests in Greater Muskegon Broadcasters Inc., licensee of WMUS-AM-FM Muskegon, MI, and Petosky Broadcasting Co., licensee of WJML-AM-FM Petosky, MI. Buyer is headed by William G. Kraemer, William B. Horsch and Henry Warner. Filed Nov. 2.

Actions

■ **WYOC(FM) High Springs, FL** (BALH900911GZ): 104.9 mhz; 1.6 kw; ant. 450 ft.—Granted app. of assignment of license from Country Broadcasting Co. Inc. to Santa Fe Wireless Inc. for \$800,000. Seller is owned by Baxter Forrester and has no other broadcast interests. Buyer is owned by Tom Kenney and Beth Kenney, and has no other broadcast interests. Action Nov. 5.

■ **WFFG(AM) Marathon, FL** (BAL900917HH): 1300 khz; 2.5 kw-U—Granted app. of assignment of license from Marathon Wireless Communications, Inc. to The Great Marathon Radio Co. for \$750,000. Sale includes WMUM(FM), Marathon. Seller is headed by John F. Thacker, June I. Thacker, and William G. Evans. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Action Nov. 5.

■ **WMUM(FM) Marathon, FL** (BAPLH900917HI): 94.3 mhz; 3 kw; ant. 160 ft.—Granted app. of assignment of license from Breeze 94 Inc. to The Great Marathon Radio Co. for \$750,000. Sale includes WFFG(AM) Marathon, FL. Seller is headed by John F. Thacker and June I. Thacker. Buyer is headed by Joseph P. Nascone and Jason W. Nascone. Action Nov. 5.

■ **WDPC(AM) Dallas, GA** (BAL900913EB): 1500 khz; 1 kw-D—Granted app. of assignment of license from Carden Communications Inc. to Worthy Communications Inc. for \$65,000. Seller is headed by Paul F. Carden and Mary Lee Carden, and has no other broadcast interests. Buyer is headed by Jerry L. Worthy, Mary J. Worthy, Shirley White and Jerry L. Worthy Jr., and has no other broadcast interests. Action Nov. 8.

■ **WOPA(AM) Chicago** (BTC900323EA): 1200 khz; 10 kw-D, 2.5 kw-N—Dismissed app. of assignment of license from C/O Cid Broadcasting Inc. to AXIOS Inc. for \$6,400,000. Seller is headed by TKTKTK. Action Nov. 5.

■ **KJSK(AM)-KLIR(FM) Columbus, NE** (AM: BTC900907EA; 900 khz; 1 kw-D 66 w-N; FM: BTCH900907EB; 101.1 mhz; 100 kw; ant. 760 ft.)—Granted app. of assignment of license from KJSK Inc., to Roger P. Anderson for \$101,500. Seller is headed by George B. and Florence L. Anderson. Buyer has interest in KRK(AM) Denver, and KJSK(AM)-KLIR(FM) Columbus, OH. Action Nov. 8.

■ **KYNR(FM) South Sioux City, NE** (BAPH900403GT): 107.1 mhz; 3 kw; ant. 328 ft.—Granted app. of assignment of license from Larry S. Magnuson to Michael Ventura for no financial consideration. Seller has interest in KSCJ(AM) Sioux City, IA, and KQHU(FM) Yankton, SD. Buyer has no other broadcast interests. Action Nov. 7.

■ **KOH(AM)-KSXY(FM) Reno, NV** (AM: BAL900824EE; 630 khz; 5 kw-D, 1 kw-N; FM: BAL900824EF; 101.7 mhz; 1.3 kw; ant. 426 ft.)—Granted app. of assignment of license from Modern Broadcasting Corp. to Lobster Communications Corp.

for \$2 million ("Changing Hands," Sept. 10). Seller is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. Buyer is headed by W. Richard Green, Donna M. Crosson, William E. Boeing Jr. and Douglas D. Kahle, and has no other broadcast interests. Action Nov. 7.

■ **WJYY(FM) Concord, NH** (BTCH900907GG): 105.5 mhz; 1.72 kw; ant. 430 ft.—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for S10 (see WGY[AM]-[FM] below).

■ **WRCI(FM) Hillsboro, NH** (BTCH900907GH): 107.7 mhz; 3 kw; ant. -276 ft.—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for S10 (see WGY[AM]-[FM] below).

■ **WGY(AM)-(FM) Schenectady, NY** (AM: BTC900907GE; 810 khz; 50 kw-U; FM: BTCH900907GF; 99.5 mhz; 14.5 kw; ant. 925 ft.)—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for S10. Deal constitutes a transfer of general partners within parent company. Seller is headed by Dennis R. Israel. Buyer

is headed by Guyon W. Turner, R. Andrew Brothers and Chloe W. Brothers, husband and wife, and Gilbert Hoban. Chloe W. Brothers has interests in Hurst Hill Holdings Ltd., Empire Radio Partners Ltd., and Empire State Radio Inc., licensee of WIPS(AM) Ticonderoga, NY. Turner has interests in Wolf Media Management Group Inc., Wolf Media Management Ltd., licensee of WDBD TV Jackson, MS; K Broadcast Properties Ltd.; F-B Communications Inc., licensee of WGER-FM Saginaw, MI.; WOLF-TV Associates Ltd.; Scranton TV Partners Ltd., licensee of WOLF-TV Scranton, PA; and WWLF-TV Hazleton, PA. Action Oct. 31.

■ **WNHW(FM) Nags Head, NC** (BTCH900904HT): 92.3 mhz; 3 kw; ant. 220 ft.—Granted app. of assignment of license from Ronald K. Bennett to Kenneth L. Mann for \$3,000. Sale is between principals of Coastal Communications Inc., licensee of WNHW(FM). Seller has no other broadcast interests. Buyer has interest in Kill Devil Hills Communications Ltd., applicant for new FM station at Kill Devil Hills, NC. Action Nov. 1.

■ **WFBG-AM-FM Altoona, PA** (AM:

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration [†]	58.6%
Pay cable penetration	29.2%

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

BTC900907GI: 1290 khz; 5 kw-D, 1 kw-N: FM: BTCH900907GJ: 98.1 mhz; 30 kw; ant. 1,020 ft.—Granted app. of assignment of license from Empire Radio Partners to Empire Radio Partners for \$10 (see WGY[AM]-[FM] above).

■ **WDSN(FM) Reynoldsville, PA** (BAPLH900912GX: 99.5 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Clarion County Broadcasting Co. to Priority Communications Inc. for \$275,000. Seller is headed by William S. Hearst and has no other broadcast interests. Buyer is headed by Jay M. Phillippone and has no other broadcast interests. Action Nov. 6.

■ **KBKK(FM) Johnson City, TX** (BAPH900806GT: 107.9 mhz; 50 kw; ant. 150 ft.)—Granted app. of assignment of license from William L. Moir to Jayson and Janice Fritz for \$20,280. Seller has interest in Metromedia of Kentucky Inc., licensee of WDXR(AM) Paducah, KY. Buyers have interest in Gillespie Broadcasting Co., licensee of KFAN-FM Fredericksburg, TX. Action Nov. 6.

■ **KLMG-TV Longview, TX** (BALCT900816KJ: ch. 51; 3.100 kw-V; 310 kw-A; ant. 1,249 ft.)—Granted app. of assignment of license from Jason R. Searcy, trustee, to Kamin Broadcasting Co. for \$2,525 million. Seller has no other broadcast interests. Buyer is headed by Lester Kamin and has no other broadcast interests. Action Nov. 8.

■ **KRIL(AM) Odessa, TX** (BAL891229EK: 1410 khz; 1 kw-U)—Dismissed app. of assignment of license from Clyde Butter to Alamo Bank of Texas for assumption of debt. Seller has no other broadcast interests. Buyer is headed by Truman Angel, Efraim Barera, James C. Brown, Robert N. Johns, F.L. Jones, Jose T. Garcia and Mark J. Eby, and has no other

broadcast interests. Action Nov. 8.

■ **KJLR(FM) Olney, TX** (BAPH900628HW: 97.5 mhz; 50 kw; ant. 407 ft.)—Granted app. of assignment of license from Wes-Tex Broadcasting Inc. to Stone Broadcasting Corp. for \$35,000. Seller is headed by Jean L. Ruth and has no other broadcast interests. Buyer is headed by Lloyd V. Stone Jr., Wayne Duncan and Jean L. Ruth. Lloyd V. Stone Jr. has 45% interest in KTJB-FM New Boston, TX. Action Nov. 5.

NEW STATIONS

Actions

■ **Ione, CA** (BPED861023MB)—Granted app. of Family Stations, Inc. for 88.3 mhz; 2 kw-V; ant. 131 ft. Address: 3108 Fulton Ave., Sacramento CA 95821. Principal is headed by Harold Camping, Scott L. Smith and Richard Van Dyk, and is the licensee for 19 FM's, 6 AM's and 1 TV. Action Oct. 16.

■ **Cedar Key, FL** (BPH881115MD)—Granted app. of Karen Marie Voyles for 102.7 mhz; 3 kw H&V; ant. 328 ft. Address: Route One, Box 904, Newberry FL 32669. Principal has no other broadcast interests. Action Nov. 5.

■ **Key West, FL** (BPH870615MK)—Granted app. of CSJ Investments, Inc. for 107.9 mhz; 100 kw H&V; ant. 462 ft. Address: 2506 N. Roosevelt Blvd., Key West, FL 33040. Principal is headed by Hilario Ramos Jr., David C. Gorman and Mark D. Smith, and has no other broadcast interests. Action Nov. 6.

■ **Jeffersonville, GA** (BPH880602ND)—Granted app. of A.L.P. Ltd. for 97.5 mhz; 3 kw; ant. 328 ft. Address: 503 Magnolia St., Jeffersonville, GA 31044.

Principal is owned by Alton L. Parker Jr. and William L. Taylor Jr., and has no other broadcast interests. Action Nov. 2.

■ **Kosciusko, MS** (BPH891130MQ)—Granted app. of Jesse Fleming for 103.3 mhz; 25 kw; ant. 328 ft. Address: Route 2, Box 112, Sallis MS 39160. Principal has no other broadcast interests. Action Nov. 5.

■ **West Carrollton, OH** (BPH860606MI)—Granted app. of Ronita Bernice Hawes-Saunders for 92.1 mhz; 3 kw H&V; ant. 328 ft. Address: 581 W. Spring Valley Rd., Centerville OH, 45459. Principal has no other broadcast interests. Action Nov. 5.

■ **Mountaintop, PA** (BPH871203NK)—Granted app. of Fairview Communications, Inc. for 97.1 mhz; .25 kw H&V; ant. 1,102 ft. Address: 37 Race St., Wilkes-Barre, PA 18702. Principal is headed by Robert Crawford, Charles T. Morgan Jr., Linda A. Morgan and Donna M. Morgan, and has no other broadcast interests. Action Nov. 8.

■ **Bedford, VA** (BPH881017MH)—Granted app. of Tri-City Media Co. for 106.9 mhz; .181 kw; ant. 1,276 ft. Address: P.O. Box 52, Greenville, SC 29602. Principal is headed by J. R. McClure and has no other broadcast interests. Action Nov. 1.

FACILITIES CHANGES

Applications

AM's

■ **San Francisco KIQI(AM)** 1010 khz—Nov. 5 petition for recon nunc pro tunc (BP880617AA).

■ **Alliance, OH WDPN(AM)** 1310 khz—Oct. 25 application for mod. of CP (BP880804AA) to modify

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■ **Franklin, TN** WIZO(AM) 1380 kHz—Nov. 5 application for CP to reduce night power to 250 watts; change night TL to: Carters Creek Pike, Franklin, TN & make changes in ant system 35 54 22N 86 54 21W.

■ **Blaine, WA** KARI(AM) 550 kHz—Nov. 1 application for CP to increase day power to 25 kw and modify radiation pattern using existing towers.

FM's

■ **Fairhope, AL** WZEW(FM) 92.1 mhz—Oct. 22 application for CP to change class: A to C3 (per docket #89-136).

■ **Greenwood, AR** KZKZ-FM 106.3 mhz—Oct. 23 application for CP to change class: C3 (per docket #89-284).

■ **Camarillo, CA** KZTR-FM 95.9 mhz—Oct. 24 application for CP to change ant.: 813 ft.; change class: B1; TL: 1.5 km N of the City of Ventura, CA.

■ **Brush, CO** KKDD(FM) 107.1 mhz—Oct. 26 application for CP to change ERP: 85 kw H&V; ant.: 941 ft.; change TL: 5.6 km E of Wiggins, CO. class: C1 (per docket #88-605).

■ **Vidalia, GA** WGPB(FM) 91.5 mhz—Oct. 11 application for Mod of CP (BPH870202ME) to change ant. supporting structure height.

■ **Ottomwa, IA** KTWA-FM 92.7 mhz—Oct. 19 application for CP to change ERP: 25 kw H&V; ant.: 318 ft.; class: C3 (per docket #89-365).

■ **Sioux Rapids, IA** (no call letters) 102.9 mhz—Oct. 23 application for mod. of CP (BPH880630MB) to change ant.: 479 ft.

■ **Galliano, LA** KBAU(FM) 94.3 mhz—Oct. 22 application for mod. of CP (BPH890292IR) to change ant.: 308 ft.; change TL: approximately 250 m SW of State Ric. 1, 1.5 km NW of Cut Off, LA.

■ **Worcester, MA** WAYW(FM) 91.9 mhz—Oct. 10 application for CP to change ant.: 400 ft.; TL: 183 mi. N of the intersection of Main St. and Burncoat St., Leicester, MA.

■ **Flint, MI** WFBE(FM) 95.1 mhz—Oct. 17 application for mod. of CP (BPH870302NS) to change ERP: 50 kw H&V; and to change ant radiation pattern.

■ **La Crescent, MN** (no call letters) 91.1 mhz—Oct. 10 application for mod. of CP (BPED880816MI) to change ERP: 23 kw H&V; change ant.: 843 ft.; change TL: 1000 Tschumper Ridge Rd., Lacrescent, MN 55947.

■ **Tracy, MN** KARL(FM) 105.1 mhz—Oct. 29 application for CP to change ERP: 4.3 kw H&V; change ant.: 387 ft.

■ **Winona, MN** KAGE-FM 95.3 mhz—Oct. 18 application for CP to change ERP: 10.9 kw H&V; ant.: 495 ft.; change channel 237A to channel 237C3 (per docket #89-428).

■ **Holly Springs, MS** WBUY(TV) ch. 40—Oct. 2 application for mod. of CP (BPCT850607KL) to change ERP: 4624 kw (vis); ant.: 466 ft.; TL: 0.7 km S SW of Byhalia Rd. at Tennessee Border, near Barton, MS; ANT: Andrew ATW30H2-HSP4-40S(DA)(BT); 34 59 20N89 41 13W.

■ **Belgrade, MT** KGVW-FM 96.7 mhz—Oct. 25 application (BPH901025IB) for CP to change ant.: 697 ft.; TL: High Flat, 11 mi. W-SW of Bozeman, MT.

■ **Delhi, NY** (no call letters) 100.3 mhz—Oct. 9 application for mod. of CP (BPH890221MC) to change ERP: 0.77 kw H&V; change ant.: 643 ft.; TL: 1.3 km W of Crowe Rd., 12.5 km NNE of Delhi, NY.

■ **Dayton, OH** WHKO(FM) 99.1 mhz—Oct. 22 application for CP to correct geographic coordinates of ant site.

■ **West Union, OH** WVXM(FM) 89.5 mhz—Oct. 29 application for CP to change ant supporting-structure height.

■ **Goymon, OK** KKBS(FM) 92.7 mhz—Oct. 18 application for CP to change ERP: 11.3 kw H&V; ant.: 485 ft.; change TL: E side of S Ellistos Street between 9th and 10th Streets Guymon, OK; change class to C3.

■ **Mechanicsburg, PA** WTPA(FM) 93.5 mhz—Oct. 22 application for CP to change ERP: 1.25 kw H&V;

change ant.: 718 ft.

■ **Olyphant, PA** WAXH(FM) 95.7 mhz—Oct. 29 application for mod. of CP (BPH871023MG as mod.) to change TL: W Mountain Rd., Ransom, PA; change proposed FM transmitting ant to adjacent tower.

■ **McKinney, TX** KSSA-FM 95.3 mhz—Oct. 18 application for CP to change freq: 106.9 mhz; ERP: 3.874 kw H&V (per docket #88-48).

■ **Staunton, VA** WTON-FM 94.3 mhz—Oct. 25 application for mod. of CP (BPH841204MA as mod.) to change ERP: .405 kw H&V ant.: 2,240 ft.

TV's

■ **Paducah, KY** WDKA(TV) ch. 49—Oct. 30 application for mod. of CP (BPCT840424KF) to change ERP: 2786 (vis); ant.: 1,975 ft.; TL: 1.5 km NNE of intersection of State Rds. 473 & 1782, 6.1 km NNW of Bandana, KY., 37 11 56N88 58 32W; ant.: Alan Dick & CO. SG-28. (BT).

■ **Biloxi, MS** WMAH-TV ch. 19—Nov. 6 application for CP to change ERP: 1.611 kw (vis); ant.: 1,568 ft.; TL: 19 km ENE of McHenry, MS; ant: DiElectric TFU-30 JDA Custon Skull(DA)(BT) 30 45 14N 88 56 44W.

Actions

AM's

■ **Bridgeport, CT** WCUM(AM) 1450 kHz—Oct. 30 application (BMP881005AG) granted for mod. of CP (BPH860912AE) to reduce antenna height.

■ **Mims, FL** WPGS(AM) 840 kHz—Nov. 5 application (BP891103AF) dismissed for CP to increase day power to 10 kw; make changes in ant system; change city of license to Casselberry, FL; also change TL: on Iron Bridge Rd. - 4.0 km E of Gabriella, FL 28 37 04N 88 13 31

■ **Sanibel, FL** WRWX(AM) 104.9 mhz—Oct. 30 application (BMPH9007311B) granted for mod. of CP (BPH830217AI) to change a non-directional antenna.

■ **Hilo, HI** KIPA(AM) 620 kHz—Nov. 1 application (BP900405AG) granted for CP to increase power of Syn Trans to 10 kw.

■ **Ann Arbor, MI** WAMX(AM) 107.1 mhz—Oct. 31 application (BPH8912211J) granted for CP to change ERP: 2.1 kw H&V; change ant.: 380 ft.; TL: Tower Plaza Building, 555 E William St. at Maynard St., Ann Arbor, MI; 42 16 41N83 44 32W. [Informal objection filed 7/389; informal objection granted in part 11/990; petition for reconsideration filed 12/2189; petition for reconsideration granted 10/3190.]

■ **Portage, PA** WZGO(AM) 1470 kHz—Nov. 6 application (BP900703AG) granted for CP to reduce power to 88 watts night 466 watts day and make changes in ant system.

FM's

■ **Toscaloosa, AL** WTUG(FM) 92.7 mhz—Oct. 30 application (BMLH891211KJ) granted for mod. of license to increase 6 kw H&V (pursuant to docket 88-375).

■ **Soldotna, AK** KPEN-FM 101.7 mhz—Nov. 1 application (BPH9008071B) granted for CP to change ERP: 25 kw H&V; change ant.: 239 ft.; class: C3 (per docket #89-237).

■ **Central Valley, CA** KNNN(FM) 99.3 mhz—Nov. 5 application (BMLH891211LL) granted for mod. of license to increase ERP: 5.28 kw H&V (pursuant to docket #88-375).

■ **Port Charlotte, FL** WVJ(FM) 91.7 mhz—Nov. 6 application (BPED890814MA) granted for CP to change ERP: 3.0 kw H&V; change ant.: 328 ft.; TL: 500' W of U.S. Rte. 17, 1.6 km S SW of Fort Ogden, FL.

■ **Port St. Joe, FL** WMTO(FM) 93.5 mhz—Nov. 8 application (BPH891091B) granted for mod. of CP (BPH850712U7) to change ERP: 1.3 kw H&V; ant.: 659 ft.

■ **Martinez, GA** WMTZ(FM) 94.3 mhz—Oct. 31 application (BPH9006111B) granted for CP to change freq: 93.9 mhz; change ERP: 25.0 kw H&V; ant.: 328 ft.; TL: 0.35 km N NE of the intersection of Old Louisville Rd. and Georgia Rte. 232, in Rural Columbia County, GA; change to class C3 (per docket #88-

51).

■ **Elsah, IL** WTPC(FM) 89.7 mhz—Nov. 1 application (BPED890710ME) granted for CP to change freq: 105.3 mhz. #287.

■ **Somerset, KY** WSEK(FM) 96.7 mhz—Nov. 1 application (BPH900710IF) granted for CP to change freq: 97.1 mhz; change ERP: 27.5 kw H&V; ant.: 659 ft.; TL: 1 km E of Tateville, KY in Pulaski County, change class to 246 (per docket #88-31).

■ **Thibodaux, LA** KXOR(FM) 106.3 mhz—Nov. 6 application (BMLH901001KF) returned for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Gladwin, MI** WGDN-FM, 103.1 mhz—Nov. 5 application (BPH900828ID) returned for CP to change ERP: 11.0 kw H&V; change class: C3.

■ **Howell, MI** WHMI-FM 93.5 mhz—Oct. 30 application (BPH891220IA) dismissed for CP to change ERP: 6 kw H&V; change ant.: 315 ft.

■ **Sault Ste. Marie, MI** WCMZ-FM 98.3 mhz—Oct. 31 application (BPED9006011G) granted for CP to increase ERP: 25 kw; change class: C3 (per docket #89-206).

■ **Traverse City, MI** WCCW(FM) 1310 kHz—Nov. 6 application (BP900620AH) granted for CP to correct coordinates to 44 46 02N 85 41 26W.

■ **Spring Grove, MN** KQYB(FM) 98.3 mhz—Oct. 31 application (BMPH9005041B) granted for mod. of CP (BPH8908111J) to change ERP: 32.5 kw H&V; ant.: 607 ft.

■ **Ord, NE** KNLV-FM 103.9 mhz—Nov. 2 application (BPH900829IE) returned for CP to change ERP: 4.6 kw H&V; change to class C3 (per docket #88-375).

■ **Conway, NH** WMLY(FM) 104.5 mhz—Oct. 29 application (BMPH9007051A) granted for mod. of CP (BPH870909MI) to change ant.: 328 ft.; TL: Eaton Town Rd., NE of Rockhouse Mtn., 5.5 km S of Conway, NH.

■ **Wolfeboro, NH** WLKZ(FM) 104.9 mhz—Oct. 30 application (BPH8905251C) granted for CP to change ERP: 0.38 kw H&V; change ant.: 912 ft.

■ **Charlotte, NC** WMXC(FM) 104.7 mhz—Nov. 1 application (BPH9009271C) granted for CP to correct overall tower height and radiation center height.

■ **Nags Head, NC** WNHV(FM) 92.3 mhz—Nov. 5 application (BPH9008201A) granted for CP to change ERP: 4.1 kw H&V.

■ **Raleigh, NC** WQDR(FM) 94.7 mhz—Oct. 30 application (BMPH9005181D) granted for mod. of CP (BPH8908241A) to change ant.: 1.679 ft.; TL: 1.6 mi. SE of Auburn, NC.

■ **Holland, OH** WPOS-FM 102.3 mhz—Nov. 6 application (BPH9003021A) granted for CP to change ERP: 6.0 kw H&V; correct site elevation.

■ **Summerdale, PA** WJAZ(FM) 91.7 mhz—Nov. 5 application (BMPED890712MG) granted for CP to change ERP: .14 kw H&V; ant.: 686 ft.; TL: Darlington Trail, .6 km E of Lambs Gap Rd.

■ **Honea Path, SC** WR1X-FM 103.1 mhz—Nov. 2 application (BPH9007301D) granted for CP to change ERP: 6.0 kw H&V; change ant.: 328 ft.; TL: W side of Milford Rd., 1.13 km N of Bethany Church Rd. in rural Anderson County, SC.

■ **Johnston, SC** WKSX-FM 92.7 mhz—Nov. 2 application (BPH9009201C) returned for CP to change ERP: 1.79 kw H&V; change ant.: 577 ft.; TL: the ant. site is on the W side of US 25 0.5 km N of Trenton in Edgefield.

■ **East Ridge, TN** WJRX(FM) 107.9 mhz—Nov. 8 application (BMPH9010021E) granted for mod. of CP (BPH870615MM) to change TL: lot 59, Skyland Dr., Rossville, GA 30741.

■ **Jackson, TN** WJTR(FM) 90.1 mhz—Nov. 6 application (BMPED9007311A) granted for mod. of CP (BPED881214MO) to change ant.: 531 ft.; TL: 122 Radio Rd., Jackson, TN 35 38 46N 88 49 57W.

■ **Union City, TN** WKWT(FM) 104.9 mhz—Oct. 30 application (BPH9005101G) granted for CP to change ERP: 6 kw H&V.

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Local sales manager: WEAU-TV, the NBC affiliate in the 127th ADI seeks a high energy, highly motivated, competitive person to lead its sales staff. Proven track record and skills in all aspects of local sales a must. Send resume to John Hurley, WEAU-TV, Box 47, Eau Claire, WI 54702. EOE.

General manager: Small group is looking for a general manager with strong sales background, solid marketing skills, and independent or Fox affiliate television experience. Send resume and references to Box R-43. Women and minorities are encouraged to apply.

HELP WANTED SALES

Account executive: Market leader, NBC affiliate, Greenville, SC (ADI 35) seeks experienced TV sales representative to join our winning team. Send resume and salary requirements to: Sales Team Manager, 505 Rutherford Street, Greenville, SC 29602. No phone calls, please. EOE.

Account executive - WSPA-TV, CBS affiliate in Greenville-Spartanburg, the nation's 35th market, is seeking an account executive. College degree preferred. 3 years broadcast sales experience, agency and direct client experience important with strong negotiating abilities. Responsibilities include maintaining and servicing an established agency and direct client account list. Send resume to Jim Wilcox, General Sales Manager, PO Box 1717, Spartanburg, SC 29304. An equal opportunity employer.

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HELP WANTED TECHNICAL

Chief engineer for small market network affiliate. A hands-on type with good people skills and leadership qualities. Should have hands-on experience with UHF transmitter and the latest state-of-the-art studio equipment. A perfect opportunity for a person in the #2 position to advance to #1. Send resume to: Mr. Charles Goode, Vice Pres., Engr., Smith Broadcasting Group, Inc., PO Box 12, Wichita, KS 67201. EOE.

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.

HELP WANTED NEWS

International assignment desk assistant, fluent in Italian, French, German and Spanish. Must have 3 months experience in European journalistic affairs coordinating news material in several languages and developing contacts for new gathering operation. \$17,640/yr. EOE. 40 hrs./wk. Apply in person or send resume to: Georgia Department of Labor, 2811 Lakewood Ave., SW Atlanta, GA 30315, or to the nearest Georgia Job Service Center. GA # 5459234.

News director - Previous on-air experience. Management and supervisory skills. Ability to direct news operation; position requires combined qualities of administrator and on-air reporting. Working knowledge of Sony Beta equipment. Send resume to: Tim Dill, KOBR-TV, 124 East 4th Street, Roswell, NM 88201. EOE/M-F.

KGGM-TV, a CBS affiliate has an immediate opening for an experienced reporter. Solid reporting and story telling skills a must plus total interest in news gathering. Tape should demonstrate strong reporting skills and on-air ability. Send tape, resume and salary requirements to: Jim Loy, News Director, KGGM-TV, 13 Broadcast Plaza, SW, Albuquerque, NM 87104.

10 O'Clock producer: CBS affiliate in sunbelt 50's market needs a leader for its award-winning 10 o'clock newscast. You need a minimum two years experience producing a 30-minute newscast. Good writer. Work and play well with others. No beginners or recent college graduates. Send resume, writing samples and non-returnable tape to Scott Parks, News Director, KOTV, 302 S. Frankfort, Tulsa, OK 74120. EOE M/F.

Chief photographer: Experience necessary. Skilled shooter with ability to manage photography personnel and equipment. Excellent opportunity in great news market. Non-smoking environment. Send non-returnable tapes and resumes by December 10 to: Personnel Director, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61611. EOE.

Producer: New England ABC affiliate is looking for an experienced newscast producer who can finesse a newscast with graphics, pacing live shots and can change directions on a dime. Excellent writer who cranks out compelling copy and teases. We're a news team on the move and need another hot producer. Send tape and resume to Morrie Goodman, News Director, WGGB-TV 1300 Liberty Street, Springfield, MA 01102. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

TV on-air producer: We are looking for someone who can do it all! Creative concepts, writing, and hands-on production a must. Applicant should possess 2 years experience in a similar capacity; degree preferred. This is a growth position with an aggressive broadcast facility. Send resume and tape to WNRW-TV, 3500 Myer Lee Dr., Winston-Salem, NC 27101. Attn: Production Manager, WNRW is an equal opportunity employer owned by Act III Broadcasting, Inc.

Director/cameraman: Extensive experience in all phases of film production, production lighting techniques, and post production and dubbing. Knowledgeable in areas of equipment and personnel pricing; able to prepare accurate production quotes for bids. Valid drivers license and good driving record required. Send resume and tape before December 22, 1990, to Toby Jenkins, Manager, Take Ten Teleproductions, c/o WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

Reporter/co-host: Dynamic delivery, solid reporting skills with adventuresome attitude, non-traditional writing style. 3-5 years TV news experience, ready for unique challenge in exciting new nightly TV magazine show. Immediate start. Call George Hulcher 502-582-7745. WHAS-TV PO Box 1100, Louisville, KY 40201. EOE.

Field producer/reporter. Solid reporting, research, writing and TV production skills. Immediate opening for energetic, adventuresome team player in exciting new nightly TV magazine show. Call George Hulcher 502-582-7745. WHAS-TV PO Box 1100, Louisville, KY 40201. EOE.

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 & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Computer graphic artist/supervisor for award-winning industrial production company outside Washington, DC. 3 years experience working with paint and animation systems. Background in technical illustration and previous supervisory experience essential. Aurora experience helpful. Send resume and sample tape to: NUS Training Corporation, 910 Clopper Road, Box PT, Gathersburg, MD 20877-0962. 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.

Director, program-senior producer for Latin American Broadcast Operations. Manhattan: directs and coordinates production of TV and radio commercials for local, national and multinational broadcasting in Latin American; interprets and adapts the concept, message and differences of each Latin American country in which the American productions. Advises art directors and assistants and copywriters in the conception of storyboards for TV commercials to meet advertiser's objectives. Selects film directors, production companies, crew members, film editors, music houses and special effects houses, if required, both domestically and internationally. Analyzes budget and expenditures for production to insure compliance with client's budgetary restrictions. Establishes production timetable and plans budgetary restrictions. Establishes production timetable and plans logistics for crew, etc., based on conditions in the chosen location. Works with film director in the shooting of the commercial to coordinate scenes, timing and camera work for the production. Overseas editing, v/t transfer, recording, sound mixing and coordinating of all these elements for the completion of the commercial. Minimum requirements: BA in Advertising or Marketing, five years experience in the job described or as producer of TV and radio commercials, proficiency in Spanish (speaking and writing), sample reel must be submitted at time of job interview. \$70,000 per year, 40 hour work week. To apply, send only a resume or letter in duplicate describing qualifications to attention of: RVB #1726, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

Producer/director/computer editor: Northeast ABC affiliate has immediate opening for producer/director/computer editor. Requirements: 3 years experience Grass Valley 200 & 300 switchers, Ampex ADO and computer editing systems, college degree in communications, ability to call and switch a newscast. EOE. Resumes only. Deadline December 5, 1990. Contact: Judy Matthews, Production Manager, WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914, 401-438-7200.

Chyron operator: KVII-TV, the top rated station in Amarillo, Texas is seeking a chyron operator with a minimum of two years experience with Chyron IV or other computer graphics system. Excellent typing/spelling skills a must. Responsibilities include graphics, c.g. and still store for news and commercial production. Will also operate computerized election system. Please send resumes to Jackie Smith, Production Manager, KVII-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: 18 years plus proven judgement and track record, with bottom line strength while maintaining a quality product. For resume and excellent references, please call Jim Caruthers at 205-349-2439.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box R-47.

SITUATIONS WANTED NEWS

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Experienced news reporter seeking general assignment reporter position. Strong writer, self starter. Has nose for news. Ilene 914-245-7602.

Top 20 sports reporter/anchor seeks #1 sports anchor position in smaller market. Very marketable personality & professional. 10 yrs experience. Call 314-261-2164.

Sportscaster, former professional athlete looking for good market, play by play, reporter, anchor. Salary not an issue. 615-248-2830.

Highly experienced on-camera spokeswoman and actress seeks work as news reporter or anchorperson. Extensive writing studies and basic reporting class. College graduate, with honors. Videotape, photo and resume available. 818-784-6246.

Award-winning reporter/anchor. I have what you want for your news team. Five years radio and television experience. Reply Box R-49.

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Primo people needs specialists! Investigative, consumer, medical and feature reporters, send resume and 3/4" tape to Steve Porricelli or Fred Landau at Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slatter and Associates gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor to join an active, growing radio-TV-film program in August, 1991. The department has ten full-time faculty and staff, 250 majors, modern studios and classrooms, and is located in a dynamic, major radio, television, and film market. Applicants should be qualified in three or more of the following areas: critical and cultural studies, writing, television production, programming, advertising, management, research, and film and/or broadcast history, theory, and criticism, on both the graduate and undergraduate levels. Active involvement in scholarly activities, some teaching experience, and PhD required (may consider ABD). Salary competitive. Send letter of interest, vita, and three letters of recommendation to: Dr. R. Terry Ellmore, Chairman, Department of Radio-TV-Film, Box 30793, Texas Christian University, Fort Worth, TX 76129. Minorities and women are encouraged to apply. TCU is an EEO/AA employer.

Radio/television/film: Growing program needs instructor/cable coordinator capable of teaching television (single camera and/or studio). Non-tenure track, twelve-month appointment at instructor level. M.A. required. Person will teach three production courses and supervise TV-29, the university access cable channel. Emphasis will be on coordinating TV production courses and producing programs for cable. Position starts July 1, 1991. Send letter of application, audition tape, vita, including addresses and phone numbers of 3 references to: Chair Search Committee, Radio/TV/Film Department, University of Arkansas at Little Rock, 2801 So. University, Little Rock, AR 72204. Applications will be subject to inspection under the Arkansas Freedom of Information Act. The University of Arkansas at Little Rock is an affirmative action, equal opportunity employer and actively seeks the candidacy of minorities and women.

Graduate assistants to study for M.A. or Ph.D. in mass communication. Start Fall 1991. Stipend plus fee waiver. Train undergraduates in radio, television, or field production techniques, or do research. Broadcasters with undergraduate degrees in telecommunication or related fields and a 3.0 grade point average are invited to apply. Graduate Record Examination required. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611-2084. AA/EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PGA TOUR Productions in Jacksonville, FL is seeking an on-line editor. Three years experience. Familiarity with: Grass Valley 300, 200, 141, 151; Abekas A-53D; NEC System 10 and Calloway 3-4. Golf knowledge helpful. Send resumes & tapes to: PGA TOUR Productions, Attn: Beth Larson, 8160 Baymeadows Way West, Suite 300, Jacksonville, FL 32257. EOE.

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Intelligence jobs - All Branches. US Customs, DEA, etc. Now hiring. Call 1-805-687-6000 Ext K-7833

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Home typists, PC users needed, \$35,000 potential. Details. 1-805-687-6000 Ext. B-7833.

Reporters: Are you seeking your first or second position in TV news? We can help! Call the Media Marketing Group at 619-270-6808. Demo tape preparation also available. Formerly the Media Training Center.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

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Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

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50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM transmitters: Wilkenson 25,000E (1983), Harris/Gates FM20H3 (1972), RCA BT 20E1 (1973), CCA 20,000DS (1972), Harris FM10K (1980), Wilkenson 10,000E (1983), Harris FM5H3 (1975), CCA 2500R (1978), 800-441-8454, 215-884-0888, Fax 215-884-0738.

AM transmitters: RCA BTA 10U (1972), Harris MW5A (1979), CCA 5000D (1974), McMartin BASK (1980), Cont. 315B (1966), Gates BC5P2 (1967), McMartin BA2.5K (1981), 800-441-8454, 215-884-0888, Fax 215-884-0738.

1000' tower, Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

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Betacam tape riot! 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 800-238-4300.

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TELEVISION

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Position requires previous experience as manager in local television news with track record of success and strong leadership skills. Preference will be given to background as broadcast producer. Demonstrated skill in hiring, teaching, training of newsroom staff. Knowledge of newsroom production systems and budget controls. Advanced training in management. College degree required; prefer journalism major. EOE. Resume/tape to:

Dow Smith
WVTM-TV13, PO Box 10502
Birmingham, Alabama 35202

WEATHERCASTER/ ENVIRONMENTAL REPORTER

KGO-TV, a Capital Cities/ABC owned station in San Francisco, is seeking an experienced weathercaster and environmental reporter for daily newscast. Must have at least 5 years experience as a weathercaster with additional experience in researching and reporting science and environmental stories. Please send tape and resume to:

KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
EOE

Help Wanted News Continued

Washington Correspondent

Expanding Washington news bureau has opening for reporter with minimum of five years experience. Resume and tape to:

Hearst Broadcasting,
1825 K St., NW #720,
Washington, D.C. 20006.
No phone calls please.

EOE.



Hearst Broadcasting

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KGO-TV Personnel
900 Front Street
San Francisco, CA 94111
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Help Wanted Instruction

Associate Dean, College of Journalism University of Nebraska-Lincoln

The University of Nebraska-Lincoln invites applications and nominations for the position of Associate Dean, College of Journalism. UN-L serves as the state's land grant and the only comprehensive doctoral degree-granting institution. The Associate Dean and the Dean share academic responsibilities. The successful candidate will have a reduced teaching load.

The College of Journalism consists of the departments of Advertising, Broadcasting, News-Editorial and the Hitchcock Center for Graduate Studies and Professional Development. The College was second in the nation to be fully accredited as a unit in all departments. The nationally recognized and ranked College has close ties and working relationships with the journalism profession regionally and nationally. The undergraduate program consists of approximately 1,100 students and the graduate program about 85 students. Enrollments in all areas have increased substantially over the last decade. Degrees are offered through the Masters level and a Ph.D. proposal is under consideration.

The Associate Dean will work closely with the Dean and should have demonstrated abilities to organize, motivate and encourage the faculty, staff and students within a diverse operation. Open and effective communication skills are essential. An ability to work well with other administrators, alumni and a wide variety of external constituents is required.

Must have an advanced degree in a field of journalism or closely associated discipline; a Doctorate degree is desirable but not mandatory. Should have experience as a faculty member in a nationally recognized journalism academic program and evidence of administrative experience at least equivalent to that of a department chair. Extraordinary professional experience may be considered as equivalent to the academic qualifications, but evidence of an in-depth knowledge of the operation of a journalism college and some direct experience in a journalism program is considered important.

Salary and rank will be commensurate with qualifications and experience. To ensure consideration, applications and nominations should be received by February 1, 1991, or until a person is appointed. The position will become available July 1, 1991. Applicants should send a letter of interest with a current vita and the names of five references directly to:

Chair, Associate Dean Search Committee
University of Nebraska-Lincoln
College of Journalism
Avery Hall
Lincoln, Nebraska
68588-0127
402-472-3041



University of
Nebraska
Lincoln

UN-L is an Affirmative Action/Equal Opportunity institution and in particular seeks women, minority and disabled applicants.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm,

COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

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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



Myhren

Providence Journal Co., Providence, R.I., as president and chief operating officer.

Stephen H. Soule, VP and general manager, The Source and NBC Radio Entertainment, joins Group W Satellite Communications, Stamford, Conn., as VP, affiliate relations.

Lynn Anderson, president and general manager, KITS-AM-FM Los Angeles, resigned.



Conway

of WWL(AM) New Orleans, joins ABC Radio Entertainment Network, New York, as manager of affiliate relations, succeeding **Patricia Goodrich**, ("Fates & Fortunes," Oct. 22).

Larry Cazavan, program director, WTSP-TV St. Petersburg, Fla. (Tampa), joins WATE-TV Knoxville, Tenn., as operations director.

Lucy Minutillo, from Ernst & Young accounting firm, joins USA Network, New York, as director of accounting.

Ramsey Elliott, general manager, KRCX(AM) Roseville, Calif., named senior VP of parent company, Fuller-Jeffrey Broadcasting Co., Sacramento,

Trygve E. Myhren, former chairman and CEO, Time Warner cable television subsidiary and most recently, chairman and CEO, American Television & Communications and president, Myhren Media of Denver, joins

Mike Conway, station manager, WTXF-TV Philadelphia, named VP and general manager, succeeding **James D. Boaz**, named VP and general manager, KTXH(TV) Houston.

Claire E. Schultz, formerly

Calif.

David J. Miller, VP and general manager, WRGT-TV Dayton, Ohio, adds duties as VP, managed stations, Act III Broadcasting.

Jim Popovich, from WZLX(FM) Boston, joins Herron Media Group Inc., Manchester, Mass., as senior VP, operations.

George G. DeMarco, partner and VP, finance and administration, Money Mailer of New Jersey Inc., joins Television Station Partners, Greenwich, Conn., as chief financial officer.

Robert B. Patterson, VP and general manager, MetSat Cable, named president, Metropolitan Satellite and Metropolitan Cablevision, Cleveland.

Ray Garon, formerly from Sunshine Group Broadcasting, joins WLYT(FM) Haverhill, Mass., as general manager.

Kem Maher, director of operations and programing, WDCA-TV Washington, joins Prevue Guide Channel, Tulsa, Okla., as program operations manager.

Stan Robak, midmorning announcer, Satellite Music Network (SMN), Dallas, named operations manager. **Bruce Carey**, from KZEW(FM) Dallas, joins SMN there as operations manager.

Rob Tobias, communications coordinator, ESPN, named coordinator, corporate communications, New York. **Cheryl Palmieri**, financial assistant, ESPN, Bristol, Conn., named senior affiliate revenue analyst.

SALES AND MARKETING

Ron Speck, general sales manager, MSG Network, joins Katz Television, American division, New York, as sales executive, white sales team. **Tony Albertini**, from MMT Sales Inc., New York, joins Katz American Television there as sales executive, red sales team.

Bruce Supovitz, from WWRC(AM)-WGAY-FM Washington, joins WCPT(AM) Alexandria, Va.-WCXR-FM Woodbridge, Va. (Washington), as local sales manager.

Bruce Graham, account executive, Group W Radio Sales, Detroit, named VP, regional manager. **Bob Downes**,

from Republic Radio, joins Group W Radio Sales, New York, as account executive.

Margaret Tjepkema, VP and sales manager, Katz Communications, New York, joins WVEC-TV Hampton, Va. (Norfolk), as account executive.

Edward M. Milarsky, partner, Dial Communications, joins The Travel Channel, New York, as director of advertising sales.

Nancy Williams, assistant national TV buyer, BBDO New York, named national TV buyer.

Appointments at Interep Radio Store: **Jill W. Albert**, formerly from Foote Cone & Belding Communications, named account executive, Major Market Radio, Los Angeles; **Marcie Mills**, from Republic Radio, named account executive, Torbet Radio, Los Angeles; **Patrick Cantwell**, account executive, Torbet Radio, Atlanta, named regional manager, director of sales; Appointments at McGavren Guild Radio: **Tom Dolliff**, sales manager, Houston, named VP, regional manager, Dallas; **Charles Maisano**, account executive, Atlanta, named VP, sales; **Janice Prewett**, from Katz Communications, named account executive, Dallas, and **Michelle Robinson**, account executive, named VP, sales, Seattle.

Kathleen Baylies, advertising and promotion manager, WNYT(TV) Albany, N.Y., joins WMAR-TV Baltimore, as advertising and promotion manager.

Deirdre Gentry, public relations and sales coordinator, Modern Telecommunications Inc., joins Radio Advertising Bureau, New York, as VP, marketing.

Bill Carson, former general manager, WHOI(TV) Peoria, Ill., joins WYZZ-TV Bloomington, Ill., as assistant local sales manager.

Michael D. Drexler, executive VP and national media director, Bozell Inc., New York, adds duties as worldwide media director.

Appointments at National Cable Advertising, Boston: **Barbara Cipolla**, associate media director, Cabot Communications, named account executives; **Cindy Negrin**, recent graduate, Hobart and Williams Colleges, Geneva, N.Y., and **Rich Snyder**, from Pioneer, named op-

erations assistants; **Mary Sagers**, recent graduate, Boston College, named administrative assistant; In Chicago, **Jim Mittal**, from Katz Communications, named account executive, and in New York, **Gary Tietjen**, from Rainbow Advertising Sales, named account executive; **Wendy Kingland**, recent graduate, James Madison University, Harrisonburg, Va., and **Veronica Kibler**, recent graduate, University of Wisconsin, Madison, named sales assistants.

Jay Waddell, former account executive, WQHQ(FM) Ocean City, Md., joins WXPZ(FM) Milford, Conn., as sales manager.

Joel Hochberg, president, DDB Needham, Chicago, joins 20th Century Fox, Hollywood, as president of marketing.

Gary E. Girard, sales development manager, WADK(AM)-WOTB(FM) Middletown, R.I. (Providence-Newport), joins Connecticut Radio Network, Hamden, Conn., as sales development director.

Kate Hayden, recent graduate, Iowa State University, Ames, joins KRNA(FM) Iowa City, as sales assistant.

Fred Burgos, art director, J. Walter Thompson U.S.A., joins DDB Needham, Washington, in same capacity.

Robert Seiler, division manager, Bausch and Lomb, joins ESPN, Los Angeles, as account executive, Western region. **Deborah York**, administrative assistant to president, ESPN, New York, named account executive, special markets.

Ron Goldner, national sales manager, KSAS-TV Wichita, Kan., named general sales manager.

Michael Vondran, VP, sales and marketing, KWQC-TV Davenport, Iowa, joins Communications Network advertising agency there as president.

Linda Forem, regional sales manager, WRVA(AM)-WRVQ(FM) Richmond, Va., named general sales manager, WRVQ(FM).

Sam Guyton, media supervisor, N.W. Ayer, Dallas, joins Saatchi & Saatchi DFC Pacific, San Francisco, in same capacity.

PROGRAMING

Elaine Sperber, director of production, HBO Pictures, Los Angeles, named VP, production.

Kevin Wendle, president and chief operation officer, Quincy Jones Entertainment Co., Los Angeles, resigned to form own production company, Kevin

Wendle Productions.

Appointments at Viacom International Inc. law department, New York: **Deborah A. Chapin**, senior attorney, corporate, named VP, counsel, corporate; **Katherine B. Rosenberg**, counsel, corporate named VP, counsel, corporate; **Teresa Marando**, manager, legal administration and support staff, named director, legal administration and support staff, and **Robert Meyers**, planning consultant, Viacom Networks Group Operations, named VP, planning and development, Viacom Networks Group Operations.

Sandy Grushow, senior VP, advertising and promotion, Fox Broadcasting Co., Los Angeles, named executive VP, current programing and scheduling.



Grushow



Cook

Robert Cook, executive VP, marketing and advertising, Guber-Peters Television, joins Columbia Pictures Television, Burbank, Calif., as senior VP, marketing.

Lois Sloane, VP, licensing and merchandising, Turner Home Entertainment, New York, named senior VP, licensing and merchandising.

George S. Nelson, director, corporate finance, Paramount Communications Inc., New York, named assistant treasurer.

Paul S. Levine, associate director, legal affairs, Warner Bros. Television, joins Hearst Entertainment Productions Inc., Los Angeles, as resident counsel.

John Clark, regional manager, programing sales department, Unistar, Colorado Springs, named regional director, affiliate relations department, New York.

Appointments at SportsChannel, Woodbury, N.Y.: **Leslie Howlett**, manager of production finance and traffic, named manager of production finance and operations; **Bob de Poto**, coordinating producer, adds duties overseeing support programing and live events production, and **Mark Callahan**, program manager, named manager of program acquisition and scheduling.

James Steinbach, senior executive producer, KTCA-TV St. Paul-Minneapolis,

joins Wisconsin Public Television, Madison, as director of programing and production.

Tim Tobin, air personality, WAVK(FM) Marathon, Fla., joins WKXE-FM White River Junction, Vt., as promotion director and morning air personality.

Kathleen Stafford Ismail, operations and production manager, Arkansas Educational Television Network, joins WFSU-TV Tallahassee, Fla., as production manager. **Mary Beth Winters**, director of public relations and programing, Tallahassee Jr. Museum, joins WFSU-TV as associate development director.

Tim Klein, host, *PM Magazine*, WFSB(TV) Hartford, Conn., joins Walt Disney World Co., Orlando, Fla., as senior marketing representative.

Janice Burgess, from Lifetime Television, joins Children's Television Network (CTW), New York, as producer. **Vivian Trakinski**, production assistant, CTW, named associate producer.

Tim Closson, program director, KHAK-AM-FM Cedar Rapids, Iowa, joins WUBF-AM-FM Cincinnati, in same capacity.

Argie Frudakis, office manager, The Family Channel, Chicago, named Western region affiliate representative. Newport Beach, Calif.

Appointments at West Glen Communications Inc., New York: **Paul Sanderson**, former production manager, named director, post-production; **Kathleen Gallagher**, production secretary, named duplication coordinator; **Jesse Anthony**, formerly from Winkler Video and Mediatech East, named duplication operator; **Dawn Gorden**, formerly from Fox/Lorber, named production secretary, and **Laurel Davis**, freelance producer, director and writer, named to position full time.

Appointments at ESPN, Bristol, Conn.: **Jean Marie McCormick**, freelance producer, WCVB-TV Boston, and Financial News Network, named producer; **Paul Wiederecht**, associate art director, Times Square Studios, named graphic arts operator II, and **Tim Leisure**, senior operations manager, named supervisor, production facilities.

NEWS AND PUBLIC AFFAIRS

Rob Robin, from WALA-TV Mobile, Ala., joins WBAL-TV Baltimore as environmental reporter.

Melissa Sander, general assignment reporter, WTNH-TV New Haven, Conn.,

joins WJZ-TV Baltimore in same capacity.

Bob Feldman, news director, WTNH-TV New Haven, Conn. (Hartford), joins WMAR-TV Baltimore in same capacity.

Tammy Clayburn, recent graduate, University of Iowa, Iowa City, joins KRNA(FM) there as news producer.

Janice Windborne, former reporter and producer, KUMB-FM Duluth, Minn., joins KPBS-FM San Diego, as news director.



Rober

Mary Lynn Rober, news director, KOAT-TV Albuquerque, N.M., joins parent company Pulitzer Broadcasting Co., St. Louis, as VP, news.

Betsy M. Ross, former anchor, SportsChannel America, Wood-

bury, N.Y., joins WLWT(TV) Cincinnati, in same capacity.

TECHNOLOGY

Charles J. Motta Jr., former general manager, Professional Products Inc., joins Prime Image Inc., Severna Park, Md., as VP, international marketing.

James E. McKay, Central sales manager, Prime Image Inc., Springfield, Ill., named national sales manager.

Darryl Elmore, senior remote operator, ESPN, Bristol, Conn., named technical manager.

PROMOTION AND PR

Daryl Clemmens, principal, Mangus/Catanzano public relations, marketing

and business development firm, Pittsburgh, named partner.

Appointments at Porter/Novelli, Washington: **Ellen Beck**, account supervisor, Richardson, Myers and Donofrio, Baltimore, to same capacity; **Bonny Wolf**, assistant managing editor, *Congressional Quarterly*, named chief copy writer; **Julie Donnelly**, market planning manager and senior consulting associate, Market Facts Inc., named senior associate, research department, and **Karl Sanders**, recent graduate, University of Florida, Gainesville, named assistant account executive, research department.

Seth Brown, writer and producer, WWOR-TV Secaucus, N.J., named senior on-air promotion producer.

Kris Sofley, senior account executive, public relations clients, Segal Associates, joins ShowBiz Expo, Hollywood, as director of publicity and promotions.

ALLIED FIELDS

Sally Jessy Raphael, television and radio talk show host, named honorary trustee, The Foundation of American Women in Radio and Television, Washington.

Jonathan Little, programmer, Midcontinent Media, resigns to form programing consultancy, Jonathan Little Consulting, Madison, Wis.

New board of directors at Television Bureau of Advertising, New York: **William L. Bolster**, Multimedia Broadcasting Co.; **Dennis J. FitzSimons**, WGN-TV Chicago; **Wayne R. Freedman**, Gannett Television, and **Jack Sander**, WAGA-TV Atlanta, and SCI Television Inc.

Gregg Lindner, manager of television market development, Arbitron Advertiser Agency division, New York, named product manager.

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DEATHS

George M. Lohnes, 82, retired senior partner, Lohnes and Culver Consulting Broadcast Engineers, died Nov. 20 of stroke at Montgomery General Hospital, Olney, Md. Beginning engineering career in 1937 at engineering firm Jansky and Baily, Lohnes joined partner Ronald H. Culver in 1944 and founded Lohnes and Culver radio engineering consulting firm. Clients included Cosmos Broadcasting Corp., Metromedia Inc., The Outlet Co., Plough Broadcasting Co., Summitt Communications and Gannett Broadcasting, helping broadcasters prepare technical side of license applications to FCC. Surviving him is wife, Sara; two daughters, Sara Ann and Marilyn; son, George; sister, Mabel; six grandchildren and two great grandchildren.

Edward L. Gayou, 69, retired business executive, died Nov. 10 at St. Mary's Health Center, Richmond Heights, Mo., of massive stroke followed by heart attack. As president of Gayou Convention Mangement Co., Gayou organized industry conventions around country, including working exclusively for National Association of Broadcasters for more than 30 years. His last convention planned for NAB was in April 1987, and he retired later that year. He is survived by his wife, Virginia; daughter, Georganne; two sons, Donald and Douglas; sister, Gloria; six grandchildren; two stepdaughters, Mary and Martha; three stepsons, Thomas, David and Daniel.

Stuart Soroka, 46, air personality and meteorologist, died of pneumonia April 15 at Broward County General Hospital, Fort Lauderdale, Fla. In 1961 at age 14, Soroka helped establish WWPT(AM) Westport, Conn. (now WWPT(FM)), which achieved nationwide recognition as student enterprise. Stints as meteorologist and air personality included at stations KDKA-TV Pittsburgh; WOR(AM) New York; WNAC-TV Providence, R.I.; WATD(AM)-WXKS-FM Boston; CNN, Atlanta; WNLK(AM) Norwalk, Conn., and WTNH-TV New Haven, Conn. (Hartford). He is survived by his mother, Phyllis; father, Charles, and brother, James.

William E. Herndon, 54, television actor and stage director, died of AIDS Nov. 12 at his home in New York. Television credits include *The Guiding Light* and *Love of Life*.

Maurice N. Richlin, 70, writer, died of cancer Nov. 13 at hospital in Santa Monica, Calif. Richlin wrote for radio shows including *Burns and Allen*, *The Edgar Bergen Show* and *The Amos and Andy Show*.

FIFTH ESTATE

CNBC'S AL BARBER: TAKING CARE OF BUSINESS

When Al Barber walked in the door at NBC in 1987, he "wasn't exactly welcomed with open arms." He was entering the television industry after 20 years of financial posts with NBC's new parent, General Electric, and wasn't exactly an expert in the broadcasting business. He was also taking on the position of chief financial officer and caretaker of the bottom line, which did not win him any popularity contests.

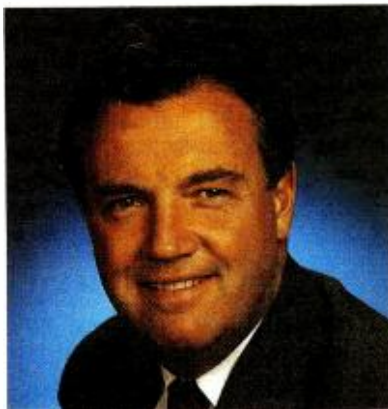
As president of CNBC (since July) Barber now looks not just at the bottom line, but oversees programming decisions, cable operator relations and whatever is needed to help push the year-and-a-half-old cable network over the line from struggling to successful.

He appears to enjoy the television business, but his jargon is still that of a finance man. Barber leaves the impression that he is leasing railroad cars, trading with foreign countries or making television, he approaches it all with the same attitudes and business principles.

All the jobs Barber has held have "involved managing significant resources, both in terms of dollars and people," he says. "Although this [television] has its nuances, in fact it's dollars and people."

Barber is a one-company man, having joined GE Financial Services directly out of college and served three years in its training program. After a variety of positions in several GE units, Barber made his first major mark by helping set up GE Trading Co., becoming chief financial officer. One of its more notable efforts was a Romanian nuclear power project worth \$200 million.

In his next two GE assignments, Barber ran into some bad luck. On the job only a few weeks as the Housewares & Audio division's CFO, the houseware half of the group was sold to Black & Decker. He spent the next six months smoothing the transition from GE to Black & Decker. GE Railcar services was Barber's next stop. He had been there only two months when the division went into bankruptcy. He spent the next two years in bankruptcy court. The railcar market finally took an upturn. A year after bankruptcy (and after Barber had left), the division was making \$30 million to \$40 million.



Housewares & Audio was where he first met NBC President Bob Wright, who then headed the Housewares & Audio division but left soon after Barber arrived to head GE Financial Services. Wright had also attended Holy Cross,

graduating two years before Barber. Barber's brief working relationship with Wright paid off. When he left GE Railcar, there was a spot for him at NBC.

The network went through a lot of changes while Barber was there, many of which he instigated. He reshaped both the finance and technical services operations: "We now do more work with fewer resources," Barber says, acknowledging that resources means people. "We found smarter ways of doing things and prioritized and eliminated a lot of things."

Barber raised his hand when the CNBC president's job opened up last July because "I was interested in making the transition out of a staff role and back into operations," he says. Hands-on management lets you see the impact of your decisions fairly quickly, he says, whereas a staff job means providing ad-

vice to someone else who makes the decisions.

When Barber came to CNBC, his greeting was a little warmer than it had been at NBC. Seeing one of NBC's senior executives in the post, "people looked at it as a reaffirmation of NBC's commitment to CNBC," says Barber.

Barber and his staff spend a lot of time these days trying to create an identity for the channel. Barber feels it has a daytime charter, that of a business news channel, but lacks a clear vision for its prime time programming. 'Infotainment' is a buzzword that Barber says should apply to CNBC's prime time format, and he is looking to fill CNBC's evenings with magazine-formatted shows, which he said is the chief strength of programming head Andy Friendly, formerly of *Entertainment Tonight* (and son of veteran CBS newsmen Fred Friendly). CNBC is also beginning a weekend talk radio-like format, and is looking for "the next Larry King or Tom Snyder."

Barber asserts that he's "not a genius when it comes to TV" or the cable industry, but counters: "I don't have to be a genius. I'm not the chief programmer. I'm not in charge of affiliate sales. I'm a motivator and a strategist...I've got to keep looking out ahead three months or six months or a year."

In its immediate future, CNBC is trying to expand beyond its current 17 million households. Barber characterizes marketing cable as "the Barnum and Bailey approach. It's trying to make yourself appear bigger than you are."

Barber points to the success Ted Turner has had in doing that, and in launching TNT. The trick, Barber says, is to get "people to believe you're a winner, and then you become a winner."

Albert Francis Barber

President, Consumer News and Business Channel, Fort Lee, N.J.; b. December 20, 1945, Rye, N.Y.; BA, Economics, Holy Cross College, Worcester, Mass., 1967; various positions, General Electric, 1967-1974; West Coast treasurer, GE Credit, San Mateo, Calif., 1974-1977; chief financial officer, GE Real Estate and Construction, Schenectady, N.Y., 1977-1980; manager, export, credit and financing, GE International, New York, 1980-1981; chief financial officer, GE Trading Co., 1981-1983; chief financial officer and manager, distribution and product service, GE Housewares & Audio, Bridgeport, Conn., 1984; president, GE Railcar Services, Chicago, 1985-1987; executive VP and chief financial officer, NBC, New York, 1987-1990; m. Gina Johnson, 1965; children: Megan, 24; Albert III, 23; Michael, 21; Shannon, 13; Mark, 12.

IN BRIEF

CBS, NBC, Group W and Program Producers and Distributors Committee (PPDC) came out against Columbia Pictures Television Inc.'s (CPT) request for waiver or similar ruling to bypass FCC's prime time access rule (PTAR). CPT wants waiver for its *Married...with Children* because as soon as Fox network exemptions expire in May, CPT cannot syndicate future episodes in access time. CPT wants action soon so that it can pursue first-run syndication strategy prior to NATPE convention in January. CBS said: "The audacity of this request is truly remarkable.... While CBS is expected to wait years and years for any relief from the outdated network rules, the moment the rules have the slightest adverse effect on the studios themselves, the studios create artificial deadlines, scurry to the FCC with 'emergency requests' for special protection, and expect an 'immediate' response to their demands." NBC said FCC "should not provide either Fox or its program suppliers with artificial advantages over their competitors by exempting them from rules which their competitors are forced to ob-

serve." Group W said: "It has now been over 15 years since the commission abandoned the ill-conceived practice of considering ad hoc exemptions to PTAR for programs deemed worthy of special treatment. Group W urges the commission not to return to this unnecessary practice which satisfied no one and threatened the basic integrity of the [Prime Time] Access Rule." PPDC said: "In opting to license the program to Fox, Columbia was well aware of the possibility that future developments could cause Fox to be deemed a network whose programming would be subject to the off-network provisions of PTAR...it freely assumed both the risks and rewards of the transaction."

Just days before end of November sweeps, ABC has apparently solidified hold as second-place network with 12.5 rating/21 share (sweeps through Nov. 18), edging out CBS's 12/20, while NBC held onto its comfortable 13.4/22 top-ranked position. Fox Broadcasting Co. posted 6.5/11. ABC's fortunes were boosted by sixth place finish for part one of Stephen

King's mini-series, *It* (18.5/29), and latest Barbara Walter's seventh-ranked interview special (18.4/32). CBS is pinning last minute hopes on successful close yesterday (Nov. 25), with Sunday night's *60 Minutes* and *Murder, She Wrote* leading into two-hour *Motown 30: What's Goin' On* retrospective.

CBS has scheduled *You Take the Kids* (six episodes ordered), latest Nell Carter sitcom from CBS Entertainment and MTM Enterprises, **in addition to reentry of fall sitcom *Lenny*** (16 original episodes remaining) for Saturday 8-9 p.m. slot starting Dec. 15. As previously reported, *The Hogan Family* gets official ax on Dec. 1, while Saturday 8 p.m. lead-in, *Family Man*, leaves schedule on same date but is being placed on backup status for spring. CBS spokesman confirmed that Farrah Fawcett and Ryan O'Neal sitcom project is still projected for January or February entry, as is *Family Dog*, half-hour animated sitcom from Steven Spielberg and Tim Burton ("Batman") and *Sunday Dinner*, half-hour sitcom from Norman Lear.

Fox is planning *Married...with Children* spinoff to debut in January of next season. Called *Top of the Heap*, program, from Columbia Pictures Television, will center on friends of Bundy's who move next door.

NBC said last week it has given full-season pickups to *Carol & Co.* and *Fresh Prince of Bel Air*. *Carol & Co.*, from Disney, debuted last March and continues to lead pack on Saturdays at 10-10:30 p.m. *Fresh Prince*, from Stuffed Dog Co. (Susan and Andy Borowitz), Quincy Jones Entertainment and NBC Productions, is number-one show among teenagers this season, NBC said.

As part of restructuring of Tak Communications (6 TV's and 3 FM's), **wusl-fm Philadelphia may be sold.** Source close to Tak Communications said station may be turned over to Tak's senior lenders (Bank of New England and Chemical Bank) which will then sell property. Source within Tak organization confirmed that sale of WUSL-FM is "an option that the banks have forced him to look at." That source added, however, that Tak President Sharad Tak's position

FCC EN BANC HEARING WITNESS LIST

FCC failed to produce final agenda for Dec. 14 en banc hearing on financial interest and syndication rules as hoped, but meeting of aides of FCC Chairman Alfred Sikes and other four commissioners last Wednesday morning (Nov. 21) produced tentative schedule of seven panels and more than two dozen witnesses. Because of size, FCC sources suggested that some of witnesses and possibly panel of four economists may be cut. Panel of government officials will be part of day-long hearing, despite reluctance of some commissioners early in planning process to include it. Janice Obuchowski, head of National Telecommunications and Information Administration; James Rill, assistant attorney general, antitrust, Justice Department, and Janet Steiger, chairman of Federal Trade Commission, are penciled in. So-called "CEO panel" tentatively includes Laurence Tisch, CBS; Robert Wright, NBC; Daniel Burke, ABC; Barry Diller, Fox; Robert Daly, Warner, and Richard Frank, Walt Disney. Motion Picture Association of America President Jack Valenti has been assigned to international panel along with former U.S. Trade Representative William Brock (appearing on behalf of CBS) and Clyde Prestowitz, former Japanese trade representative during Reagan Administration and author of "Trading Places: How We Are Selling Our Future to Japan and How to Regain It" (on behalf of NBC). Key panel may be that featuring program dealmakers. Tentative lineup: Jeffrey Sagansky, CBS; Robert Iger, ABC; John Agoglia, NBC; B. Donald Grant, Grant/Tribune; Stephen Cannell, Cannell Productions; Barry Meyer, Warner Bros., and Ann Daniel, Winter Daniel Productions. Two other panels appear to be catch-alls. They include producers, broadcasters (network affiliates and independents), first-run syndicators and public interest lawyers.

is that station is not for sale. WUSL-FM, said to have annual cash flow of about \$5 million, is considered to be Tak's most valuable property and ranked third overall in summer 1990 Arbitron Ratings Survey with 7.0 for persons 12-plus, Monday-Sunday, 6 a.m.-midnight. Tak's subordinated debt is also said to have been restructured with bondholders converting to equity and receiving 45% of company. Tak's subordinated lenders include Teachers Insurance, DeSai Capital and Lutheran Brotherhood. Neither Sharad Tak nor his lenders returned calls.

Video Jukebox Network has closed deal in which Tele-Communications Inc. has taken 9.8% stake in company for \$5 million investment. TCI plans to launch service in Dallas, St. Louis and Buffalo, N.Y., systems serving total of 238,000 subscribers. VJN reported third-quarter revenue of \$3.8 million, 231% increase over last year, and net loss of \$415,000, increase of loss of \$290,000 year earlier. But for first nine months of 1990, company's total loss is \$1 million, down from 1989 comparable period loss of \$1.7 million.

U.S. Equal Employment Opportunity Commission filed sex discrimination and equal pay suit in federal court in Baltimore on Nov. 19 against WBAL-TV Baltimore on behalf of former news anchor Ruth Ann (Rudy) Miller, charging she was paid \$40,000 less than male employees performing similar duties, and that her contract was not renewed because she wanted equal pay. EEOC, which brings only about 1% of its complaints to federal court and has never brought suit against television station in case involving on-air employee, said it was doing so to send message to TV industry. WBAL-TV VP-GM David J. Barrett issued statement that Miller was paid less in part because she would not anchor 11 p.m. newscast.

Yves Faroudja, president, Faroudja Research Enterprises, Sunnyvale, Calif., announced testing and demonstration schedule for his improved NTSC television transmission and display technologies last Tuesday (Nov. 20) during press conference at Capital Cities/ABC headquarters in New York. Faroudja had earlier announced he would continue to develop his "SuperNTSC" system after withdrawing it from consideration as FCC standard (BROADCASTING, Sept. 17). SuperNTSC filters out cross-color artifacts in transmission change and provides better resolution through line-doubling home receiver. It will be tested and demonstrated over several TV stations and cable systems beginning January

CABLE'S NEW LEGAL PARTNERSHIP

Two proposed cable networks with plans to showcase live court trials have now become one. Courtroom Television Network is the name of the new cable programming service being created by the merger of Rainbow Holdings' In Court (a Cablevision Systems and NBC joint venture) and Time Warner's American Courtroom Network, with Time Warner in the driver's seat ("Closed Circuit," Oct. 15, 29).

Time Warner Enterprises, through its American Lawyer Media unit, will manage the partnership, overseeing the day-to-day activities of the service.

Although both parties declined to reveal how ownership of the service has been split, sources said that Time Warner has the majority stake. The network's board will comprise executives from Cablevision, NBC, American Lawyer Media, and Time Warner, but the principal parties would not say how many members from each organization will be on the board.

Steven Brill, president and chief executive officer of American Lawyer Media, will be the CEO of the new 24-hour service, which is scheduled to launch in the summer of 1991. It will be carried on Time Warner's systems, ATC's, Warner Cable's, and Cablevision's systems. Carriage discussions with other operators are under way, and other MSO's taking equity stakes in the service is a possibility, said Brill. While Sharon Patrick, president, Rainbow Holdings Inc., didn't rule out additional equity partners, she said the service "is looking for traditional distribution deals."

While many new cable services often charge operators very little for carriage, Brill stressed that Courtroom Television Network "is not going to be a free service," so it can afford to give operators a sophisticated product. But operators that do carry the service early will receive a five-year protection plan on rate increases.

Fred Graham, former CBS Supreme Court reporter, will be the chief anchor, as had been planned at ACN. ACN's board of commentators, made up of prominent legal experts, including Floyd Abrams, F. Lee Bailey and Arthur Liman, remains intact. Harvard Law School Professor Arthur Miller, who In Court had hired, also will be on the board, but the future involvement of actor E.G. Marshall, originally hired by In Court, remains in question.

Just how the merged channels will function is still not clear. According to Patrick, "the business deal is done. Now we have to concentrate on programming and resources." Both In Court and ACN had hired staff, and Brill said he hopes to use as many of the In Court people as possible.

-SDM

1991 in San Francisco over Westinghouse Broadcasting's WPXI(TV) and Viacom Cable's system. In February, testing will shift to Boston on WBZ-TV, another Westinghouse station, and Continental Cablevision. Other participants will include Comcast Cable's system in Philadelphia; Tele-Communications Inc. in Washington, and Vision Cable's Bergen County, N.J., system.

According to report in last Thursday's New York *Newsday*, **CBS will shortly cancel daytime version of *Wheel of Fortune*.** Show is lowest rated daytime program on CBS schedule (10:30 a.m.) this season. Report said CBS would probably replace program with reality show hosted by pop psychologist and author Barbara De Angelis. Last week, NBC announced plans for two-and-half-hour slate of reality programs to be phased in.

London's SuperChannel, pan-European satellite channel serving more than 40

million homes, said last week it **signed deal with Pathé MGM** valued at 30 million pounds, which will give channel satellite rights to MGM program package that would include films from library as well original telefilms and series. Deal also contemplates possible co-productions between two companies. Marialina Marucci, managing director of SuperChannel, also said that discussions about Pathé taking equity interest in channel are ongoing. Similar talks with United Artists Entertainment, Denver-based cable company, broke off earlier this month.

E! Entertainment Television has carved out two-minute window in schedule for cable systems to insert local entertainment news. Service will provide graphics package so transition will be seamless. Insert is scheduled opposite one minute local ad avail, and has drawn interest from co-owned Time Warner cable operations in New York and Orlando, Fla.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

UP BY ITS BOOTSTRAPS

We'll know better next week, but what pulse-taking we've done in advance of the Western Cable Show suggests that the cable industry—which might well have been in sackcloth after this year's beating at the hands of Congress, and in anticipation of an economic downturn—is instead in surprisingly fine fettle. It has weathered bad times before and will again, the prevailing sentiment goes, and 1991's congressional castigation may not be as bad as the last one.

In the first place, cable's leaders say, a lot of the consumer service problems that put cable in the congressional woodshed have been remedied. Moreover, the FCC's effective competition initiative could take a lot of sting out of Congress's urge to regulate. Cable gives the telcos no better chance for entry in 1991 than in 1990, and gives itself an almost even chance to end up in the telephone business.

As for economic survival, cable can again turn to its dual revenue stream for salvation in a poor advertising marketplace. That is made abundantly clear in this issue's "At Large" interview with Nick Nicholas of Time Warner, whose enthusiasm for dealing direct with the customer is compelling. Nicholas points with satisfaction to the fact that only 10% of Time Warner's revenues come from advertising, itself a recession-resistant consideration in perilous times.

But perhaps the most dramatic development at this moment in cable's fortunes is an apparent decision to leave the defensive and take the offensive, a change of course epitomized by the National Cable Television Association's decision to earmark at least \$5 million for a public relations campaign that would tell the medium's story from coast to coast. But even more significant may be the light in the eyes of such industry leaders as John Malone of TCI, who wants to move aggressively beyond the present cable business and into fiber optics, telephony, enhanced television service and a challenge to the home video market. In his/their view, there is almost nothing cable can't do, and the sooner the better.

This is one medium that may be about to write its own counterpoint to the blues.

UNINVENTING THE WHEEL

It took the Supreme Court only days to seemingly undo the work of two hundred years. Last week, the court became the first to let stand—in a seven-to-two decision—a lower court's prior restraint of a news organization from publishing or broadcasting the news, in this case CNN's airing of taped conversations between Manuel Noriega and defense attorneys. The decision, said Radio-Television News Directors Association President David Bartlett, "amounts to judicial repeal of the First Amendment....The founding fathers would be saddened and ashamed at what has become of their bold experiment in press freedom."

True, but one need not go back that far to find such a reaction. In addition to the mixture of shock and anger from

the journalistic community, united in their strong opposition to the majority opinion were liberal justice Thurgood Marshall and conservative Sandra Day O'Connor. It was Marshall who joined in a strong concurring opinion in the 1976 *Nebraska Press Association vs. Stuart* case, the first in which a gag order had been subject to Supreme Court review. In that case, in which the gag was thrown out, Marshall said that prior restraint on freedom of the press was a "constitutionally impermissible method" of securing the right to a fair trial.

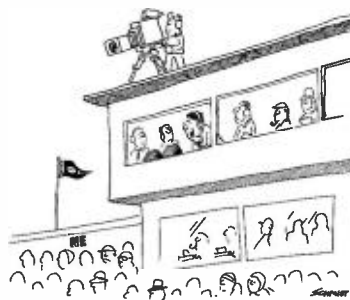
Fast forward to last week. In writing for himself and fellow dissenter O'Connor, Marshall said the issue in the CNN case is "whether a trial court may enjoin publication of information alleged to threaten a criminal defendant's right to a fair trial without any threshold showing that the information will indeed cause such harm and suppression is the only means of averting it." The lower court issuing the gag, said Marshall, did so with no such showing. Legal precedent, he said, makes "unmistakably clear" that "any prior restraint of expression comes to this court bearing a heavy presumption against its constitutional validity and that the proponent of this drastic remedy carries a heavy burden of showing justification for its imposition...I do not see how the prior restraint imposed in this case can be reconciled with these teachings."

Neither can we.

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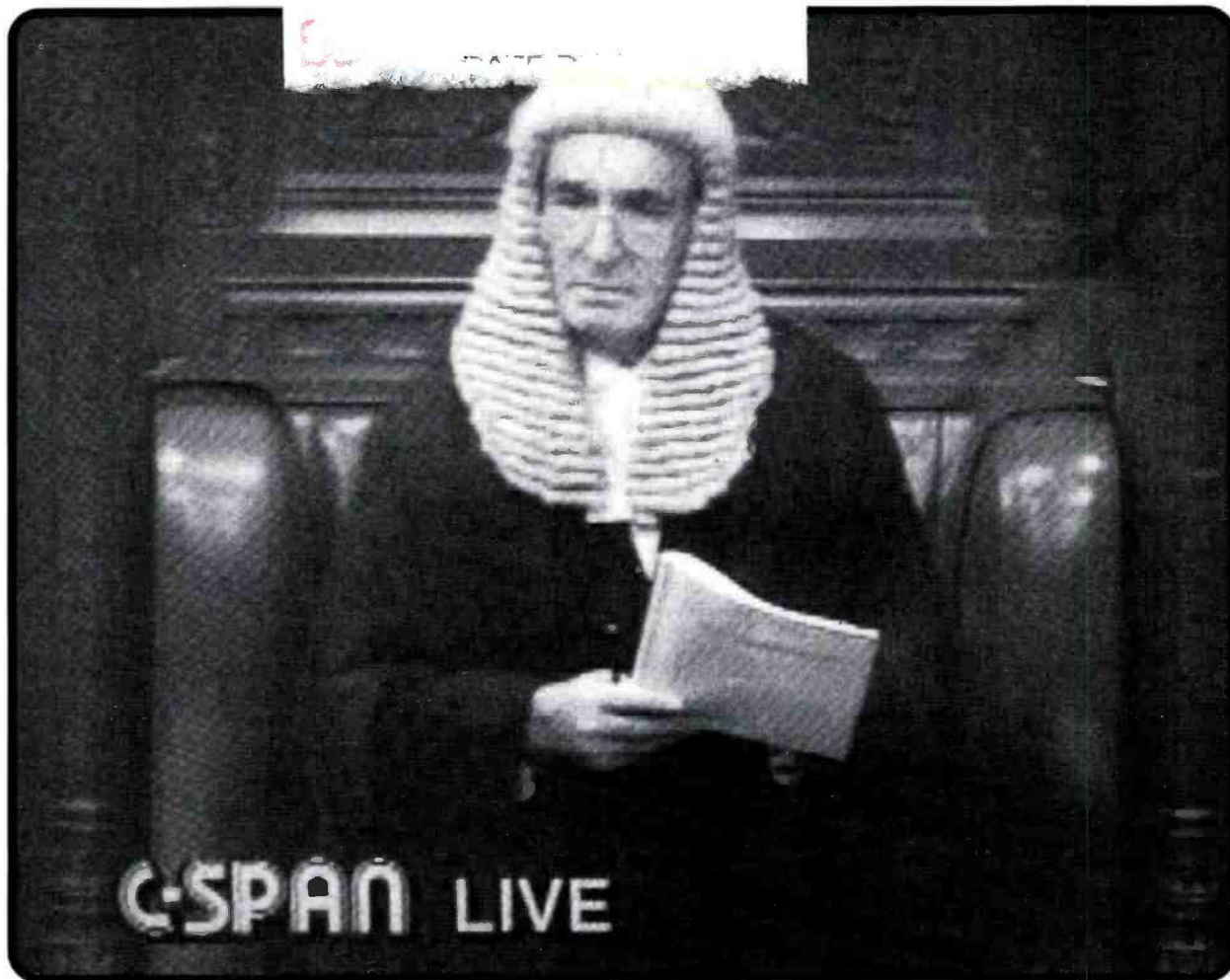
While we're on the subject of the First Amendment, if space allowed we would publish verbatim the thirteenth annual Frank E. Gannett Lecture delivered last week by veteran journalist and *Washington Journalism Review* Editor Bill Monroe (see story, page 32). It is an urgent call for print journalists to take the lead in reversing "The Slow Poisoning of the First Amendment" (the lecture's title). Monroe says, in essence, that the press cannot endure half slave to government regulation and half free, and that, unstemmed, the erosion of First Amendment freedoms represented by the content regulation of broadcast media will result in regulation for all media. It takes no leap of imagination to envision that scenario, but it will take many steps by a united media to avoid it.

Monroe's lecture should be required reading for both the Fourth and Fifth Estates.



Drawn for BROADCASTING by Jack Schmidt

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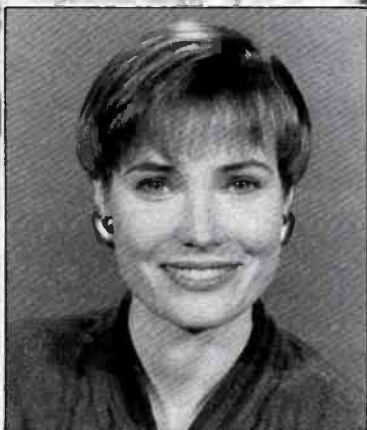
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