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Preserving free TV...

Television broadcasters prepare to fight for survival of free over-the-air TV, enlisting Walter Cronkite as spokesman for national marketing and promotion campaign whose principal message, say its creators, is to let American public know that free TV is "endangered species." **PAGE 27.**

Radio record breaker...

Westinghouse Broadcasting agrees to buy 10 stations owned by Legacy and Metropolitan, a record-breaking radio-only deal estimated at about \$360 million. If completed, Westinghouse's Group W Radio division will have properties in nine of top 10 markets. **PAGE 28.**

Day by day at NAB...

In preparation for National Association of Broadcasters' mega-meeting in Las Vegas, BROADCASTING provides summary of conference highlights, agenda, lists of exhibitors and hospitality suites, beginning on **PAGE 39.**

30/SAVING FIN-SYN

Motion Picture Association of America forms coalition to preserve financial interest and syndication rules.

33/SATURDAY SCHEDULE

CBS and ABC unveil their



'Jim Henson's Muppet Babies' returns to CBS

respective new Saturday morning lineups for fall.

33/PACTEL MAKES ITS MOVE

Regional Bell operating company joins with Prime Cable to buy Group W's Chicago cable system.

99/TOP GUNS

Three major broadcast



Raymond Burr in 'Trial by Jury'

networks bring out their cliffhangers, blockbuster theatricals, TV revivals and top original series in preparation for May sweeps.

106/VALDEZ REPORT

Among accounts of how radio covered Exxon tanker disaster in Valdez, Alaska, is story of "finest moment" for



radio, as one observer said. Shown above in photo by Rob Stapleton is Bob King of KDLG(AM) Dillingham, Alaska, at Exxon news conference.

100/INTO SYNDICATION

NBC's time period leader, 227 is launched in syndication for fall 1990 by its producer, Columbia Pictures Television.

103/GROUP REPORT

High costs of syndicated programing blamed for slow or no revenue growth for some TV group owners reporting first-quarter financial results.

111/TOP OF THE CHARTS

Easy listening and contemporary hit stations do well in just-released winter 1989 Arbitron ratings.

116/GUILTY

Arbitron Ratings Co. is found guilty of fraud and breach of contract and is ordered to pay \$5.5 million to Alabama TV station. Arbitron says "it's not over yet."

119/DEADLINE DELAY

FCC's advisory committee

on advanced television services postpones testing of proposed high-definition TV transmission standard until next year.

139,143/TWOFRER

Readers will note two "Fifth Estater" profiles in this issue—one of CNN's Bernard Shaw on page 143, a second of NBC's John Miller on page 139. The Miller sketch appeared originally in the April 17 issue, bearing the likeness of Jon Miller, vice president for program planning and development of NBC Sports, whose picture was sent to BROADCASTING in error.

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**The Wall Street Journal
Radio Network**

Source: "Is Business News Music to Their Ears?" A Statistical Research Inc. Survey of Music Radio Listeners. Spring 1988 MRI. The Wall Street Journal Radio Network is a service mark of Dow Jones & Co., Inc.

NEW YORK

Combined profit margins for ABC, CBS and NBC television networks last year hit lowest point in recent history, according to estimates by BROADCASTING. Operating profit obtained by three networks weighed in at roughly \$310 million: \$270 million for NBC, \$45 million for CBS, minus \$5 million for ABC. Those added up to just 4% of revenue totalling \$7.6 billion—\$7.3 billion in domestic net advertising revenue with remainder from color insertions, international sales and other items. Those doubting that 1988 margin portends long-term distress point to abnormal circumstances of writers' strike and to steadily increasing profit from owned-stations, especially those of NBC and ABC. Combined stations' operating income last year was roughly \$840 million. First-quarter financial results indicate that better 1989 for networks is so far on track, contributing to recent run-up in stock prices of ABC and CBS.

Color it green

Kids upfront advertising market is expected to break this week and—judging from advertiser budget requests—television network sales executives are hopefully optimistic. While some budgets are down, others are up and several new products are said to be considering Saturday morning daypart. Increase over last year's \$130 million marketplace would be first such gain in four years. ABC would benefit most, as its ratings are highest overall and are alone among three networks to improve during broadcast season.

Broadcaster in line

Richard D. Novik, broadcaster for quarter century and now president of WKIP(AM) Poughkeepsie, N.Y., has been suggested to President Bush by Representative Hamilton Fish Jr. (R-N.Y.) as candidate for FCC. Novik is member of NAB board and past president of New York State

Broadcasters Association. Lateness of nomination dims chance for current vacancy but declares interest in subsequent openings. Term of only other broadcaster on FCC, James H. Quello, expires June 1991

The envelope please

ABC decision on future satellite capacity may come as early as this week, with AT&T most likely winner. In its favor: decades-long relationship, prime orbital assignments for proposed birds and timing (end-of-life dates for AT&T's Telstar birds now carrying networks will, of course, exactly match networks' needs for replacements). GTE Spacenet and Hughes, however, believe they remain in running.

"Don't be surprised" if ABC and CBS share same system—adding up to about \$200 million deal—said one source, who confirmed Ku-band "is part of mix." That means if AT&T wins C-band

distribution traffic deal, it also wins most, if not all, carriage of Ku-band satellite newsgathering traffic—segment of business now led by GTE Spacenet. Both those satellite operators have proposed launching hybrid C-Ku-band birds to handle all traffic, but timing for launch of GTE is, they admit, not optimal.

WASHINGTON

At urging of Commissioner Patricia Diaz Dennis, FCC Chairman Dennis Patrick has decided to hold en banc hearing sometime in June to hear first-hand industry views on increasingly complex cable-telco issue. Dennis first proposed idea in speech last December but did not begin to lobby chairman until about month ago. Hearing may come in lieu of final action on agency's proposed recommendation to Congress to repeal ban against telco-cable crossownership. That item has three

commissioners going in three different directions.

Battle lines

Most critical negotiation now going on between broadcasters and cable is over channel positioning issue, with cable offering on-channel and broadcasters asking for return to channel positions occupied before must carry was declared unconstitutional. Chances are broadcaster position will be modified to accept grandfathered-in positions at closer-to-contemporary date. But cable isn't likely to budge; NCTA President James Mooney (who remains irked over leaks of negotiation details) reportedly suggested to broadcasters they put revised position to vote of House Commerce Committee. Suggestion was declined.

Down to the wire

Latest morning line on FCC situation has Ira Goldman, aide to Senator Pete Wilson (R-



FIVE DECADES FOR FIFTH ESTATE TV

The first of several celebrations of the first 50 years of TV began last week in Washington, witnessed by (top left) Donna Searcy, secretary of the FCC, and Ward Quaal, the broadcast consultant, and (at right) Jon Provost, who played Timmy in *Lassie*. Among exhibits on display at the National Museum of American History: a rebuilt Lucite TRK-12, the TV model displayed 50 years ago at the 1939 World's Fair. The sponsoring Electronic Industries Association also dedicated a plaque at the Queens Museum commemorating the televised opening of the fair's RCA pavilion on April 20 (presided over by David Sarnoff, below).



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Calif.), challenging Alfred Sikes, head of National Telecommunications and Information Administration, for third FCC vacancy. Sherrie Marshall, of Wiley, Rein & Fielding, and Andrew C. Barrett, member of Illinois Commerce Commission, are said to have two other vacancies locked up. If Goldman prevails, Marshall would be named chairman; Sikes is interested only in chairmanship. As for others who were still on short list last week, James Smith, of Reed Smith Shaw & McClay, would not be forgotten; he would be offered job either at State Department (as coordinator and head of Bureau of International Communications and Information Policy) or Commerce (as new undersecretary for technology).

Intelsat protecting turf

Intelsat—seeing its market being transformed by emergence of competing separate systems—has hired Booz, Allen & Hamilton consulting firm to examine its 14(d) procedures, used to assess likely technical and economic impact of separate systems on Intelsat. Main focus, reportedly, is on economic.

HAWAII

Cable rate hikes have erupted into volatile consumer issue in Hawaii, home of Senate Democrat Daniel Inouye, who also chairs Communications Subcommittee. State legislature has adopted resolution urging Congress to amend 1984 Cable Act to allow for reregulation of rates and to treat cable as utility. House approved resolution in March and Senate adopted it April 14 in response to growing disenchantment among Hawaiian cable subscribers. ATC system in Oahu has had two increases this year alone and there was also large hike in Daniels system on island of Hawaii. *

Inouye is friend to industry; he led opposition to legislation that would have restricted cable programmers'



Inouye

business dealings in home satellite marketplace. But he has also privately warned cable industry officials that they need to tread carefully. Senator is paying attention to his home turf and rates will be subject at cable oversight hearings Inouye's subcommittee will convene later this year.

HOLLYWOOD

Fox Broadcasting and Home Box Office have reached agreement whereby Fox affiliates will carry two-hour HBO preview Aug. 29. Scheduled to run from 8-10 p.m., block of cable programing includes *Making of the Sports Illustrated Swimsuit Issue*; *World Tour: Billy Joel in Leningrad*, and *Martin Short Goes to Hollywood*. Affiliates will have six minutes of ad time to sell for each hour.

L.A. contenders

Field for Choice Cable system in Los Angeles appears to have been narrowed to two: Multivision and Cablevision Systems. Cablevision has no subscribers in area but is looking for base for its recently purchased regional sports network, Z Channel. There's report some area operators might oppose sale to Multivision because of problems that MSO faces elsewhere. Rate increases and service problems in Tennessee by Multivision has drawn fire

* ATC's Oceanic Cablevision in Honolulu increased basic rates by \$1 in January, then in March added \$1.70 to subscribers' bill—\$1.25 for access channel fee and 45 cents for local franchise fee. Daniels hike is related to elimination of 10-channel, \$11 tier, and 15-channel, \$16.95 tier, resulting in lowest tier being 19-channel, \$17.95 package

from local mayors and Senator Al Gore (D), no friend of cable industry, at time of greater congressional scrutiny of cable (BROADCASTING, Feb. 20). Asking price for 138,000-subscriber system is upwards of \$390 million.

'Sheriff' shelved

Warner Brothers Television Distribution confirmed last week it will not renew second season first-run sitcom *She's the Sheriff*. Company previously announced that *Family Medical Center* and *It's a Living* wouldn't be renewed (although stations will have access to *Living* as strip). Returning next season in first-run will be *Mama's Family*, *Love Connection*, *Fun House* and *People's Court*. Still pending: *Superior Court* and *Freddy's Nightmares*. New game show, *Third Degree*, will probably go forward.

Guilty

Qintex confirmed last week it will not go forward with proposed new crime drama, *Crime Diaries*. Company's marketing of project came under criticism last fall when ad ran in trades, showing scantily clad woman being held at knife point, with copy proclaiming: "Women like the romantic intrigue. Men like the realistic action." Qintex source acknowledged: "We made a mistake in marketing the show; that ad was the beginning."

LAS VEGAS

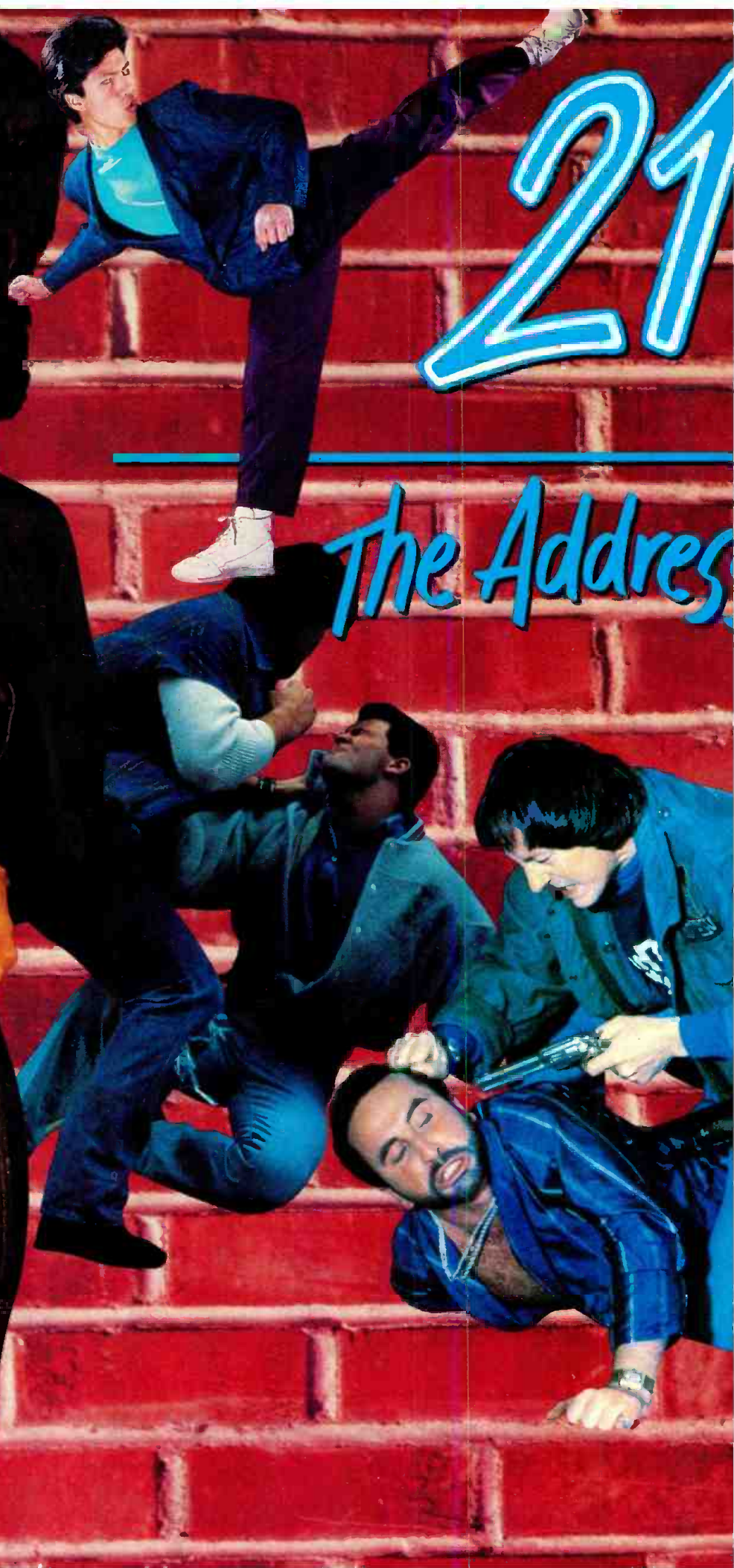
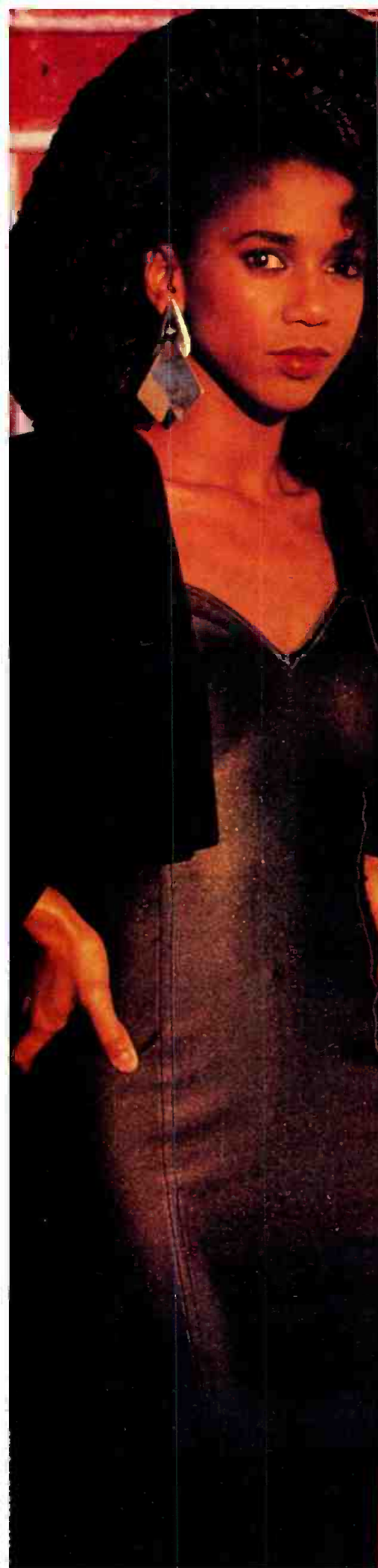
There'll be fewer hors d'oeuvres and cocktails at upcoming NAB convention in Las Vegas, based on decision by almost all radio networks not to host hospitality suites there. ABC Radio Networks, CBS Radio Networks, Transtar Radio Networks, United Stations Radio Networks and Westwood One Radio Networks are among those that have not booked open rooms. According to several nonparticipating networks, decision is based on convention's slant toward engineering. Networks want to concentrate on September radio convention.

EUROPE

Capcities/ABC, first of U.S. networks to take direct investment in European producer-distributor with purchase last February of stake in German Tele-Munchen, is moving on three similar deals on continent including one in Spain and another in either Italy or France. According to ABC Video Enterprises head Herb Granath, who said first deal should be signed in August and next two by fourth quarter, major objective of buy-ins was: to foster program sources and co-production potential for U.S. cable networks, such as ABC's jointly owned Arts & Entertainment channel.

Green flag for GTE in Cerritos

Indications are FCC will affirm at Wednesday meeting Common Carrier Bureau's waiver of telco-cable crossownership ban permitting involvement of GTE in providing cable services in Cerritos, Calif. GTE also provides telephone service to Los Angeles community of 16,000 homes. It would be difficult for FCC to deny waiver at this point; GTE has poured millions of dollars into building 170-mile system, which is one-third complete. In granting waiver year ago, Common Carrier Bureau argued that city would not get desired level of cable service but for involvement of GTE. In affirming it, however, FCC may adopt position that waiver is warranted because GTE plans to use system as test bed for experimental technology and services. Representatives of GTE—in-house attorney James Hobson and former FCC Chairman Richard Wiley—visited FCC Chairman Dennis Patrick last Tuesday to give him update on what they consider experimental element of GTE plans—that is, Near Video of Demand (NVOD). Pay-per-view service, which would consume 30 channels of system, would offer consumers around 10 movies with frequent start times. Most popular films would start every 15 minutes; others, every 30 or 60 minutes.



21

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Where Things Stand

■ Solid box denotes items that have changed since last issue.

AM-FM Allocations

At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations across most of country, authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more powerful Class C2 station would cause interference and less powerful Class A stations would be "economically infeasible." Stations are restricted to Zone II, area that excludes Northeast, portions of Midwest and Southern California. At same meeting, FCC deferred action on proposal to double power of all Class A stations from 3 kw to 6 kw.

FM broadcasters are split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

In hopes of curtailing adjacent channel interference and ultimately of improving technical quality of AM radio, FCC voted April 12 to require AM broadcasters to adhere to industry-developed NRSC-2 standard limiting emissions, starting in 1994. In the interim, agency also ruled, stations will be presumed to be in compliance with standard if they implement NRSC-1 audio processing standard.

Commission also hopes to move on plan for implementing expanded AM band before NAB convention. Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC has indicated that some channels will be reserved for national licensees, but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM stations. National Association of Broadcasters, which believes move will lead to "AM-ization" of FM band, has petitioned FCC to reconsider.

Antitrafficking

Issue essentially boils down to reimposition of FCC's three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

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Cable Regulation

■ Cable television industry remains under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing this month (BROADCASTING, April 17), where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Also, Metzenbaum announced he will push for passage of bills he was slated to introduce last week: one would restore city authority to regulate rates, while other would require cable programmers (particularly those in which cable operators have interest) to make their programming available to cable competitors such as wireless cable, and it would restrict horizontal concentration within industry by limiting number of subscribers one company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee plans to convene hearings on concentration of ownership. Although hearings will not focus solely on cable, issue of vertical and horizontal integration in cable is expected to draw congressional attention.

National League of Cities is unhappy with developments within industry, approving new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 in 1989 to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league assigned action on cable legislation low priority when it met in Washington earlier this month.

Motion picture industry, independent broadcasters and, as of last week, the National Association of Broadcasters are push-

ing for stricter regulation of cable until there is more competition in delivering cable programming to homes. And House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

Children's Television

■ A bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, bill that would establish \$10 million endowment for children's programming was offered by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

Comparative Licensing

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30 meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after decision, limited such payments to "legitimate and prudent expenses." Likewise, it limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in compar-

ative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping the renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery it will be over objections of communications attorneys and key members of Congress.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programming services (BROADCASTING, Oct. 31, 1988).

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

Telco-cable—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommuni-

cations and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC cross-ownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

Duopoly, one-to-a-market—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television (WNEV-TV Boston) were first to apply for waivers under new policy; their requests are pending.

Broadcast-newspaper—Appropriations

bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station cross-ownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business

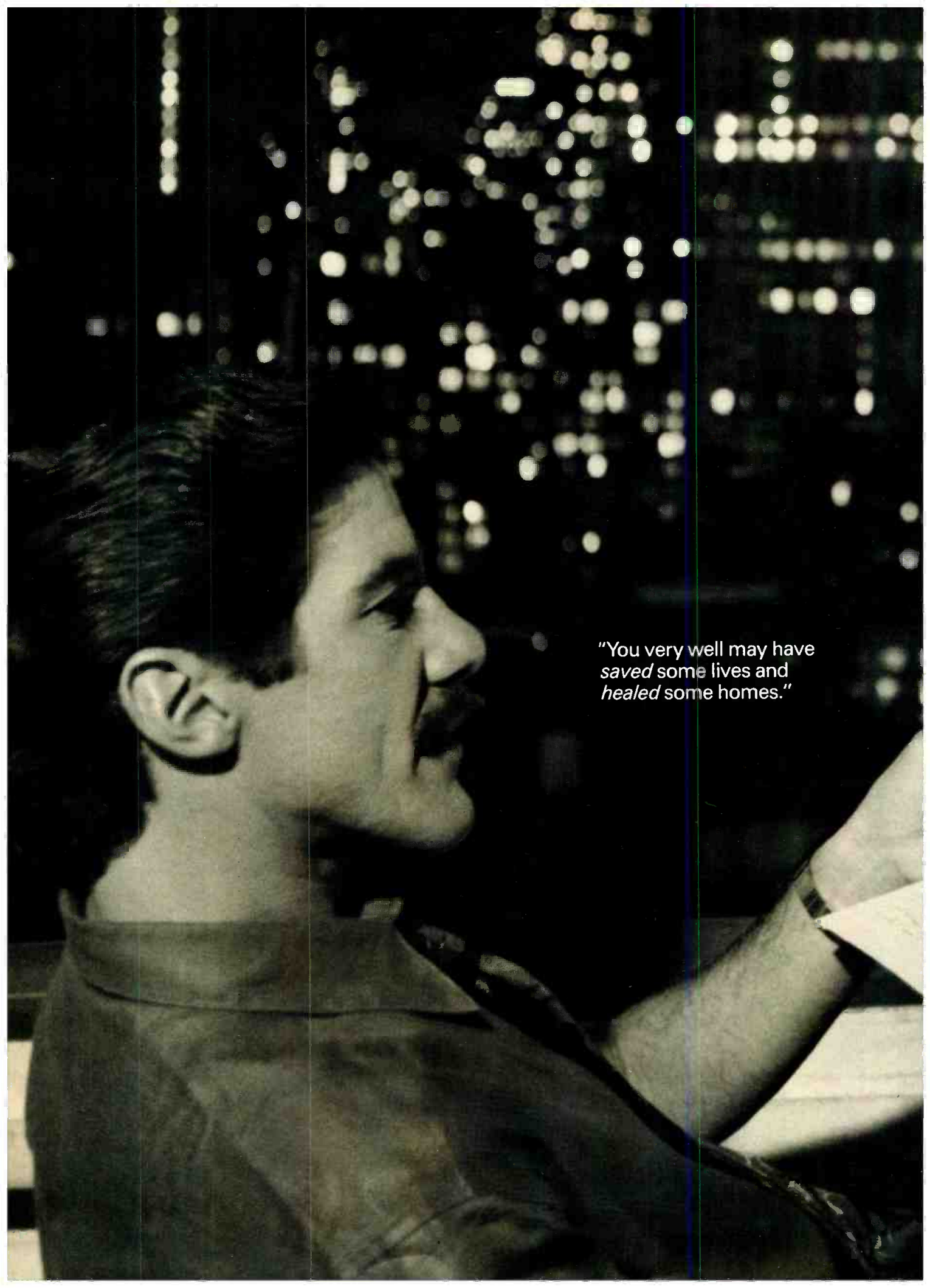
BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,505	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

C A B L E †	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.



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Station Sales



system," including consumer equipment manufacturers, programmers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

■ "Blue ribbon" committee of FCC's advisory committee on advanced television service (ATS) has approved second interim report on progress toward recommendation of HDTV transmission standard. It outlines some of problems, such as agreement on software to be used for subjective testing of HDTV transmission systems, that must be worked out before testing begins. Complete test plan is expected to be completed and approved in July. During blue ribbon committee meeting April 17, group pushed back its goal for beginning of testing from Oct. 1 to Jan. 2, 1990.

House Telecommunications Subcommittee members and government and industry witnesses at hearings held March 8-9 questioned State Department's support for 1,125/60 HDTV production system before CCIR. Following hearings, Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), latter chairman of parent Energy and Commerce Committee, sent letter to State Department asking it to discontinue support for 1,125/60 while U.S. government's decision is reconsidered by Commerce Department.

Commerce's National Telecommunications and Information Administration recently received comments on inquiry into HDTV production systems. Opinion over whether U.S. government should continue to support establishment of 1,125/60 as world standard was split. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Commerce Secretary Robert Mosbacher told lawmakers at March 8 hearing he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

Defense Department will provide up to \$30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Defense Advanced Research Projects Agency received 82 pro-

posals.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copy-right legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, the FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite, whether it should set standard for scrambling of satellite signals and whether cable programmers discriminate against home satellite market in pricing.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), has vowed to revive measure in 101st Congress.

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times of day when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rule-making. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages.

International

NBC plans to launch its new cable consumer and business news service, CNBC, in Europe, Japan and the Pacific following its April 17 domestic start date.

New European transfrontier broadcast law has been essentially completed, following Council of Europe's formal adoption of new broadcasting convention and near agreement by European Commission on separate but similar plan. New regulations would harmonize diverging national regulations and establish framework under which emerging transborder satellite TV services could service European market's 320 million viewers. In apparent win for U.S. program exporters, only minimal quotas against non-European shows are proposed. Ads can fill up to 20% of any hour or 15% of daily schedule, and limitations are placed on tobacco products, pharmaceuticals and alcohol.

Phone company US West has made joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also advising two of four bidding groups. Government decision is expected this summer.

Capital Cities/ABC, which already owns 25% through ESPN of London-based satellite sports service Screensport, has taken substantial minority share in Munich TV company Tele-Munchen, majority owner of German satellite service Tele5.

Rupert Murdoch has launched Sky Television satellite service aimed at Britain's nascent direct-to-home dish viewership. Using 16-channel Luxembourg Astra satellite, three new channels—sports, news and movies—joined existing but upgraded Sky Channel service, and will be followed later this year by pay Disney Channel and Sky Arts. MTV Europe is also on Astra.

Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. ESPN has also initiated Latin American service on Pan-AmSat.

Heavy and often negative response has greeted British Conservative government-proposed massive overhaul of UK broadcasting system, particularly from country's commercial TV sector. Proposed changes, to be debated in Parliament during 1989, include auctioning of regional commercial TV franchises, opening of new fifth terrestrial TV channel, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

Land Mobile

■ FCC has delayed decision on petition to reallocate UHF channels in eight markets to

Continued on page 12

A FRIDAY NIGHT MIRACLE!



FATHER DOWLING delivered NBC's highest share of audience for a series, Fridays 8-9 PM, in three seasons.

NBC Friday 8-9 PM Original Series Programming

<u>1988-89</u>		SHARE
FATHER DOWLING	(Jan-Mar '89)	22
Something Is Out There	(Oct-Dec '88)	15
Sonny Spoon		15
<u>1987-88</u>		
Highwayman	(Mar-Apr '88)	18
Rags To Riches	(Sept '87-Jan '88)	17
<u>1986-87</u>		
Amazing Stories/Roomies	(Mar-May '87)	19
Stingray	(Jan-Mar '87)	21
A-Team	(Sept-Dec '86)	22

Source: NTI



WOMEN 18-34 (millions)

WIN, LOSE OR DRAW 1.39

CURRENT AFFAIR 1.26

FAMILY FEUD .94

USA TODAY .91

INSIDE EDITION .82

WOMEN 18-49 (millions)

WIN, LOSE OR DRAW 2.48

CURRENT AFFAIR 2.22

USA TODAY 1.79

FAMILY FEUD 1.76

INSIDE EDITION 1.52

If you're not getting any younger, you're not doing any better.

Household ratings are important, but it's demo ratings that sell—particularly young women demos. It's the audience advertisers crave and the audience that Win, Lose or Draw delivers.

In access, early fringe and late fringe, Win, Lose or Draw continues its young adult domination. Fast-paced fun, top celebrities and family

entertainment make Win, Lose or Draw America's #3 game show and the perfect environment for any advertiser.

Stay with the only game show that performs like a sitcom. Renew now for the third winning season of Win, Lose or Draw.



Advertiser-Friendly TV

TEENS/KIDS (millions)

WIN, LOSE OR DRAW	1.68
FAMILY FEUD	1.42
CURRENT AFFAIR	1.12
USA TODAY	.88
INSIDE EDITION	.63

3RD SEASON RENEWALS

NEW YORK

LOS ANGELES

CHICAGO

AND MORE!



Monday Memo

A financial interest and syndication rules commentary by Ralph M. Baruch, chairman, Program Producers & Distributors Committee, New York, and former chairman-CEO, Viacom International

In 1970, after more than a decade of careful study of the role of networks in television, the Federal Communications Commission adopted the Financial Interest and Syndication Rules, which prohibit networks from owning a financial interest in television programs acquired from producers and from engaging in the syndication business. At the same time the commission adopted the Prime Time Access Rule, which limits prime time network programming to three hours nightly in the top 50 television markets. Both actions were designed to break the stranglehold that the networks had over the programming prerogatives of local station licensees.

Nothing in the television marketplace has changed the underlying reasons for passage of those rules. At that time there were only three national networks covering 99% of the TV homes of the nation; this very same condition holds true today.

The three major television networks now claim that because of increased competition and hypothetically lower earnings, they should be entitled to force producers to give them an equity position in the programs they buy for network exposure so they can get into the syndication business. This change would put the networks, once again, in a power position of being able to extract a piece of the action from producers. Producers, in turn, knowing that syndication and other ancillary rights are not available unless the show actually gets on the air, a decision entirely up to the networks, would be faced with the distasteful choice of either giving a financial interest in the show to the networks or not getting the program on the air. In this process the real loser would be the viewing public which, according to the Supreme Court, is entitled to receive programming "from diverse and antagonistic sources." Program selection for public viewing on American TV station should be based solely on merit and not influenced by private ownership rights in the after market.

The networks now claim that they never abused their marketplace oligopoly in extracting financial interests from producers. That just is not so.

In passing the rule in 1970, the FCC recognized this conflict of interest:

"A direct relationship appears to exist between new network programs chosen for network schedules and network acquisition of subsidiary rights and interest. Networks accepted virtually no entertainment program for network exhibition in a five-year period in which it did not have a financial interest in syndication or other subsequent use.

"In 1970 the FCC's own study found that in a five-year period prior to the passage of the rule, networks acquired a finan-



“The networks want to have it every which way. They claim they want a level playing field, but they also want to control the ball and the referees.”

cial interest in 93% of the programs networks put on the air.”

In 1970 when the rules were passed, one network was losing money and the combined profits of the television networks were only about \$50 million. Today, it is estimated that the NBC network alone will have a profit in excess of \$325 million, and overall television operations of all three are immensely profitable. The networks have huge resources which they could spend on better network programming for the benefit of their stations and the viewing public. Instead, they channel money into other businesses and seek rule changes for additional forays outside the basic network service for which they profess such concern.

In the last year alone, network billings increased from \$8.5 billion to \$9.5 billion; at the same time, as they have in the past, networks in many cases increased their rates.

If the networks want to own programming, they certainly can. They are now, today, under their consent decree allowed to produce on their own account up to 10 half-hours weekly. Networks can syndicate

these shows worldwide and auction off the domestic syndication rights to the highest bidder. But that is risky business, as proven by the network production of *Moonlighting*, which is said to be an economic calamity for the network. The networks would much rather force producers coming to them with programs to give up some of their equity at minimal risk to the network, rather than invest in their own productions and risk multimillion dollar overruns. The networks want to have it every which way...they claim they want a level playing field, but they also want to control the ball and the referees.

Networks once again claim that their economic livelihood is in jeopardy if they don't obtain a financial interest in programs. They made the same claim when the rule was about to be passed, and here is what the FCC said about that in 1970:

"While it has been claimed that network corporations require the type of control they now possess to continue their viable operations as advertising media and to minimize the economic risks they undertake in program production and procurement, we do not believe that the proposed rule will have a material effect on either function of network corporations."

And it hasn't, and they have prospered.

Television stations should have every reason to be concerned about networks acquiring a financial interest in programs: it is the station that is licensed to serve its community. It is the station that is responsible for the selection of programs to meet this obligation. In large measure, when this responsibility is given to or shared with the network, it is important that stations, because of their ultimate responsibility, support rules that are designed to eliminate conflicts of interest in the program selection process.

If the rules were eliminated and programs become available for syndication, the network-owned stations could outbid all other stations in the market, knowing that up to 50% of what they would be paying would be returned to the parent company in the form of a financial interest. Other factors should also be considered by broadcasters such as CBS CEO Laurence Tisch's recent comment that networks should be able to control syndication of programs to independent television stations; the creeping extension of network into local time periods their vast investments in both regional and national cable television program networks, and their entry into pay-cable sports events.

For all of these reasons and many more, broadcasters and others should join with the Programs Producers & Distributors Committee and strongly oppose any change in the financial interest and the prime time access rules.



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■ indicates new listing

This week

April 24—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programming in Hollywood, sponsored by *National Academy of Cable Programming* during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor, (202) 775-3611.

April 24—Regional seminar. "Focus on Cable," sponsored by *NATPE Educational Foundation*. New Orleans Hilton. New Orleans. Information: Sarah Key, (213) 282-8801.

■ **April 24-25**—*Michigan Association of Broadcasters* annual call on Congress. Madison hotel, Washington.

April 26—*Canadian Association of Broadcasters* forum, "Taking the Lead," "a far-ranging plan that sets the course for private broadcasting in the 1990's." King Edward hotel, Toronto. Information: (613) 233-4035.

April 26—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Michael Gartner, president, NBC News. Copacabana, New York. Information: (212) 765-2450.

■ **April 27**—*Center for Communications* award luncheon, honoring Grant Tinker, president, GTG Entertainment. Guest speaker: NBC's Tom Brokaw. Plaza hotel, New York. Information: (212) 836-3050.

April 27—*National Radio Standards Committee* meeting. Room 16N, Las Vegas Convention Cen-

ter, Las Vegas. Information: (202) 429-5391.

April 27-29—*Broadcast Education Association's* 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of *Davis, Graham & Stubbs* and *HDTV Newsletter*. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

April 28—Eighth annual Legal Forum, "Representing Your Local Broadcaster," sponsored by *American Bar Association* and *National Association of Broadcasters*, held prior to NAB convention (see below). Keynote luncheon speech: Susan Wing, Hogan & Hartson. Las Vegas Hilton, Las Vegas. Information: Susan Kaiser, (312) 988-5666.

April 28-29—*Texas Associated Press Broadcasters* annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

April 29—*Maximum Service Telecasters* annual membership meeting, held during National Association of Broadcasters convention (see below). Ballrooms F-G, Las Vegas Hilton, Las Vegas.

April 29—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Carter Presidential Center, Atlanta. Information: (404) 522-8971.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 29-May 3—37th general assembly of World

Federation of Advertisers, hosted by *Association of National Advertisers*. Washington. Information: (212) 697-5950 or (202) 659-3711.

April 30—*Digital audio interfacing committee* meeting. Meeting room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

May

May 1—*Maximum Service Telecasters* engineering breakfast, held during National Association of Broadcasters convention (see above). Ballroom F-G, Las Vegas Hilton, Las Vegas.

May 1—*Royal Television Society* annual meeting, hosted by Capital Cities/ABC, during National Association of Broadcasters convention. Las Vegas. Information, in London: (011)-44-1-387-1970.

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton. (212) 586-2000.

May 3—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Chasen's, Los Angeles. Information: (213) 652-0222.

May 3—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Michael Laibson, executive producer, NBC-TV's *Another World*. Copacabana, New York. Information: (212) 765-2450.

■ **May 3**—Colloquium, sponsored by *Annenberg Washington Program*, in which Stuart Brotman

Major Meetings

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 20-23—*NBC-TV* annual affiliates convention. Hyatt Embarcadero, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

June 3-6—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 5—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and *BROADCASTING* magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington.

June 12-15—*ABC-TV* annual affiliates meeting.

Century Plaza, Los Angeles.

June 17-23—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21-25—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future convention: Sept. 16-18, 1990, Washington Convention Center, Washington.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. Future convention: Oct. 11-14, 1990, St. Louis.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite.

Palais des Festivals, Cannes, France. Information: Perard Associates. (212) 967-7600.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Century Plaza hotel, Los Angeles.

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1991, Century Plaza, Los Angeles.

Jan. 16-19, 1990—27th annual *NATPE International* convention. New Orleans Convention Center. New Orleans.

Jan. 18-21, 1990—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas. Future conference: Feb. 1-4, 1991, Loews Anatole, Dallas.

Jan. 27-31, 1990—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

April 18-20, 1990—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England.

fellow of Annenberg Washington Program, will propose creation of council to handle communications policy issues. Offices of Annenberg, Willard Office Building, Washington. Information: (202) 393-7100.

■ **May 4**—"Cable: Remaking the Deal." *Hollywood Cable Forum* luncheon panel closing National Cable Month. Discussion participants include Tony Cox, chairman-CEO, Showtime; Kay Koplovitz, president-CEO, USA Network; Robert Cooper, senior VP, HBO Pictures, and Sanford Wernick, president, Brillstein Co. Regent Beverly Wilshire, Los Angeles. Information: (202) 775-3611.

■ **May 4**—Seminar, "Managing a Diverse Workforce: Challenges and Rewards," sponsored by *Minorities in Cable, Colorado chapter*. Scanticon Conference Center, Englewood, Colo.

■ **May 4-6**—*National Association of Telecommunications and Advisors* regional telecommunications conference. Red Lion Inn, Portland, Ore. Information: (202) 626-3160.

■ **May 5**—*Georgia Association of Broadcasters* second annual AM-Only Day. Macon College, Macon, Ga.

■ **May 6**—"TV 2001. The Future of Television: Programming, Distribution Systems and Technology," seminar sponsored by *Academy of Television Arts and Sciences, Activities Committee*. Directors Guild Theater, Los Angeles.

■ **May 7-10**—*Canadian Cable Television Association* 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

■ **May 7-10**—*Association of National Advertisers* advertising financial management conference. In-

nisbrook, Tarpon Springs, Fla. Information: (212) 697-5950.

■ **May 8-9**—*Corporation for Public Broadcasting* board meeting, Washington.

■ **May 9**—*Action for Children's Television* Achievement in Children's Television awards. Bartos Theater, Massachusetts Institute of Technology Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

■ **May 9**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner. Question and answer session follows speech. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

■ **May 10**—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Dick Kurlander, VP-director of programming, Pety Television, Copacabana, New York. Information: (212) 765-2450.

■ **May 10**—*Foundation for American Communications* public and the press conference, "Fear, Trust and Acceptable Risk: New Challenges for the Public and the Press." National Press Club, Washington. Information: (213) 851-7372.

■ **May 10**—*Connecticut Broadcasters Association* annual spring convention. Parkview Hilton hotel, Hartford, Conn.

■ **May 10-12**—*Concert Music Broadcasters Association* annual meeting. Adam's Mark hotel, St. Louis.

■ **May 11**—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging

society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

■ **May 11**—*New Hampshire Association of Broadcasters* radio sales seminar. Sheraton Wayfarer, Bedford, N.H.

■ **May 11**—*Virginia Association of Broadcasters* annual congressional visits. Quality Inn-Capitol Hill, Washington.

■ **May 11-15**—*American Women in Radio and Television* 38th annual convention. Theme: "Taking Charge of the Future." Speakers include FCC Chairman Dennis Patrick; Elizabeth Dole, secretary, Department of Labor; FCC Commissioner James Quello; Brenda Fox, VP-general counsel, National Cable Television Association; Jeff Smulyan, president-chairman, Emmis Broadcasting, and Stanley Hubbard, president-CEO, Hubbard Broadcasting, Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **May 12**—*Oregon Association of Broadcasters* sales seminar. Hilton, Eugene, Ore.

■ **May 14-16**—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

■ **May 15**—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **May 16**—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **May 17**—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass

Advertisement

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PHIL SHOULD READ AIM

Television protester Terry Rakolta dropped a "bomb" on the Phil Donahue show recently when she mentioned allegations that the CBS cartoon character Mighty Mouse had been "doing cocaine" in front of America's children. Donahue, one of the nation's leading talk show hosts, admitted he was completely unaware of the controversy which broke last year and resulted in the firing of a top CBS official. He strongly protested that he had been "ambushed" by Rakolta's allegations and suggested they weren't true.

Rakolta, who has achieved national recognition for her protests against a program on Fox television, appeared on Donahue to talk about her efforts against what she sees as offensive programs. Mid-way through the program, Rakolta said, "I brought a sheet with me showing Mighty Mouse doing cocaine. CBS had Mighty Mouse doing cocaine on a Saturday morning cartoon. A congressman from Washington got involved. He sent two attorneys to view this episode of Mighty Mouse. The attorneys said that, indeed, he was doing

cocaine."

Donahue said he didn't believe it. Rakolta challenged him to look at a "proof sheet" that Donahue had in his hands and which was shown to the millions of viewers watching at home. The sheet had been prepared as part of an effort by Don Wildmon's American Family Association to alert people to the "war on children" that Wildmon said was being waged by CBS. The "proof sheet" reproduced four frames from a 1988 episode of Mighty Mouse. The final two showed Mighty Mouse holding a powdery substance and then inhaling it into his nose, in much the same way that cocaine is sniffed or inhaled.

The proof sheet noted that the program was the work of Ralph Bakshi, who created the first X-rated pornographic cartoon, Fritz the Cat. It also noted that letters of protest to CBS President Laurence Tisch had been sent by Congressman Rod Chandler, R-Wash., and an official of Mars, Inc., an advertiser on the program. But Donahue was not convinced.

After telling one of his staffers to call CBS for comment, and after a commercial break, Donahue ended the discussion of the incident by giving the CBS version of what had happened. "This did run on television," he now admitted, "and CBS is say-

ing that what he is snorting here is pollen from a flower." In fact the explanation that Mighty Mouse was snorting "pollen" is just the latest offered by CBS.

When the controversy broke last year, George Dessart, then CBS Vice President for Program Practices, sent out a letter claiming that Mighty Mouse was sniffing cheese. One day later, Dessart sent out a letter claiming that the mouse was sniffing "crushed stems, tomatoes and flowers." However, the substance in question was powdery in nature and critics noted that, after the mouse inhaled it, he appeared to be invigorated. Eventually, Dessart was fired by the network, and the scene in question was removed from re-broadcasts of the cartoon.

Producer Ralph Bakshi, who denied inserting a pro-drug message into the cartoon, was retained by CBS.

AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert
ACCURACY IN MEDIA
1275 K Street, N.W., Washington, D.C.
(202) 371-6710

College, New Brunswick, N.J. Information: (201) 247-3337.

May 17—Academy of Television Arts and Sciences forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel. Los Angeles.

May 17-18—Ohio Association of Broadcasters spring convention. New Market Hilton, Canton, Ohio.

May 17-20—American Association of Advertising Agencies 71st annual meeting. Speakers include NBC News President Michael Gartner. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

■ **May 18-20—Puerto Rican Radio Broadcasters Association** annual convention. Regency hotel, Condado, P.R.

■ **May 19-21—Vermont Association of Broadcasters** 38th anniversary convention. Sugarbush Inn, Warren, Vermont.

■ **May 20—41st annual Los Angeles Area Emmy Awards**, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif.

May 20-23—NBC-TV annual affiliates convention. Hyatt Embarcadero, San Francisco.

May 21-24—National Cable Television Association annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

May 21-27—Input '89, international public television screening conference, "annual forum for the exchange of program ideas among producers, programmers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 22-24—Association of National Advertisers creative advertising media strategy, promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

May 23—Presentation of Best on Long Island Awards for "outstanding marketing and advertising campaigns," sponsored by *Long Island Advertising Club*. John Cranford Adams Playhouse, Hofstra University, Hempstead, N.Y.

May 23—Broadcast Pioneers, Philadelphia chapter, "Person of the Year" award, to Eugene McCurdy, past president of Pennsylvania Association of Broadcasters and past chairman of Association of Independent Television Stations. Adam's Mark hotel, Philadelphia.

May 24—Federal Communications Bar Association monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Washington Marriott.

May 24—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Grand Hyatt, New York. Information: (212) 973-8374.

May 24—National Academy of Television Arts and Sciences, New York chapter, newsmaker luncheon. Speaker: David Poltrack, senior VP-research and planning, CBS Marketing Division, CBS/Broadcast Group. Copacabana, New York. Information: (212) 765-2450.

May 31—Deadline for entries in National Association of Broadcasters Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

tion annual convention. The Crossroads, Horon, S.D.

June 2-4—Chesapeake Associated Press Broadcasters' Association annual convention. Dunes Manor Inn, Ocean City, Md. Information: (301) 539-3524.

June 3—Florida AP Broadcasters 41st annual meeting and awards luncheon. Airport Marriott hotel, Tampa, Fla.

June 3-5—Sixth annual ShowBiz Expo, exposition of tools, techniques and services for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

June 3-6—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

June 3-6—Summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Center, Chicago. Information: (202) 457-8700.

June 4-10—Banff Television Festival, sponsored by governments of Canada and Alberta. Canadian TV stations, corporate sponsors and individual contributors. Banff, Alberta. Information: (403) 762-3060.

June 5—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and *BROADCASTING* magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

June 8-10—National Association of Telecommunications Officers and Advisors regional telecommunications conference. Desmond Americana hotel, Albany, N.Y.

June 8-11—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo. Information: (314) 636-6692.

June 9-10—Sixth annual Broadcasting-Taishoff seminar, sponsored by *Sigma Delta Chi Foundation*. Speakers include Van Gordon Sauter, former president of CBS News, and Arthur Lord, director of special news operations, NBC News. Los Angeles. Information: (312) 922-7424.

June 10-13—American Advertising Federation annual national conference. J.W. Marriott, Washington. Information: (202) 898-0089.

June 11-14—JCPenney-University of Missouri Community Leadership Television Awards workshop. University of Missouri, Columbia, Mo. Information: Karlan Massey, (314) 882-7771.

■ **June 11-14—International Conference on Communications**, sponsored by *Institute of Electronics and Electrical Engineers*. Sheraton-Boston hotel, Boston.

June 12-15—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

June 13—Hollywood Radio and Television Society newsmaker luncheon. Speaker: Lee Iacocca. Beverly Wilshire hotel, Los Angeles. Information: (818) 769-4313.

June 14-16—University of Missouri School of Journalism management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481; fax, (914) 238-5040.

■ **June 15—Corporate Communications Workshop**, hosted by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 659-3711.

June 15-18—"The Use of Microcomputers in Station Management," NATPE management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 15-18—Investigative Reporters and Editors national conference. Philadelphia. Information: (314) 882-2042.

■ **June 17—"The Media Today: How Is Our Integ-**

ry?" sponsored by *Association for Responsible Communication and Christian Science Monitor*. Christian Science Center, Boston. Information: (617) 489-1671.

June 17-19—Alabama Broadcasters Association spring/summer convention. Lake Guntersville lodge and convention center. Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (41) (21) 963-32-20.

June 17-23—National Association of Broadcasters executive management development seminar for radio executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5420.

■ **June 19-21—Videotex Industry Association** fourth annual conference. Fairmont hotel, San Francisco. Information: (703) 522-0884.

June 19-23—Gannett Center for Media Studies Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

June 20-23—National Association of Broadcasters summer board meeting. Washington.

June 21—Radio Advertising Bureau's 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendalin, (212) 254-4800.

June 21—Federal Communications Bar Association monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

June 21-24—Broadcast Promotion and Marketing Executives & Broadcast Designers Association 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-24—Maryland/District of Columbia Delaware Broadcasters Association convention. Hyatt Regency, Baltimore.

June 23-25—"Focus on Use of Microcomputers in Programming," management seminar sponsored by *NATPE Educational Foundation and San Diego State University*. Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

■ **June 30—Deadline for entries for Ollie Awards of American Children's Television Festival**. Information: (312) 390-8700.

July

July 9-11—Iowa Broadcasters Association summer convention. Dubuque, Iowa.

July 9-12—New York State Broadcasters Association 28th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 12—Caucus for Producers, Writers and Directors general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

July 13—Presentation of National Federation of Local Cable Programers awards. Dallas. Information: (916) 456-0757.

■ **July 15-18—California Broadcasters Association** Western region convention. Fess Parker's Red Lion Resort, Santa Barbara, Calif.

July 18-20—Florida Cable Television Association annual convention. Registry hotel, Naples, Fla.

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

July 27-29—Louisiana Association of Broadcasters radio-television management session. Bentley

June

■ **June 1-3—South Dakota Broadcasters Associa-**

OPRAH HISTORY REPEATED

Once upon a time in Chicago, a local Oprah beat a national Donahue, and a bit of syndication history was made.

Now, in Miami, a local investigative news show is making A Current Affair yesterday's romance, leaving Inside Edition out in the cold, and sending This Evening to bed early.

**HERE
WE GO
AGAIN...**

INSIDE

**It delivers
what the
others only
promise.**

Soon, all America can see Inside Report,* the investigative news strip that's beating the pants off its rivals in Miami.

Conceived from day-one as a national show, Inside Report began to make history in January when it stormed past its competition in the 7pm access time period on independent WSVN.

By February, the Inside Report advantage increased to 32% over A Current Affair, and 241% over This Evening which replaced the battered Inside Edition.



Pentry Daniels, host of Inside Report

MIAMI 7:00 PM M-F APRIL 1989



*Plays as Inside Story on WSVN

Source: NSI, 404 through 444, 1989

REPORT

formerly Inside Story

The latest April ratings show Inside Report with a 67% advantage over its local news lead-in, a 59% advantage over A Current Affair, and 328% over This Evening.

And its demos are even more dramatic—tying and, in some cases, beating Wheel of Fortune in women and men 18-49 and 25-54.

What's so unique about Inside Report? First and foremost, it's a news show with a crack news team that never loses sight of its mission: solid journalism that sticks to the facts for impact.

Inside Report is produced and directed by station news people who understand the needs of stations and their viewers.

Inside Report is available as a strip on a cash/barter basis, starting September 1989.

During the initial quarter, stations will retain *all* available minutes.

Inside Report is new—and already a success.

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hotel, Alexandria, La. Information: (504) 383-7486.

July 28—Synditel, annual press preview of first-run TV programming held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

August

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott. Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

September

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.



Bothered by buyouts

EDITOR: David Tillotson almost hits the mark in his March 20 "Monday Memo" addressing the horror of broadcast lotteries. There is a unique mentality in broadcast circles about buyouts in hearings.

Who chiseled in stone the idea of buyouts? Who buys you out as a matter of routine in any other failing business venture? With the almost automatic buyout eliminated, very few prospectors will be jamming the FCC offices with mutually exclusive applications. Only the truly earnest will file.

As long as the buyout is permitted the log jam will continue. Why not? There's nothing to lose!—*Lawrence J. Tighe Jr., president WRNU(AM) Hackettstown, N.J.*

New issue

EDITOR: Congratulations on your new effort (BROADCASTING ABROAD). I am looking forward to devouring every issue.—*Peter S. Stromquist, managing director, Montreux Companies Ltd., Beverly Hills, Calif.*

Incumbent question

EDITOR: Your April 3 editorial applauding FCC Chairman Dennis Patrick for stemming abuses of the comparative renewal process cites the *Cameron* doctrine as being eliminated. This doctrine allows comparative applicants to presume that they would acquire the existing transmitter site if they prevailed.

If a challenger bases his engineering exhibits on the presumption that he or she can use a site that the incumbent is leasing, then such a presumption is valid. If, for example, the incumbent loses, and the property owner refuses to lease, but continues to operate as an antenna farm, serious antitrust issues could arise. This is particularly true if the site owner is incorporated and cites his antenna farm as his business. If he or she refuses to negotiate at "arm's length" with the party that prevailed, perhaps because they are unhappy that a client is being displaced, they would be faced with explaining why one broadcaster is preferred over another. Also, if the site owner sub-

mits an affidavit that the site will not be available to a particular applicant in a comparative renewal application, the antitrust matter surfaces.

If, for example, the incumbent obtains such an exclusive agreement, that is, an agreement from the site owner not to lease to a challenger, then there would be an abuse of processes issue. Similarly, if an incumbent purchases the site after a challenge has been filed, for the express purpose of invalidating the challenger's engineering exhibit, an abuse of process surfaces.

Since most FM and TV stations lease sites, such as the World Trade Center, the elimination of the *Cameron* doctrine may well be challenged in court should a challenger find that an incumbent is to be preferred over a challenger by the site owners.—*Vincent L. Hoffart, Spokane, Wash.*

On 'File'

EDITOR: Your April 3 "Special Report" on Hispanic broadcasting noted the rapid growth of radio programming targeted to this vital segment of the American population. National Public Radio—not mentioned in the article—is also part of this growth. Since August 1988, NPR has provided its 350 member stations with NPR's *Latin File*, a daily news and features program. NPR stations together reach an audience of 10 million listeners weekly in all 50 states.

Latin File, presenting Hispanic American perspectives on current U.S. events, includes a newscast followed by analysis, commentary, features on the arts, business and politics and human interest stories.

Latin File is meant for all Americans. It serves as a national forum to explore in depth the issues and concerns of Hispanic Americans, issues and concerns that interest all Americans.

National Public Radio has assembled a network of freelancers located in cities across the country whose reports are edited by producers and a host based in Washington. The caliber of talent and the track record of NPR's newsgathering staff, plus our commitment to reaching Hispanic Americans, make this daily service one of the finest available to the American public.—*Adam C. Powell III, vice president, news and information, National Public Radio, Washington.*

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227

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The Jeffersons



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Designing Women



Diff'rent Strokes



Sanford & Son



Good Times



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America 2Night



Benson



Maude



Soap



Archie Bunker

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Vol. 116 No. 17

TOP OF THE WEEK

Manning the barricades for free TV

Broadcasters unite in national campaign to educate public about need to preserve free, over-the-air television; Walter Cronkite will serve as spokesman

The nation's television broadcasters are about to take their case for survival to the American public. This weekend, at the National Association of Broadcasters convention, they will seek to enlist the medium's professionals in a national marketing and promotion campaign to make the preservation of "free TV" a common cause.

The campaign's seriousness can be judged by the fact that its organizers have persuaded no less a figure than Walter Cronkite to be its spokesman. Later this year, the veteran CBS newsmen will appear on every commercial station in the country during prime time to kick off what may result in a year-long celebration of television. Its principal message, say its creators, is to let the public know that free TV is an "endangered species."

It is essentially an education campaign, says Milton Maltz of Malrite Communications Group, who is the chief architect of the initiative and who chairs the NAB's free television task force.

In an exclusive interview with BROADCASTING, Maltz discussed the project as well as the impetus behind its conception. Maltz is making a special presentation during the convention's television luncheon Sunday (April 30), and hopes to rally the industry behind what he feels has become a matter of survival.

"What we are really saying here is that it is time for the greatest marketers of the world to begin to market free TV." Broadcasters have been too passive, says the Cleveland-based group operator. "I believe with great sincerity that free television is part of the fabric of the United States and that the public has been unified by television. I do not believe we can divide America between the information-rich and information-poor."

Broadcasters must alert the public that free TV is in jeopardy, says Maltz. "This

does not mean that we are going to bash cable. It means we want a level playing field. I think the public is going to be shocked if they understand what is happening."

Part of Maltz's concern stems from a conversation he had with a prominent franchise holder in the NFL. "He told me: 'If we get on the air Sunday night we are going to move into a pay television mode in a period of time. It won't happen overnight. It may take us a decade, but we'll get there. And look at the size of our stadium, it will be the size of our nation.'"

Some independent broadcasters like Maltz have experienced problems with cable systems that, in the absence of any

agriculture, and minority groups, who are totally sympathetic to the free TV cause," says Maltz.

He is ebullient about the prospects of the free TV promotion. There were many who thought it could not be done. It all began a year ago when NAB officials, the Association of Independent Television Stations, the networks and group operators gathered at the NAB convention to consider the idea of a free TV campaign. Serving with Maltz on the task force are: George Schweitzer, CBS Broadcast Group; Mark Mandala, ABC Television Network; Raymond Timothy, NBC; Eddie Fritts, NAB; Thomas Goodgame, Group W; Robert Kreek, Fox Television Stations; Joel Chaseman, Post-News-

week Stations; Carolyn Wall, WNYW-TV New York; Preston Padden, INTV; Levitt Pope, WPIX-TV New York; Benjamin McKeel, Nationwide Television; Wallace Jorgenson, Hubbard Broadcasting; Michael Hobbs, Public Broadcasting Service; Shaun Sheehan, Tribune Broadcasting; Chuck Sherman, NAB; William McReynolds, Meredith Corp.; William Moll, Television Bureau of Advertising; Maggie Davis, TVB, and John Chaffee Jr., Malrite Communications.

So far the campaign's creative work has been conducted under the auspices of the task force, although a free TV theme

song has been written and produced by Frank Gari of Frank Gari Productions in Burbank, Calif. Gari's handiwork includes the theme songs for *Oprah*, *Good Morning America*, *Wonderful World of Disney* and *Phil Donahue*, among others. It will debut at the convention, and a Gari spot featuring the song will be offered to stations for a small fee.

"We've done pretty good work ourselves. We felt this should be home brew at this stage of the game," says Maltz. Indeed, a free TV logo will be unveiled at the convention. It was designed by WNYW-TV's Wall. And during the luncheon, Maltz will air a videotaped message from key policymakers, stressing their commitment and belief in the free television system. Maltz is moderating a workshop at the convention to



Logo created for broadcasters' promotion campaign

must-carry rules, have dropped their signals or have moved stations from one channel to another. He is convinced that broadcasters have to fight back.

His crusade to save free TV has drawn support from all elements within the industry. All three networks have agreed to delay the beginning of their prime time program at 8 p.m., to air the Cronkite message. All the independents have signed on too, he says.

The announcement featuring Cronkite was still in the works as of late last week. Maltz says the announcement will probably appear only once and that the rest of the campaign will be waged on the local level. Broadcasters will look to others for support. "What we are going to do is enlist not merely broadcasters, but labor, religion,

drum up enthusiasm for the project. Later, a press kit will be distributed to every station, and the group intends to use every form of promotion—radio, television and billboards—to get the message out.

"We are going to make it perfectly clear: We want to give our signal to cable, but it is free and the public should be aware that there is no copyright fee being charged."

What do broadcasters hope they can achieve from this marketing and lobbying campaign? Legislation that would require cable systems to carry most local broadcaster signals (must carry) and on a channel assignment to their liking.

Maltz makes it clear that in exchange for a must-carry bill he and others are willing to accept reimposition of the fairness doctrine. "We do know that Congress wants us to embrace the fairness doctrine," says the group broadcaster, and to Maltz the price is negligible. Indeed, he says he has lived with the doctrine and feels it is unintrusive. "I am of the opinion that we need to codify our rights. When we gave up the compulsory license to these guys, we gave up something. They have grown on the backs of free programing, distributed it, and sold it. A lot of programing is being kidnapped



Milton Maltz of Malrite Communications, creator of campaign

and held hostage because they can go out and out-bid the broadcaster and put it on pay and merely increase the rates. And there are no restrictions on rates."

In effect, adds Maltz, broadcasters are slaves on "their plantation, but it is a benevolent plantation because they need us. But you know what can happen? That benevolent plantation leader can disappear, and I have seen it happen. They give us no warning when they are going to drop a station. How can you negotiate with someone who owns the plantation? Without must carry you are in a very tough situation."

Broadcasters simply want the public to understand that free TV is at stake unless Congress acts, maintains Maltz. Again he stresses that there are no plans to "bash cable."

And what if his crusade succeeds? Would Maltz consider the fight won? "No," he says emphatically. "If we have learned anything, it is that freedom is costly and you have to work for it."

Even if the campaign is not carried out all year long, Maltz thinks the industry should at least dedicate a month to celebrating the American system of television (as cable does now). "It is the greatest method of providing entertainment, information and education across all racial and economic lines that has ever been devised. God help us if we lose it." □

Record-breaking radio deal in motion

Westinghouse signs letter of intent to buy 10 radio stations from Legacy and Metropolitan; transaction still faces several financial and FCC obstacles

The Westinghouse Broadcasting Co. announced last Thursday (April 20) that it had signed a letter of intent to acquire 10 stations owned by Legacy Broadcasting Inc. and Metropolitan Broadcasting Corp., a deal estimated at \$350 million-\$370 million. If completed, the record-breaking radio-only deal would give Westinghouse's Group W Radio division a total of 24 stations with an estimated value of about \$700 million.

But players involved in the negotiations note that the "if" is spelled out in capital letters, since completion of the deal is de-

pendent upon repayment of all public and private debt of Legacy and Metropolitan (in which Legacy owns a majority interest), including successful repurchase by Metropolitan of its debt at a price not exceeding \$135 million. "Westinghouse is making available \$135 million to repurchase those bonds," said Legacy Co-chairman Robert F.X. Sillerman, "and there is no financing structure that Metropolitan on its own could have gotten to do that." Consent from securities holders will be coupled with required board approval from the respective companies.

The ambitious deal also runs into certain FCC stumbling blocks: Group W would be required to divest one of two FM properties in the Houston market, and a waiver would be needed in Philadelphia to allow the com-

pany to operate a new FM station alongside its existing AM and TV property there.

According to Sillerman, his motivation in arranging the deal was both operational and financial. Operationally, he said, it would make sense for his companies to combine their strong lineup of FM stations with Group W's strong lineup of AM stations.

"From my perspective, the only potential obstacle to its completion is whether we are going to be able to successfully buy the debt," said Sillerman. "Under this scenario, I think it's the best possible road map for accomplishing that."

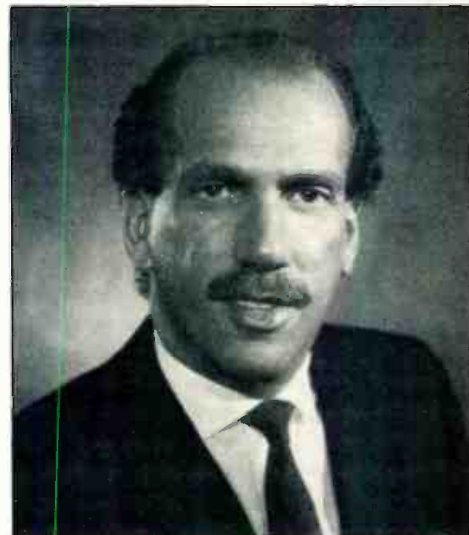
Group W Radio Chairman Dick Harris agreed with Sillerman, noting: "There is a difficult time in the buyback of the debt, but none of us would have gone into this if



Group W Radio Chairman Harris



Legacy Co-Chairman, President, CEO Hirsch



Legacy Co-Chairman Sillerman

we didn't have a high expectation." Harris shrugged off any comparisons to Group W's failed attempts to purchase the NBC stations in early 1987, but did note that these negotiations "laid the rail" for the present deal.

Completion of the deal would give Group W stations in the Washington and Detroit markets (giving them properties in all of the top-10 markets except San Francisco); new-ound AM-FM combinations in New York, Los Angeles and Philadelphia; increased format (AOR and new AC) and geographic diversity, and a positioning that the company said would make entry into the radio network and program syndication businesses "economically feasible."

The stations that Group W would acquire as part of the deal are: WNEW-FM New York; KTUV-FM Los Angeles; WMMR(FM) Philadelphia; WLLZ(FM) Detroit; WCPT(AM) Alexandria and WCXR-FM Woodbridge, North Virginia (Washington); KILT-AM-FM Houston, and KDWB(AM) St. Paul and KDWB-FM Richfield (Minneapolis-St. Paul), both Minnesota. The first three stations listed are owned by Metropolitan Broadcasting, Legacy, which holds a 79.9% interest in Metropolitan, signed a deal in late 1988 to manage the three stations through a subsidiary, Legacy Communications Group.

The remaining seven properties listed above are wholly owned and operated by Los Angeles-based Legacy, which is headed by Carl E. Hirsch, co-chairman of the board, president and CEO, and Sillerman, co-chairman of the board. Hirsch holds 5% voting stock in the company; Sillerman maintains 45%. On a diluted basis, Sillerman owns 37%, Hirsch owns 28%, and various minority shareholders own the balance. Legacy was founded three years ago by Hirsch, former president and COO of Malrite Communications, and Sillerman, former chairman and CEO of Sillerman-Torrow Broadcasting.

Cash flow at Group W Radio, which is not publicly disclosed by Westinghouse, is estimated at \$25 million, with a value of \$340 million-\$360 million. Cash flow at Metropolitan and privately held Legacy is estimated to be about \$30 million, with a value of \$350 million-\$370 million.

If the new deal is completed, according to the companies involved, "it is anticipated" that Sillerman would become a Group W Radio board member. Sillerman and other Legacy shareholders would also retain a minority interest in the division that would be based on his ability to negotiate the payoff of his debt, an amount expected to be less than 20%.

Metropolitan and Legacy's present lineup of stations traces back to last year's AB convention, when then newly formed Sillerman-Magee Communications Management Corp. announced that it would purchase Metropolitan Broadcasting Corp. for more than \$300 million. Sillerman-Magee, with Sillerman acting as chairman and chief executive, broke the record for the largest radio-only purchase ever upon completion of the deal. At the time, Sillerman said that he assumed \$100 million in private

debt and \$160 million in public debt as a result of the Metropolitan purchase.

As a way to cut down on that debt, some of the newly acquired properties were then sold to Command Communications, a company headed by Carl Brazell, former Metropolitan president and CEO. Five of those properties, along with Metropolitan Broadcasting's WNEW(AM) New York (equally owned by Westwood One and Metropolitan), are not included as part of the new Group W deal.

The stations that Group W is looking to acquire are primarily properties that rank in the top of their respective markets, based on just-released results from the winter '89 Arbitron ratings for total persons, age 12-plus. AOR-formatted WNEW-FM New York just placed seventh with a 3.5, maintaining its winter '88 share; new AC KTUV-FM Los Angeles just placed ninth with a 3.4 share, up from 2.4 during winter '88; AOR WMMR(FM) Philadelphia ranked number one with an 8.1 share, up from 7.7 during winter '88; AOR WLLZ(FM) Detroit ranked fifth with a 4.7 share, up from 4.6 during winter '88; oldies WCPT(AM) Alexandria, Va. (Washington), received a 0.4 share during winter '89, down from 0.7 in winter '88, and adult contemporary WCXR(FM) Woodbridge, Va. (Washington), ranked eighth with a 4.4 share in winter '89, up from 3.4 during winter '88.

The latest quarterly Arbitron ratings were not available last week for Houston-Galves-

ton, but country KILT-FM ranked eighth during the fall '88 book, down from 5.9 in fall '87. Country KILT(AM) held a 0.6 share during fall '88, down from 0.7 in fall '87. Winter '89 ratings were also not yet available for Minneapolis-St. Paul, but CHR KDWB-FM tied for fifth with 6.8 in fall '88, up from 5.2 during fall '87. Oldies KDWB(AM) ranked low with a 1.1 share in fall '88, down from a 2.0 during fall '87.

Group W's current lineup of radio stations includes adult contemporary-news-talk WBZ(AM) Boston; all-news WMAQ(AM) Chicago; soft adult contemporary KQZY(FM) Dallas; easy listening KODA(FM) Houston; news KFWB(AM) Los Angeles; all-news WINS(AM) New York; all-news KYW(AM) Philadelphia; easy listening KMEQ-AM-FM Phoenix; MOR-talk KDKA(AM) Pittsburgh; news-talk KFBK(AM) and adult contemporary KAER(FM), both Sacramento, Calif.; easy listening KQXT(FM) San Antonio, Tex., and easy listening KJQY(FM) San Diego.

Players in the current transaction are targeting an early fall closing, according to Bill Steding, managing partner and top-25 specialist of Americom Radio Brokers, which provided brokerage services to Westinghouse. New York-based broker Gary Stevens served as adviser to Sillerman for Legacy and Metropolitan.

Hirsch, who described the proposed deal as a "great emotional parting," said he was optimistic that the business plan of the companies under Group W would stay intact. □

Court muddies minority picture

Appeals court affirms minority preferences in comparative cases, an apparent contradiction to decision in distress sale case

Three weeks after a split, three-judge panel of the U.S. Court of Appeals in Washington declared the FCC's distress sale policy unconstitutional, another panel of the same court—by another 2-1 vote—affirmed the commission policy granting minorities preferences in comparative cases. The apparent conflict in the decisions does nothing to provide the commission with guidance in dealing with race-related cases.

The majority in *Winter Park Communications Inc. v. FCC* concluded that the case is controlled by a decision of the court in 1984, which held that the commission's use of an enhancement for minority status "easily passes constitutional muster." Judge Harry Edwards, in the opinion in which Judge Daniel Friedman of the court of appeals for the Federal Circuit joined, held that none of the Supreme Court decisions since 1984 dealing with race or gender preferences "has undermined the holding" in *West Michigan Broadcasting Co. v. FCC*.

Judge Stephen Williams, however, disagreed. In a 28-page dissent (11 pages longer than the majority opinion), Williams contended that two Supreme Court decisions had indeed undermined that holding. He said the commission's justification that the policy of racial preferences fosters diversity in programming cannot survive the

Supreme Court's "indictment" in one of the cases of "racial stereotyping." The winning applicant in the case—Rainbow Broadcasting Co.—had advanced an alternative theory, that the policy remedies the effects of "historical underrepresentation in broadcasting." But Williams said he could not find any evidence that either the commission or Congress had adopted such a justification.

Thus, Williams' dissent paralleled the opinion of Judge Laurence H. Silberman, the stronger of the two declaring unconstitutional—in *Shurberg Broadcasting of Hartford Inc. v. FCC*—the commission's policy of permitting licensees in danger of losing their authorizations to sell their properties to minority-group members at no more than 75% of market value. He had cited the same Supreme Court decisions as undermining the commission's race-related policy.

Some lawyers said that, technically, the Winter Park and Shurberg decisions are not in conflict, since one deals with the policy to grant minority preferences and the other, with a policy of restricting sales to minorities. What's more, Silberman had acknowledged West Michigan as the law of the circuit. But lawyers said the reasoning in the opinions is clearly inconsistent. As a result, a request for rehearing by the full D.C. circuit in one or both cases is seen as a real possibility.

The counsel for Metro Broadcasting Inc., the applicant that lost on the minority-preference issue, said an appeal, either to the

full circuit or to the Supreme Court is "probable." John Midlen said Williams' dissent appeared to be "an open invitation" to an appeal. Although it won last week, the commission, too, might consider a request for rehearing, possibly in connection with one involving the *Shurberg* case, which it lost. As one commission official said last week, "It's hard to know if West Michigan is still good law. It depends on which judge you get."

The Winter Park case involves the contest of Rainbow, Metro and Winter Park Communications for a UHF facility in the Orlando, Fla., area. Winter Park had based its claim to the frequency on the ground that it was seeking the facility for a small community without a single TV station. However, all three members of the panel rejected the argument, agreeing that the review board's decision not to grant the applicant a preference was consistent with the commission's policy of treating a principal city and a contiguous suburb as a single community.

But like *Shurberg*, *Winter Park* was

caught up in the commission's request for remand from the court of cases involving gender and minority preferences. The review board had overturned the decision of an Administrative Law Judge, who had favored Metro, and granted Rainbow's application, in large part because 90% of its ownership was Hispanic.

On remand, the commission found that deletion of the minority ownership preference could reverse the outcome of the case. However, before the commission could change its mind, Congress included language in an appropriations bill ordering the commission to abandon its study and to reaffirm earlier decisions. And the Winter Park and Metro appeals were reinstated.

In affirming the grant to Rainbow, the panel last week cited the West Michigan court's holding that the commission's minority preference policy "easily passes constitutional muster." The court had noted that the preference was "but one factor in a competitive multi-factor selection system that is designed to obtain a diverse mix of

broadcasters." It also had said that the commission's action had come shortly after a congressional action "that showed clear recognition of the extreme underrepresentation of minorities and their perspectives in the broadcast media."

The court had cited earlier Supreme Court decisions as supporting the commission's policy. And neither of the high court's decisions since 1984 bearing on race-related policy, Edwards said, undermines that holding. For instance, a decision issued in January overturned a Richmond, Va., law requiring prime contractors to set aside 30% of the dollar amount of their construction contracts for minority businesses. But Edwards said that none of the opinions in the case "expresses any disagreement" with the so-called reverse discrimination case—*University of California v. Bakke*. Edwards noted that, in writing a plurality opinion, Justice Lewis Powell had found "racial diversity to be a constitutionally permissible goal, independent of any attempt to remedy past discrimination."

MPAA forms coalition to preserve fin-syn rules

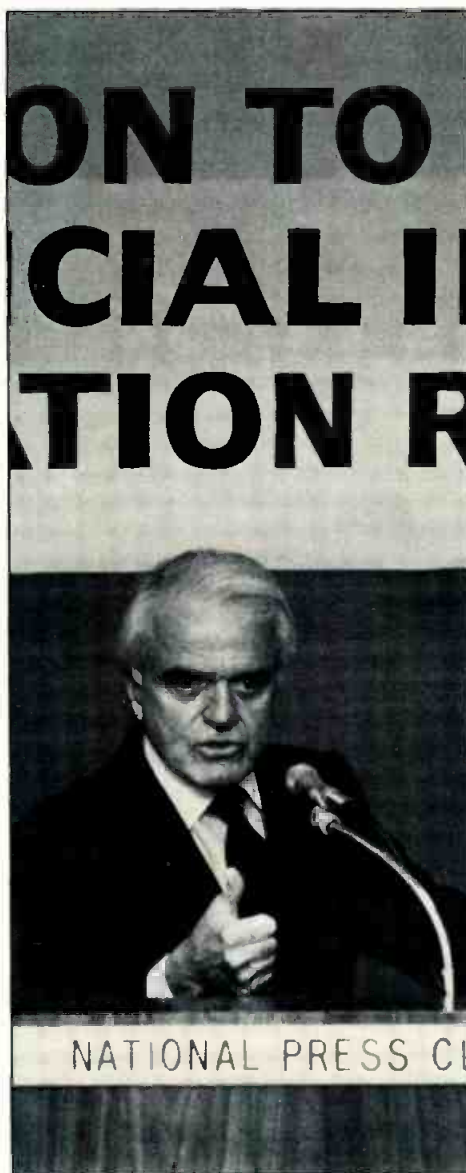
Fearing the networks are making headway in efforts to undo rules, Hollywood and independent TV stations organize their defense

The battle lines between the three television networks and Hollywood interests were being drawn last week with the Motion Picture Association of America's formation of the "Coalition to Preserve the Financial Interest and Syndication Rule." The coalition is designed to counteract what Hollywood says has been an extensive PR campaign on the part of the networks to convince Congress, the FCC and the public that the rules are outdated and unnecessary (BROADCASTING, March 27). The coalition also includes independent producers, independent television stations, business, labor and consumer groups.

Judging from the remarks made during a Washington press briefing held to announce the coalition, it seemed as if MPAA was preparing for war. After the briefing, coalition members met with key Hill players such as House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), Senators Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, and Bob Packwood (R-Ore.), the ranking Republican on the subcommittee.

The fin-syn rules prohibit the networks from investing in most of the programming they air and from getting into the syndication business. Neither the FCC nor Congress has taken up the matter. Indeed, there are those on Capitol Hill who view the matter skeptically, such as one Hill aide who described the fin-syn debate as a "fight between the rich and wealthy."

Congress directed the parties to try and settle their differences in 1983 following a massive lobbying battle over the rules. Since then, talks between the parties have been on-again, off-again, although at one



MPAA President Jack Valenti

point a deal was cut between CBS and Hollywood. But the other two major broadcast networks refused to sign on.

Last fall, the talks picked up again and they began meeting on a regular basis. But sources say the parties remain "far apart" on the issues. Furthermore, Valenti says syndication is nonnegotiable. Indeed, studio executives walked out of the last session April 4 because they were unhappy with CBS's plans for a breakfast meeting April 11 with independent producers. Hollywood, in turn, announced it would be adding some independent producers to its negotiating team before it proceeds with another session with network executives.

Gene Cowen, Washington vice president for Capital Cities/ABC, told BROADCASTING the network is not seeking a repeal of the financial interest-syndication rules. "Rather, we would have them modified. We do not have an interest in the domestic syndication business but we do want to syndicate programs produced by our own stations. We would like to be in foreign syndication and we are not seeking modification of the prime time access rule.

"We are seeking changes in the rules that prohibit networks from negotiating for passive interests in programs produced by others in exchange for increased license fees for those programs," Cowen said.

But what do the networks think about the MPAA coalition? CBS Senior Vice President Jay Kriegel thinks MPAA created the coalition as a means to enforce unanimity within the Hollywood community so "nobody can break ranks." However, he was puzzled as to why "they've declared war before we negotiate. Have they dug a ditch so deep that it is harder to move? I didn't hear a word [out of the briefing] which said we want to negotiate." That is the "risk with staged events," said Kriegel.

Moreover, he insisted that despite Hollywood's walkout, the parties are not at an

mpasse. Rather, the negotiations are in a preliminary stage. With the addition of the independent producers, Kriegel is hopeful the studios will be ready to go back to the table.

"If you were the networks, why make a deal when you can get what you want at the 'CC'?" Valenti told reporters at the briefing. "Their lobbyists have been burrowing into the White House to see if they can get three commissioners," said the MPAA chief. But Kriegel denied the networks have approached the FCC.

"The important question remains as to how the complex issues should be resolved in the public interest, and today's announcement neither advances that cause nor substitutes for the kind of constructive thinking that we continue to hope will be forthcoming from producers," said Stephen Veiswasser, ABC senior vice president and general counsel.

At the briefing, one coalition member after the other decried the networks and predicted the demise of diversity and competition if the rules are modified, much less abolished. Hollywood contends that before the introduction of fin-syn, the networks primarily gave up airtime to those producers willing to give them an interest in their shows. From 1959 to 1964, the networks had a financial interest in 93% of the programs they ran, according to the coalition. "The marketplace will be gutted," said John Hill of Leonard Hill Productions, who moderated the briefing.

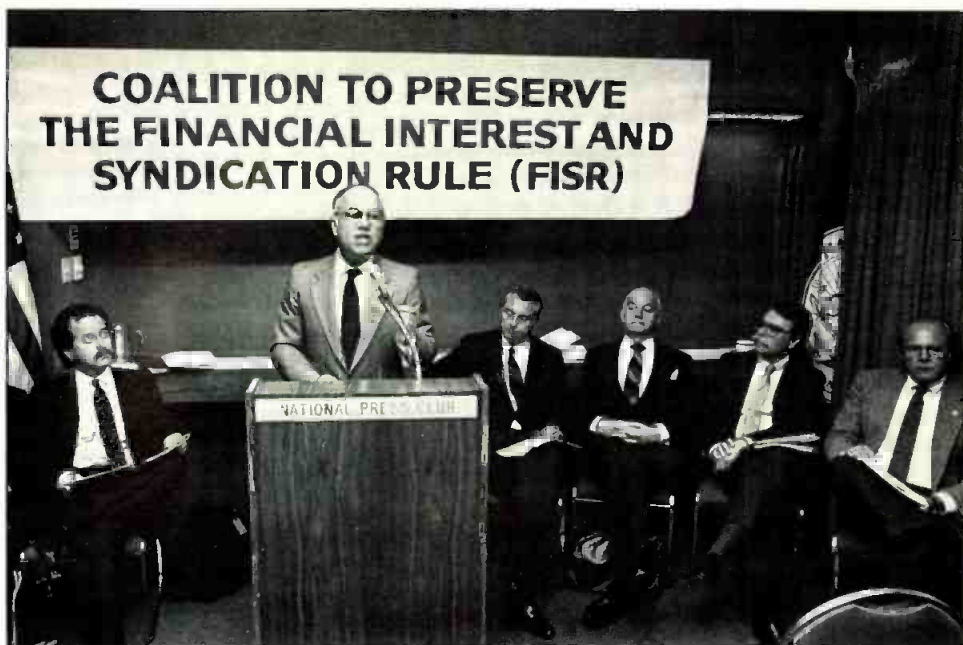
(The 93% figure, often cited by fin-syn opponents, is a distortion, says one network source. In 1968, for example, the networks had "domestic profit shares" in about 57.2% of their prime time entertainment programs, with the average profit share at 2.4%. The 93% figure comes from a network study report tabulated to show *any* interest, including advertiser-owned shows and interest in repeat episodes.)

Hill was joined by the coalition's co-chairs: Jerry Leider, chairman of the Caucus for Producers, Writers and Directors; John Serrao of WATL(TV) Atlanta, who is chairman of the Association of Independent Television Stations; Ken Orsatti, national executive director of the Screen Actors Guild, and Valenti.

Ralph Baruch, chairman of the Program Producers & Distributors Committee; Marian Rees, president of Women in Film, and Andy Schwartzman, executive director, Media Access Project, also spoke to reporters.

"If network power is allowed to expand into the syndication arena, there is no doubt that talent and creative freedom in television will be seriously harmed," said Orsatti. The Directors Guild and Casting Society of America also have joined the coalition.

Serrao presented the independent television industry's perspective. Without the rules, independents could not compete for the popular off-network programming, said Serrao. He produced a chart which listed some of the off-network programs his station has purchased: *Cheers*, *Family Ties*, *Simme A Break*, *Silver Spoons* and *Web-*



On the offensive: Coalition members (l to r) Valenti, Hill, Leider, Serrao, Baruch, Schwartzman and Orsatti

ster. "Because we were able to acquire these programs, WATL has risen dramatically to the point where it now commands a 10% share of viewing."

"It is a matter of control. It is a matter of power," said Leider. "That is what is driving the networks. They want to own all the bats, all the balls and all the players."

"Sure, the three networks' audience share has declined from humongous to merely oppressive, but much of this loss is to independent TV stations and pay cable, which can't compete for national advertising," Schwartzman said.

The PPDC's Baruch made it clear that

his group opposes any tampering with the fin-syn rules. What is at stake, said Baruch, is "the very existence of many of our members and of the alternative choices of television programming enjoyed by the American people." Baruch thinks the coalition should not negotiate because he does not feel "we can make a deal."

"If the networks were permitted to return to their pre-FISR negotiating tactics, many of these small independent companies would be forced out of business," warned Rees. "The open door through which so many women have entered television production would slam shut and remain there after a closed door." □

Valenti, in defense of fin-syn

"We don't want to fight anybody," said MPAA President Jack Valenti during an interview with BROADCASTING editors prior to a Washington press briefing convened to announce the formation of the Coalition to Preserve the Financial Interest and Syndication Rule (see page 30). Valenti is spearheading the initiative, which is aimed at discouraging the three television networks from tampering with the rules.

"We are not angry at anybody, but if the networks go to the FCC and try to change these rules, we have in place an army that's going to be there to fight them," Valenti said. The MPAA chief said the coalition is responding to a "whirlwind of activity" on the part of the networks, which have been making their case for "why these rules ought to be collapsed."

The coalition, which includes the studios, independent producers, independent broadcasters and others, have banded together to inform the Bush administration, the new FCC, Congress, the press and anyone else who will listen, said Valenti. "These rules cannot be collapsed or else we will have exiled competition from the marketplace."

Valenti is quick to reject the networks' arguments that they are unreasonably restrained. The networks say they are losing audiences and restricted from doing all the things that Time-Warner can do, said Valenti. "But they can do everything that any producer in this country can do except two things: They cannot take a financial interest out of somebody else's program as the price for getting it on prime time television. And they cannot go into domestic syndication."

"They can make movies, distribute movies, own movie theaters, go into pay-per-view, go into pay television, go into DBS, go into cable programming as they are, organize cable networks and take all of their in-house production and syndicate abroad. They can do all sorts of things in syndication abroad. That, by the way, is where the future growth of this business is."

If the networks get into the syndication business, warned Valenti, every independent television station will be out of business. "Either the networks will never syndicate anything, as they kept *Bonanza* on the air for 11 years. Do you believe if NBC owned *Cosby* now that they would syndicate it? No way," said Valenti. Rather, he

believes they would probably put it on in the morning, afternoon and evening.

The networks say they need flexibility. But the MPAA president argued differently: "Hell, they have more markets now than they can possibly say grace over. NBC is doing it. And then come November of next year, they will be able to produce 100% of each of their 22-hour schedule." Valenti is referring to the consent decrees the networks signed with the Justice Department that restrict the amount of in-house program production they can do, but those decrees expire on Nov. 14, 1990. Under the decrees, ABC and NBC can each produce up to five hours of prime time programming a week. CBS, under its consent decree, can only produce two-and-a-half hours.

Valenti claimed the networks have the

power to dominate the business even if the fin-syn rules are in place. CBS's profit statement for the Broadcast Group, which includes the TV network, showed a gain in operating profits of 194%, he said. CBS stock is selling at an all-time high, as is ABC, said Valenti, adding that General Electric (NBC's parent company), just announced last year it had "\$3.4 billion in net profits."

How are the networks allocating their costs, asked Valenti rhetorically? "My guess is that they are taking a lot of the cost from their owned-and-operated stations' production and pushing it onto the network and allocating burden, so that the network is carrying the major share of that—so they can say the networks are not making much money while their O&O's are just like a fat heifer spewing out profits."

The networks have an "awesome power," said Valenti. "Only three men have the authority and the power to put you on prime time television nationally." To illustrate his point he presented a scenario: "Here's Time-Warner and they walk into CBS. They want to put a show on and some little fuzzy-cheeked vice president just out of Harvard Business School will say to them 'Sorry folks, we don't want it. See you around.' Time-Warner can't put you on schedule."

As for the negotiations with the networks, Valenti did not foresee a quick resolution, not until "all the doors are shut at the FCC and at the Congress." At that time, he said, "I will wager we'll negotiate a deal with the networks in 20 minutes or at least one day." □

1989-90 first-run syndication: The yeas, nays and in-betweens

More talk and tabloid are on tap for new season; game shows, animation also fill new slates

The lineup of new programs that will go forward in the upcoming syndication season is taking shape. "Firm goes" are likely for a number of proposed new talk and game shows, reality programs, cartoons and other fare, while some shows proposed for next fall have been altered or scrapped altogether.

In the talk genre, three programs will move forward, including the Tribune-produced and Paramount-distributed *Joan Rivers Show*, now in close to 80% of the country, mostly at 9 a.m. and 10 a.m. Michael Krauss Syndication has cleared *Everyday with Joan Lunden* as either a half-hour or one-hour talk strip (about 60% of those taking it have cleared the hour version) in about 60% of the country, including seven of the top 10 markets.

Genesis Entertainment's weekly *Byron Allen Show* has also cleared 60% of the country, including eight of the top 10 markets. By most accounts last week, a fourth talk project, Barris's *Kenny Rogers Show*,

is struggling, and may not go forward. The program, according to rep sources, has yet to clear 50% of the country, and stations clearing in the top three markets have scheduled it in the wee hours of the morning, where viewership is a sliver of that needed to survive.

In the tabloid-reality genre, Paramount's



Yea: 'Rollergames'

Tabloid show is a go for fall, and Orion says its *Crimewatch Tonight* will go forward with 57% clearance nationwide. Viacom's *Trial by Jury* appears firm, with 58% clearance. Group W's mid-season *This Evening* will continue in the fall, said company president Derk Zimmerman.

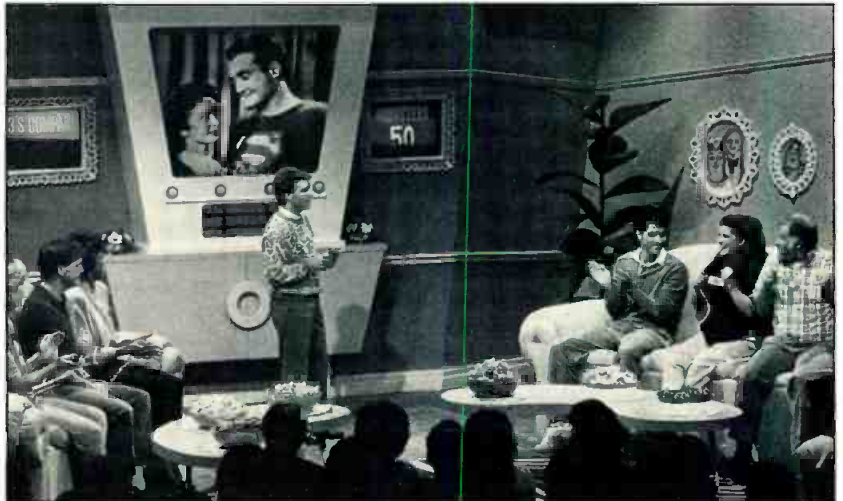
Group W's weekly *Missing/Reward* has 70% coverage for next fall, but the company stressed last week the show is not a go. "Other factors are involved in the decision," said a company spokesman. The spokesman declined to elaborate.

A backlash against that type of programming last winter by advertisers and public opinion convinced MCA TV to pull its entry in the field, *\$Rewards*, from the marketplace. The company has picked up distribution rights for *Inside Story*, produced by WSVN(TV) Miami, where it has been beating the competition since its debut last January. MCA has just started marketing the show nationally and will go forward with it, regardless of clearance levels in the fall, said MCA TV president Shelly Schwab.

That will be a crowded market next fall with *Current Affair* and *Inside Edition* both coming back, along with two news/maga-



Nay: 'Bugzburg'



Maybe: 'Couch Potatoes'

ine strips: *Entertainment Tonight* and *ISA Today on TV*, the latter despite well-publicized problems in its initial season.

Another reality concept has been pared back drastically. *Has Anyone Seen My Children*, from Ascot, was planned as a weekly series, but is now a two-hour special.

In the game show genre, the Fox station group has cleared four programs for a two-hour midday block, including Turner Program Services' *The Last Word*, now cleared by 52% of the country. The Fox deal alone gives the games 25% coverage. Palladium's *ackpot* is also in more than 50% of the country. DLT Entertainment's *Talkabout* was, as of last week, still cleared on only one Fox group, but the company said it was "go." Casablanca's *Celebrity Secrets* has also been declared a go.

In other game show news, Viacom's *Remote Control* is a go with 86% coverage. MCA TV has withdrawn *Star*Play*, and Harmony Gold has withdrawn *Perception* for the fall, but has not ruled out a possible launch of the show down the road. No word yet on whether Group W's mid-season *Touch Potatoes* will be back.

Barris's *Gong Show* will not be returning, while sources say its *Newlywed Game* and *Dating Game* look doubtful for renewal. The company would only say a decision is due next week. No decision yet from Warner Bros. Television Distribution on the new *Third Degree*. MGM/UA executives could not be reached about the new *Tollie*, said to be struggling.

In the so-called "crash-TV" area, only one of three entries is a firm go—Qintex's *Rollergames*. A Samuel Goldwyn Television spokesman said *American Gladiators* has cleared almost 70% of the country, but that "other factors" will be considered when the company makes the go-no-go decision on the show this week. The spokesman would not be more specific about problems that need to be resolved before making a decision, only that the company first needs "to get all the pieces in place." Meanwhile, Fries Entertainment is said to be struggling with *Interceptor*, but has made no official decision on that show.

Among new children's programs, MCA's game show for kids is a go with a June 1989 start date. Viacom's *Super Mario Brothers Super Show* will proceed, with 77% coverage. World Events' *Denver, The Last Dinosaur* will expand to a strip in the fall. Buena Vista's *Chip 'N' Dale* has long been a go for the fall. Claster's *Muppet Babies* is a go, as is Group W's *Teenage Mutant Ninja Turtles*.

One animation casualty is *Bugzburgy*, the victim of the buyout of Filmmation by a Paris-based L'Oreal subsidiary.

In late night, Worldvision's *After Hours* appears headed for go status in the next several weeks, with a current 60% coverage. Turner's weekly *Secret World* is also a "definite go," according to John Walden, senior vice president, sales and marketing.

Other goes, so far, include Worldvision's new-to-show, *Your Home*, Turner's *The Beach Boys Endless Summer* summer series, Select Media's *InSport* weekly sports program, and MCA's remake of *Lassie*.

CBS, ABC: New Saturday morning schedules

CBS and ABC unveiled new Saturday morning lineups for the fall last week, following by a week NBC's announcement of its new Saturday slate (BROADCASTING, April 17). On CBS, three animated new series will join five returning programs. The new shows: *The California Raisins*, from Will Vinton Productions/Murakami-Wolf-Swenson Productions, based on the claymation characters made famous by the raisin commercials; *Dink, The Little Dinosaur*, from Ruby/Spears Enterprises, and *Rude Dog & The Dweebs*, from Marvel Productions/New World Productions.

Returning series include *Jim Henson's Muppet Babies*, *Pee Wee's Playhouse*, *Garfield and Friends*, *The Adventures of Raggedy Ann and Andy*, and *CBS Storybreak*.

Among the CBS Saturday morning shows being canceled is Ralph Bakshi's *Mighty Mouse: The New Adventures*, which caused a stir last year when TV watchdog Donald Wildmon accused the producers of depicting the rodent superhero snorting cocaine. Other shows leaving the schedule include *Superman*; *Hey, Vern, It's Ernest!*, and *Teen Wolf*.

ABC is adding two new shows to its 1989-90 Saturday children's schedule, which premieres Sept. 9: *The Adventures of the Gummi Bears*, which moves over from NBC, and *Beetlejuice*. *The Flintstone Kids* will disappear from the network, while *The New Adventures of Winnie the Pooh* will be shortened from 60 to 30 minutes.

Beetlejuice, airing from 10:30-11 a.m., is an animated series based on the feature film. Produced by Nelvana in association with Warner Bros., the show will chronicle the friendship between the title character, an eccentric con artist ghost, and a 12-year-old girl named Lydia Deetz.

Gummi Bears, to be seen from 8:30-9 a.m., is a production of Disney Television Animation focusing on a hidden group of bears who are the secret defenders of the human kingdom of Dunwyn. The shortened *Pooh* will air from 9-9:30 a.m.

Returning shows include *A Pup Named Scooby Doo*, *Slimer and the Real Ghostbusters*, *The Bugs and Tweety Show*, the live-action *Animal Crack-Ups* and the start of the 13th consecutive season of *ABC Weekend Specials*. □

Saturday morning's lineup

	ABC	CBS	NBC
7-7:30	local programing	Dink, The Little Dinosaur	local programing
7:30-8	local programing	Jim Henson's Muppet Babies	local programing
8-8:30	A Pup Named Scooby Doo		Kissyfur
8:30-9	Disney's Gummi Bears/ Winnie the Pooh Hour	Pee-Wee's Playhouse	Camp Candy
9-9:30		The California Raisins	Captain N: The Game Master
9:30-10	Slimer and the Real Ghostbusters	Garfield and Friends	The Karate Kid
10-10:30			Smurfs
10:30-11	Beetlejuice	Rude Dog	
11-11:30	The Bugs Bunny and Tweety Show	Adven. Raggedy Ann, Andy	The Chipmunks
11:30-12		CBS Storybreak	Saved by the Bell
12-12:30	Animal Crack-Ups	local programing	ALF
12:30-1	ABC Weekend Specials	local programing	ALF-tales

PacTel makes its cable play

BOC, if granted waiver of MFJ from Judge Greene, will buy stake of Transamerica in venture with Prime Cable; NCTA voices opposition

The long-rumored purchase of the Group W cable system in Chicago by Pacific Telesis and Prime Cable became reality last week, putting events in motion that will put the cable and telephone industries on a collision course before U.S. District Court Judge Harold Greene.

Prime Cable, and stand-in company Transamerica Corp., have agreed in principle to buy Group W's two cable franchises

that serve 97,000 subscribers for \$198 million. PacTel will seek a waiver of the modified final judgment in Greene's court to enter the cable business by purchasing Transamerica's 68% stake in the new entity. Prime will own 32% and be managing partner. PacTel, in addition to having the rights to own Transamerica's portion, also has the rights to eventually buy out Prime Cable and its management contract and become complete owner of the systems. Prime's management contracts run for seven years.

The National Cable Television Association issued a statement last week saying the

proposed acquisition "would appear to violate the consent decree. We support the consent decree, which is premised on justifiable fears of telephone companies using their huge monopoly phone business to cross-subsidize and otherwise impede competition, and therefore intend to oppose the granting of a waiver."

There was skepticism from the broadcasting industry on PacTel's news. National Association of Broadcasters President Eddie Fritts, noting there was "a heavy burden" on PacTel to receive a waiver, said "it's still premature to let the telephone companies into video services; we expect that Judge Greene will reach the same decision." Association of Independent Television Stations President Preston Padden said "to the extent that there is any arguable public interest value in telco entry, it lies in them being a competitor not as a replacement of the cable monopoly."

The Justice Department will get first crack at the waiver request and will make a recommendation to Judge Greene. Barry Grossman, chief of the communications and finance section of the Justice Department's antitrust division, said, "Cross-subsidy and discrimination issues are the usual focus" of its inquiry into such BOC waiver requests. The waiver process is expected to begin this summer, and may take upwards of a year or more to complete.

The cable industry has been uniform in believing telephone companies should not get into the cable business inside their telephone service areas. But becoming cable operators outside their service areas has been another matter, causing much debate and some division within the industry. Earlier this month, the NCTA board reaffirmed its support of the consent decree, which prohibits the regional Bell operating companies from owning cable systems anywhere in the U.S. That was the first indication the association would fight PacTel's request before Greene (BROADCASTING, April 10). One cable source said the industry is likely "to go to the mat" on the issue.

As structured, Prime and Transamerica will close on the deal and each place two members on the board that will run the operation. PacTel has four years to be granted the waiver and several more years to exercise its option to buy. It indicated, however, that it would exercise its option quickly if granted the waiver.

PacTel spokeswoman Susan Rosenberg said a schedule has been worked out that determines how much PacTel will pay Transamerica when it purchases the system, a formula based on interest rates and other factors. A separate PacTel subsidiary will finance the deal, said Rosenberg, guaranteeing the loans but not with any assets from the parent company's monopoly business, that is, its PacBell telephone operations.

It is unclear whether Greene will grant a waiver. PacTel Chairman Sam Ginn was hopeful, saying in a statement: "We don't see how we could use our exchange position in California to impede competition in Illinois in any way." Although the issue has been hotly debated in the cable indus-

try, Rosenberg said, "We don't believe there is any reason for the cable industry to object to entry this way."

Jerry Lindauer, senior vice president of Prime Cable, and soon to be vice chairman of the NCTA, said the matter "is strictly up to the court." One way or another Prime Cable will be the operator, he said. "We have no vested interest one way or another," he said, about the waiver grant. If it is turned down and PacTel is thwarted, Lindauer said, Prime eventually has the rights to buy out Transamerica's portion.

Lost in all the debate is the marketing battle the new owners face in Chicago. With 97,000 subscribers among 410,000 homes, the franchises represent one of the lowest penetrated systems in the country. Prime, with experience in Atlanta, Buffalo,

N.Y., and Las Vegas, is ready for the challenge, said Lindauer. "We think we have a good handle on how to market the product" in an inner city environment, he said, and the "operational expertise" to keep costs in line. Indeed, the system was operating at a negative cash flow, which makes the sale's \$1,900-plus per subscriber figure quite satisfactory for the sellers. Daniels & Associates represented PacTel, while Shearson Lehman represented the partnership that sold the systems.

The deal needs the approval of the 550 limited investors who own the majority of the Group W systems. Group W owns approximately 35% and is the general manager. Local approvals are also needed before the deal closes. All that will presage the battle in Washington. □

Telcos wrap themselves in the First

The seven Regional Holding Companies have made a major assault on one of the barriers denying them entry to the business of providing information services, including cable television. They urged the U.S. Court of Appeals in Washington to reverse the ruling of U.S. District Judge Harold Greene retaining in the main his ruling barring them from that business. They said the ruling amounts to a "complete denial" of their First Amendment rights.

The RHC's have long made it clear they are chafing under the restriction in the Modified Final Judgment—which in 1982 ended the government's antitrust suit against AT&T and, in the process, called for the divestiture of the company's local operating companies—that bars their entry into information services. Last year, they had the support of the Justice Department in calling on Greene, during the first of the triennial reviews provided for by the MFJ, to eliminate the restriction. But apart from some minor changes in the provision, he refused.

The RHC's not only argue that Greene erred by refusing to remove the restriction, they came close to accusing him of discrimination. They noted that Greene, two years after approving the MFJ, cleared an antitrust consent decree involving GTE that permitted that company's telephone companies—which Greene described as "bottleneck monopolies" and which are about the same size as the companies owned by the seven RHC's—to provide electronic information services either through separate divisions or affiliates. Indeed, they described as "Orwellian" his concern that a Bell company providing both telephone services and information of its own creation would make the company a "Big Brother type."

Cable television interests found the RHC's brief particularly interesting because of the appearance on it of the name Floyd Abrams. He has long been one of the country's leading First Amendment lawyers. But his clients in First Amendment cases have normally been broadcasters and newspapers. And the American Newspaper Publishers Association is opposing the RHC position. It also persuaded Greene to in-

clude in the MFJ a provision barring AT&T from engaging in electronic publishing for a seven-year period.

The brief was harsh in its criticism of the lower court's decision. It said that Greene had "perversely" relied on the First Amendment for the sole purpose of rationalizing his preference "for the electronic speech of others," and added, "The First Amendment provides no basis for a court to maintain a prior restraint of speech. It is the very purpose of the First Amendment to eliminate such restraints." And it describes as "remarkable" Greene's holding that the Bell companies could be treated differently than other citizens for First Amendment purposes because they are common carriers. And in rejecting Greene's contention that the Bell companies could be denied the right to engage in electronic publishing because they lack publishing "expertise" or because their publications are "not needed," the brief said, "the First Amendment has no apprenticeship requirement."

Ironically, given the cable industry's concern about telephone company interest in their business, the RHC's cited the cable industry's two celebrated victories on the FCC's must-carry rules in the same appeals court, in 1987 and 1988, to buttress their claim that their First Amendment rights are being unjustly overridden. "This court, in a series of recent decisions delineating the First Amendment rights of cable television operators," the RHC's said, "has held that government may not impose rules for the protection of some electronic publishers at the expense of others." In those cases, the brief noted, the commission was seeking to protect broadcasters at the expense of cable operators.

The RHC's also leaned heavily on the fact that the Justice Department has endorsed the lifting of the restriction on electronic publishing. They say their research has not uncovered a single case where a restriction on First Amendment rights was retained despite an affirmative argument by the government that it be lifted. The RHC's are asking the appeals court for a final decision on the First Amendment issue, not a remand to the district court for further proceedings. □



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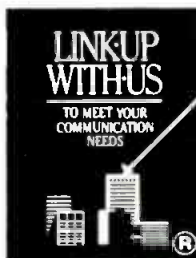
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NAB '89: 'Proud Tradition—Dynamic Future'

Broadcasters will engage in some serious self-promotion this weekend as the ranks of the industry converge in Las Vegas for the National Association of Broadcasters 67th annual convention (April 29-May 2). The major centerpiece for the four-day event includes two extensive public awareness campaigns for radio and television that will be launched during the meeting. It all ties in with this year's convention theme: "On The Air: Proud Tradition—Dynamic Future."

There is bound to be a heady air throughout much of the conference. Indeed, the NAB is throwing a "television birthday party" at its Sunday luncheon (April 30) to recognize the 108 stations that have been operating since the FCC's freeze on allocations 40 years ago.

But television broadcasters will do more than just celebrate. They will be pressed into service as Milton Maltz of Malrite Communications calls on the industry to participate in the "Free Television" campaign aimed at highlighting the differences between free over-the-air television versus cable (see "Top of the Week").

"Free Television: United We Stand, Divided We Fall" follows the luncheon, with speaker Maltz and Frank Gari of Frank Gari Productions offering advice on how broadcasters can advance the "Free Television" campaign on a local level. Or as the NAB agenda describes the session: "It's now time to sell our story to the public."

A joint presentation on Sunday morning by the Television Advertising Bureau and NAB, entitled "Hooray for Television," will

focus on the "effectiveness of television as a communications and advertising medium."

Radio has its own plans to raise the public's consciousness. During the radio luncheon Monday (May 1), industry officials will unveil the NAB-Radio Advertising Bureau campaign to promote the importance of radio (BROADCASTING, April 17).

The opening session on Saturday (April 29) features a "state of the industry" speech by NAB President Eddie Fritts. The association also presents its Distinguished Service Award to James E. Duffy of Capital Cities/ABC. Duffy is being recognized for his efforts in combating illiteracy. Among others honored by NAB are Sid Caesar and Ernie Kovacs, who will be inducted into the Broadcasting Hall of Fame. On the radio side, sportscasters Red Barber and Spanish-language broadcasting pioneer Nathan Safir will join them in the Hall of Fame.

NAB's look into the future includes a lineup of heavy hitters such as John Malone, the president and chief executive officer of Tele-Communications Inc., the largest cable MSO, who will speak Monday (May 1). The subject of whether telephone companies will become players in the television arena will be broached by Bell Atlantic President and Chief Executive Officer Raymond Smith on Monday (May 1).

Other sessions will assess the impact of high-definition television on the industry. And a panel called: "Interactive Media Means New Opportunities for Television Broadcasters" will explore the potential of offering interactive services. "FM Radio Allocations Changes—A Broadcasters Guide to Survival and Success," will

provide stations with some insight as to the various proposals pending at the FCC that will affect the AM band. And a congressional panel will be asked to make some predictions about the industry's future in Washington, such as, "Will broadcasters continue to be 'free over-the-air' or become something else?"

NAB says pre-registration is up and predicts attendance will rise beyond the 46,000 who attended the 1988 meeting. As always, the exhibit floor is expected to be the convention's major draw. NAB is reserving about 420,000 square feet for over 700 exhibitors this year, both records (see story, page 58).

For the first time since the NAB exhibit has been held in Las Vegas, the convention center's rotunda is being cleared for exhibitors. Following a precedent set last year, the outdoor and Hilton center exhibits will open at 8:30 AM, a half hour earlier than the convention center exhibits. Closing times are 6 p.m., Saturday through Monday, and 4 p.m. on the exhibition's final day (May 2).

The new Radio Advertising Bureau president, Warren Potash,

will make his first industry-wide debut since assuming the post at an RAB session on the "state of radio sales."

Capitol Hill will be well represented as some 35 members are slated to appear. Several panels are in the works, including one on radio deregulation and another on taxes and the economy.

The FCC will attend in force, with outgoing FCC Chairman Dennis Patrick as the keynoter for the closing luncheon on Tuesday. FCC Commissioners Patricia Diaz Dennis and James Quello will join congressional staffers on a breakfast panel Sunday morning.

Related convention activities include: the Broadcast Education Association's annual meeting (April 27-April 29) at the Las Vegas convention center; an NAB/American Bar Association Communications Law Forum (April 28), Las Vegas Hilton; the Association of Maximum Service Telecasters membership meeting (April 29), Las Vegas Hilton, and Broadcast Pioneers Breakfast (May 2), Las Vegas Hilton.

Following are the complete agendas for the NAB and the BEA.

Broadcast Education Association conference agenda

All events are in the Las Vegas Convention Center meeting rooms, unless otherwise noted.

Wednesday, April 26

Registration desk opens. 3-6 p.m. Outside room J.

Thursday, April 27

Concurrent sessions. 8-9:15 a.m. *What is Essential to the Broadcast Curriculum? Defining Ourselves in the Age of Hypermedia.* Room L-1. *Moderator:* William Christ, Trinity University. *Panel:* Fobert Blanchard, Trinity University; Jannette Dates, Howard University; Robert Finney, California State University-Long Beach; James Fletcher, University of Georgia; James Webster, Northwestern University.

College Radio: The Faculty Member's Role in Advising and Managing Student Operated Media. Room L-2. *Panel:* Michael Keith, Dean Junior College; LeRoy Froom, Montgomery College; Robert Clark, Missouri Southern University; Lee Buller, Kansas State University; Mark Tolstedt, George Washington University; Robert Eubanks, Sam Houston State University; Fred Owens and Dick James, Youngstown State University.

Committee meeting: law & policy. 8-9:15 a.m. Room M-4. (Competitive paper winner presentations are part of most meetings.)

SONY Corp. presentation. 9:30 a.m. Room M-1.

Alternating production showcase/archives screenings. 10 a.m.-4 p.m. Room M-1. *Student Production Showcase '89. Broadcast Archives Showcase.*

Concurrent sessions. 10-11:15 a.m. Room L-1. *Classroom Simulations that Work II.* *Moderator:* Peter Oriik, Central Michigan University. *Panel:* Herbert Howard, University of Tennessee; Val Limburg, Washington State University; Richard Goedkoop, LaSalle University.

Promotion and Tenure: The Future for Mass Communication Faculty. *Moderator:* Gerald Sanders, Miami University. *Panel:* Thomas Bohn, Ithaca College; Robert McGaughey, Murray State University; Peter Pringle, University of Tennessee.

Community colleges meeting. 10-11:15 a.m. Room M-4.

Concurrent sessions. 11:30 a.m.-12:45 p.m. *Public Broadcasting: Where Do We Go From Here?* Room L-1. *Moderator:* Charles Clift, Ohio University. *Panel:* Susan Ivers, Ohio University; Charles Hamilton, WBJC(FM) Baltimore; Jennifer Lawson, Corporation of Public Broadcasting; David Crippens, KCET-TV, Los Angeles; Larry Irving, Senior Counsel to House Telecommunications Subcommittee; Don Marbury, CPB.

Program Accreditation: An Information Workshop. Room L-2. *Moderator:* Chris Sterling, George Washington University. *Panel:* Susanne Shaw, Accrediting Council on Education in Journalism and Mass Communications (ACEJMC); Sharon Murphy, ACEJMC; Robert Eubanks, Sam Houston State University; David Eshelman, Central Missouri State University.

Committee meeting: news. 11:30 a.m.-12:45 p.m. Room M-4.

Break. 12:45-1:30 p.m.

Concurrent sessions. 1:30-2:45 p.m. *From Mass Media to Hypermedia: Theoretical and Research Implications.* Rooms L-1 and L-3. *Panel:* James Potter,

University of Indiana; Barry Sapolsky, Florida State University; Milton Shatzer, University of Kentucky; Herbert Zeittl, San Francisco State University.

Finding New Faculty Members in the Next Decade. Room L-3. *Moderator:* Kenneth Harwood, University of Houston. *Panel:* John Kittross, Emerson College; Lawrence Lichty, Northwestern University; Richard Vincent, University of Hawaii; Charles Sherman, NAB; Ellen Wartella, University of Illinois.

Committee meeting: management and sales. 1:30-2:45 p.m. Room M-4.

Concurrent sessions. 3-4:15 p.m. *Teaching Corporate Communications.* Room L-1. *Moderator:* Max Utsler, University of Kansas. *Panel:* Linda Davis, University of Kansas; Mark Banks, Marquette University; Alan Richardson, Ball State University; David Ostroff, University of Florida; Allan MacLeod, University of Georgia.

Computer Applications in Broadcast Education. Room L-2. *Moderator:* Douglas Carr, St. Bonaventure University. *Panel:* Gale Wiley, University of Texas-Austin; Joe Butler, Syracuse University; Dave Spiceland, University of Tennessee-Knoxville.

Committee meeting: international. 3-4:15 p.m. Room M-4.

Concurrent sessions. 4:30-5:45 p.m. *Current Issues in Law and Policy.* Room L-2. *Moderator:* Mike Meeske, University of Central Florida. *Panel:* R. Clark Wadlow of Schander, Harrison, Segal & Lewis; Richard Wiley of Wiley, Rein & Fielding; Antoinette Cook, Senate Committee for Commerce, Science and Transportation.

Television News Ethics: When to Kill the Video. Room L-1. *Moderator:* Dr. Roger Hadley, Oklahoma Baptist University. *Panel:* Jeffrey Marks, WCHS-TV Portland, Me.; Elizabeth Leebron, Temple University; Bob Priddy, Missouri Network-news division; John Spain, WBRZ-TV Baton Rouge; John Edwards, KTVX-TV, Salt Lake City.

Committee meeting: research. 4:30-5:45 p.m. Room M-4.

Pre-reception presentation. 6:30 p.m. Las Vegas Hilton, Ballrooms F and G. *Humor and Hi-tech in Broadcast Promotion.* Lance Webster, Broadcast Promotion and Marketing Executives.

BEA reception. 7 p.m., Las Vegas Hilton, Ballrooms D and E.

Friday, April 28

Concurrent sessions. 8-9:15 a.m. *The Mass Media and Elections: Candidates, Consultants, and Video Imagery.* Room L-1. *Moderator:* Jeff MacCall, Depauw University. *Panel:* Luther Sanders, University of Arkansas; Jeanne Norton Rollberg, University of Arkansas; Jannette Dates, Howard University; Paula Matabane, Howard University; Anne Johnston Wadsworth, University of North Carolina; Montague Kern, Towson State University.

Industry Applications of Entertainment Theory. Room L-2. *Moderator:* Dolf Zillmann, University of Alabama. *Panelists:* Jennings Bryant, University of Alabama; Jacob Wakshlag, CBS-TV; Paul Comisky, Campbell Soups; James Weaver, University of Kentucky.

Committee meeting: production. 8-9:15 a.m. Room M-4.

Production showcase/archives screenings. 9 a.m.-4:40 p.m. Room M-1.

Concurrent sessions. 9:30-10:45 a.m. *Computer Generated Images in the Future of Television.* Room L-1. *Moderator:* Dana Ulloth, Bloomsburg University. *Panel:* Joseph Dettmore, NBC; Larry Wittnebert, San Francisco State University; Philip Kipper, San Francisco State University; Gary Sprunger,

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Broadcast Regulation and Public Policy: Issues and Controversy. Room L-2. *Moderator:* John Kamp, Federal Communications Commission. *Panel:* Denise Trauth, Bowling Green State University; John Huffman, Bowling Green State University; Craig Smith, Freedom of Expression Foundation and California State University-Long Beach; Mitchell Shapiro, University of Miami; Richard Alan Nelson, University of Houston.

Committee meeting: leadership challenge.

Concurrent sessions. 11 a.m.-12:15 p.m. *Economics of Telecommunications Industries.* Room L-2. *Moderator:* Barry Litman, Michigan State University. *Panel:* Laurie Thomas, Michigan State University, Barry Litman, Michigan State University; Mark Fratric, NAB; Michael Wirth, University of Denver. *Women/Minorities in the Media.* Room L-1. *Moderator:* Judith Marlane, California State University. *Panel:* Melba Tolliver, News 12, Long Island; Saida Rodriguez-Pagan, KCOP-TV, Los Angeles.

Committee meeting: history. 11 a.m.-12:15 p.m. Room M-4.

BEA awards luncheon. 12:30-2:15 p.m. at Las Vegas Hilton, Ballroom B.

Special presentations. 2:30-3:45 p.m. Ballroom B, Las Vegas Hilton. *The Telcos are Coming! The Telcos are Coming!* *Moderator:* Gerald Udwin, Westinghouse Broadcasting Co. *Panel:* John Abel, NAB; Decker Anstrom, National Cable Television Association; John Gunther, Bell South; James Quello, FCC; Patricia Diaz Dennis, FCC.

Concurrent sessions. 4-5:15 p.m. *Cable and Telephony—In Search of the Level Playing Field.* Room L-1. *Moderator:* Richard Gershon, SUNY-New Paltz. *Panel:* Michael Wirth, University of Denver; Gary Ozanich, Bear Stearns & Co.; Thomas Hazlett, University of California-Davis; Eli Noam, Columbia University and Commissioner, NY State Public Service Commission; Robert Pepper, Policy Analyst, FCC Office of Plans and Policy.

You and Your State Broadcasters Association. Room L-2. *Moderator:* Don Kirkley, University of Maryland. *Panel:* Gerald Holley, Stauffer Communications;

William Sanders, Georgia Association of Broadcasters; Robert Eubanks, Sam Houston State University; Robert MacLaughlin, Colorado State University.

Committee meeting: minority. 4-5:15 p.m. Room M-4; 5:30-6:45 p.m. Room M-1.

Broadcast archives: strengthening the connection between broadcasters and academics. 5:30-6:45 p.m. Room M-1. *Moderator:* Richard Bartone, SUNY-New Paltz. *Panel:* Helene Whitson, San Francisco State University; Donald Godfrey, Arizona State University; Peter Bregman, Film Search.

Committee meeting: courses and curricula. 5:30-6:45 p.m. Room M-4.

Saturday, April 29

Joint BEA/NAB sessions.

8:30-9:45 a.m. Room S-1. *1988 NAB Research Grants in Broadcasting—Final Report.* *Moderator:* Don Newberg, WGOW(AM)-WSKZ-FM Chattanooga, Tenn. *Panel:* Alison Alexander, University of Massachusetts-Amherst; Ronald Ostman, Cornell University; Dean Krugman, University of Georgia; Paul Gullifor, Bradley University; Mary Cassata, SUNY-Buffalo; Jennings Bryant, University of Alabama; Tony Alwater, Michigan State University.

10-11:15 a.m. Room S-1. *National Programming Amid Evolving Technologies and Corporate Structures.* *Moderator:* James Brown, University of Alabama. *Panelists:* Tom Leahy, CBS Marketing; Richard Lindheim, Universal Television; Lee Rich, Lee Rich Productions; Norman Pattiz, Westwood One.

11:30 a.m.-1 p.m. Room S-1. *Trends in New Electronic Communications Technology.* *Moderator:* Scott Shamp, University of Georgia. *Panel:* John Morese, Financial News Network; David Bender, USA Network; Bill Harvey, New Electronic Media Science Inc.

Open committee meetings. 1-2 p.m. Room S-1.

Convention planner: Day by day at NAB

All events are at the convention center unless otherwise noted.

FRIDAY, APRIL 28

TELEVISION ENGINEERING SESSIONS

Television Automation. 8:30 a.m.-12:05 p.m. Room 18. *Chair:* Harold Procter, WWTV(TV) Milwaukee.

Opening presentation and chairman's remarks. 8:30 a.m.

Multiplicity of Video Tape and Satellite Delivery Formats. 8:45 a.m. Tom Mikelsen, WTMJ(TV) Milwaukee; James Hall, WWTV(TV) Milwaukee.

The Automated Library System. 9:10 a.m. Edward Herlihy, Lakart Corp., Newton, Mass.

The Design and Implementation of a Three-Camera Studio Remote Control System. 9:35 a.m. Robert Murch and Richard Slenker Jr., WPIX(TV) New York.

Integrating Newsroom and Station Automation Systems. 10 a.m. Tyler North, Dynatech Corp., Madison, Wis.

A Unified System for Remotely Controlling Television Analog Functions. 10:25 a.m. Merv Graham, Graham-Patten Systems, Grass Valley, Calif.

The Mouse: A New Approach to Character Generator User Interface. 10:50 a.m. Carl Ketcham, Quanta Corp., Salt Lake City.

Increased Versatility for the Ebus. 11:15 a.m. Paul Jarrett, BBC, London.

Integrated Station Automation 11:40 a.m. Bill Connolly, Connolly Systems Limited, Basingstoke, England.

Broadcasting and Cable Television Technical Systems. 1:30-3 p.m. Room 20. *Chair:* Wendell Bailey, National Cable Television Association, Washington.

Opening presentation and chairman's remarks. 1:30 p.m.

Improving Technical Relations Between Cable and Broadcasters. 1:45 p.m. Wendell Bailey, NCTA, Washington.

Cable Television System Architecture and Broadcast Interface Requirements. 2:10 p.m. Robert Luff, Jones Intercable, Englewood, Colo.

Key to booth numbers. 700-5786: Las Vegas Convention Center exhibits; 700-923: Rotunda; 1001-1675: Radio/Audio exhibits; 7001-7935: Hilton Center; A100-A180: Outdoor exhibits.

Better Receive Antenna Systems Equals Improved CATV Signal Quality. 2:35 p.m. Ellis Feinstein, Scala Electronic Corp., Medford, Ore.

Graphics and Animation. 1:30-4:15 p.m. Room 18. *Chair:* Cathy Galvin, consultant, Los Angeles.

Opening presentation and chairman's remarks. 1:30 p.m.

Distributed Anti-Aliasing through the Use of Pipeline Architecture in Graphic Systems. 1:45 p.m. Ken Fuhrman, Ampex Corp., Golden, Colo.

NBC Olympic Graphics and Animation. 2:10 p.m. Steven Fastook, James Keane and Brennan McTernan, NBC, New York.

Issues in Electronic Graphic Interface to Newsroom Computers. 2:35 p.m. Steven Davis, WPRI-TV, Providence, R.I.

Film Style Creativity and Digital Power in Video Animation. 3 p.m. Bill Aitken, Quantel Ltd., Newbury, Berkshire, England.

New Trends in Weather Graphics, Images and Hardware. 3:25 p.m. Joel Meyers, Accu-Weather, State College, Pa.

High Resolution Computer Scan Conversion. 3:50 p.m. Yasushi Yamashita, Yamashita Engineering Manufacture, Kanagawa, Japan.

Television Audio. 3-5:10 p.m. Room 20. *Chair:* John Schmidt, Capital Cities/ABC, New York.

Report on the BTSC Modulation Monitoring Committee. 3:05 p.m. Randall Hoffner, NBC, New York.

Audio Post for HDTV. 3:30 p.m. Anthony Langley, Rupert Neve, Bethel, Conn.

Group Delay Corrector for Improved TV Stereo Performance. 3:55 p.m. R.J. Plonka, Harris Broadcast Division, Quincy, Ill.

How to Acoustically Upgrade for Stereo Television Production. 4:20 p.m. Peter D'Antonio, RPG Diffuser Systems, Largo, Md.

Digital Data Compression—A Practical Solution. 4:45 p.m. Stephen Smyth, Solid State Logic, Oxford, England.

Saturday, April 29

RADIO AND TELEVISION MANAGEMENT SESSIONS

How the NAB Saves You Money. Noon-1:45 Room M1.

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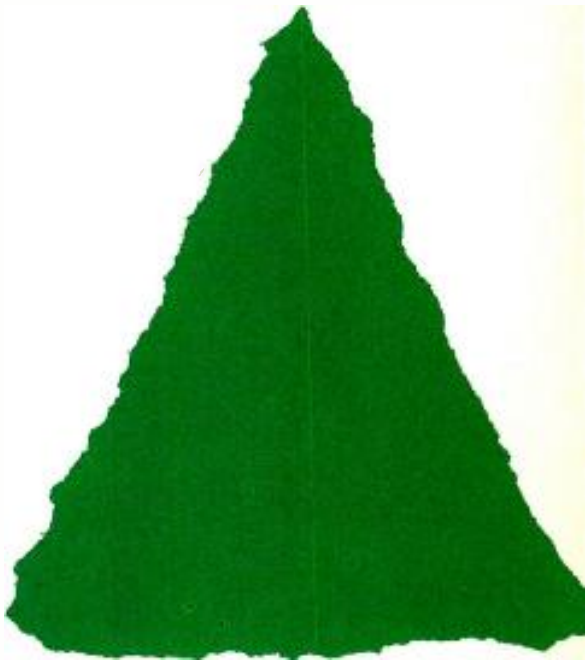
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Dennis the Menace

Animated strip introduced just two years ago.

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Radio Management Sessions

Doing Your Own Research. noon-1:45 p.m. Room M2. Dr. James Fletcher, University of Georgia; Dr. Joey Reagan, Etrok Research, Pullman, Wash.; Dr. Gilbert Williams, Michigan State University.

Analyzing Your Ratings Book. noon-1:45 p.m. Room M2. Phil Beswick, Birch/Scarborough Research, Englewood Cliffs, N.J.; Terry Danner, RKO Radio, New York; Alan Tobkes, Arbitron Ratings, New York.

Ask the Lawyer. noon-1:45 p.m. Room L2. Jeff Bauman, NAB; Robert Branson, NAB; Benjamin Ivins, NAB; Julian Shephard, NTIA

Ask the FCC. noon-1:45 p.m. Room L2. Belva Brissett, NAB; David Donovan, FCC; Noel Gunther, FCC; Lisa Hook, FCC; John Kamp, FCC.

Sales Consultants. noon-1:45 p.m. Room R1. Jason Jennings, AdVentures International, San Francisco; Barry Sherman, Barry Sherman & Associates, Washington; Bill Dutton, Jefferson-Pilot Retail Services, Suinsun, Calif.

Broker Banter. noon-1:45 p.m. Room L1. Dick Blackburn, Blackburn & Company, Washington; Gary Stevens, Gary Stevens & Co., New York.

Programing Power. noon-1:45 p.m. Room R2. Alex DeMers, DeMers Programming/Marketing, Exton, Pa.; Jay Mitchell, Jay Mitchell and Associates, Fairfield, Iowa; Jeff Nack, Radio On, Redondo Beach, Calif.; Rick Sklar, Sklar Communications, New York.

Strategies for Finding and Hiring Minority Employees. noon-1:45 p.m. Room L3. Hatim Hamer, NAB; Frank Newton, National Association of Hispanic Journalists; Bill Shearer, KGFJ(AM) Los Angeles; Mal Johnson, Cox Enterprises

Daytimer Dialogue. noon-1:45 p.m. Room M4. Bud Walters, The Cromwell Group, Nashville; Barry Umansky, NAB.

A Primer On Telco...Understanding the Broadcast Issues. 1-2 p.m. Room D2. Moderator: John Abel, NAB. Panel: Werner Hartenberger, Dow, Lohnes and Albertson, Washington; Michael Berg, Miller and Holbrooke; Chip Shooshan, Shooshan and Jackson, Washington.

Opening Session: Right from the Start... 2:30-4:30 Pavilion, Las Vegas Hilton.

Television and Radio Political Action Committee (TARPAC) Reception. 6:30-8 p.m. Ballroom, Desert Inn.

RADIO ENGINEERING SESSIONS

8:45-11:55 a.m. Room 21. Chair, Donald Lockett, National Public Radio, Washington.

Opening Presentation and Chairman's Remarks. 8:45 a.m.

FCC Remote Control Policy: An Update. 9 a.m. William Hassinger, FCC.

Consolidating AM and FM Transmitter Facilities. 9:25 a.m. Ron Nott, Nott Ltd, Farmington, N.M.

Gain Figures of Side Mounted Omni-Directional Circularly Polarized FM Antennas. 9:50 a.m. Ali Mahnad, Jampro Antennas Inc., Sacramento, Calif.

Practical Maintenance. Gary Smith, Sun Mountain Engineering, Salt Lake City.

The NAB Test CD—Use and Applications. 10:40 a.m. Stan Salek, NAB.

Approaches to Multiplexing AM Antennas. 11:05 a.m. Thomas King, Kintronic Laboratories Inc., Bristol, Tenn.

Automated Maintenance Testing. 11:30 a.m. Michael Callaghan, KIIS AM-FM Los Angeles.

Engineering Luncheon. 12:30-2:15 p.m. Ballrooms A, B and C, Las Vegas Hilton.

In the trenches

BROADCASTING's editorial, advertising and circulation departments will be headquartered at the Las Vegas Hilton, the Sahara and the Best Western Westwind during the NAB convention. Attending will be Becky Akers, Dave Berlyn, Rich Brown, Lewis Edge, Bill Facinelli, Geoff Foisie, Harry Jessell, Kwentin Keenan, Hutch Looney, Kim McAvoy, Mark Miller, Joe Ondrick, Mary Jo O'Neill, Jeff Plaster, Craig Rexford, John Russel, Herb Schiff, Randy Sukow, Ken Taishoff, Larry Taishoff, Skip Tash, Randi Teitelbaum, Donald West, David Whitcombe and Len Zeidenberg.

Copies of the May 1 issues will be available Saturday afternoon, April 29, at the NAB's magazine bins located in the convention center.

TELEVISION ENGINEERING SESSIONS

Television Engineering and New Technology. 8:20-11:55 a.m. Room 18. Chair Karl Rnewanz, WNEV-TV Boston.

Opening Presentation and Chairman's Remarks. 8:20 a.m.

A Universal Control Network. 8:35 a.m. William Stickney, Videomedia, Sunnyvale, Calif.

Managing Routing Switcher Growth in a Multiformat World. 9 a.m. Dan Mazur, Di-Tech Inc., Deer Park, N.Y.

Digital Video: Converting Between Digital Standards. 9:25 a.m. Paul Salazar, Ampex Corporation, Redwood City, Calif.

S-VHS Signal Processing in Time Base Correctors. 9:50 a.m. David Acker, FOR-A Corporation of America, Newton, Mass.

Interfacing the Tektronix VM700 Video Measurement Set to the Real World. 10:15 a.m. Eric Small, Modulation Sciences, Brooklyn.

Recent Developments in Solid State TV Transmitters. 10:40 a.m. P.C. Turner, Larcen Communications Equipment, Toronto, Ontario.

Multichannel RS-250B Short-Haul Video Transmission on Fiber Optic Systems. 11:05 a.m. Corine Sharp, Catel, Fremont, Calif.

The PBS Technical Facility Evaluation Process. 11:30 a.m. John Prager, PBS, Alexandria, Va.

Sunday, April 30

RADIO AND TELEVISION MANAGEMENT SESSIONS

FCC Commissioners/Congressional Staff Breakfast. 7:30-8:45 a.m. Ballroom D, Las Vegas Hilton. Introduction: Jeff Bauman, NAB. Moderator: Belva Brissett, NAB. Participants: Honorable James Quello, Honorable Patricia Diaz Dennis.

Taking Charge with Effective Management Styles. 9-10:15 a.m. Room S2. Moderator: Diane Sutter, WTVQ-TV, Lexington, Ky. Panel: Gail Brekke, KITN-TV, Minneapolis; Winnie Brugman, WLIF(FM), Baltimore; Dr. Judy W-S Karst, KRRV AM-FM, Alexandria, La.; Amy McCombs, KRON-TV, San Francisco.

Television 1995. 9-10:15 a.m. Room B2. James H. Rosenfield, John Blair Communications, New York; Arthur Gruen and David Wilkosky, Wilkosky Gruen Association, New York.

Children and AIDS: Responsibly Dealing with the Young Audience. 9-10:15. Room B1. Moderator: Dr. Reed Tuckson, Commissioner of Public Health, District of Columbia. Panel: Mary Lee Tatum, Educator and Author Falls Church, Va.; Toby Pate, KPX-TV San Francisco; William Miller, KTVK-TV Phoenix.

Taxes and the Economy. 9-10:15 a.m. Rooms L2 and L4.

Reap Revenues, Ratings & Listeners in Small and Medium Markets. 9-10:15 a.m. Room S1. Moderator: Don Chaney, KTBB(AM)-KNUE-FM Tyler Tex. Panel: Bob Doll, Small Market Newsletter, Otsego, Mich.; Jim Kokesh, KASH(AM) Hastings, Neb.; Clyde Price, WACT AM-FM Tuscaloosa, Ala.; Bill Willis, WFLQ-FM French Lick, Ind.

Cost Containment: A Penny Saved is a Penny Earned. 10:30-11:45 a.m. Room S2. Moderator: Tom Simmons, KELO-TV, Sioux Falls, S.D. Panel: Mark Fratrik, NAB; Jim Brooker, Saga Communications, Detroit; Reginald Brown, WKYS(FM) Washington.

\$60,000 in 60 Minutes. 10:30-11:45 a.m. Room M1. Irwin Pollak, "Irwin or Radio" Boston.

Programing Radio to Win in the New America. 10:30-11:45 a.m. Room R1. John Parikhal, Joint Communications Corp., Toronto, Ontario; David Oakes, FOR/CAST, Toronto, Ontario.

Radio—A New Regulatory Environment. 10:30-11:45 a.m.

Hooray for Television. 10:30-noon. Room D2. William Moll, TVB, New York; Chuck Sherman, NAB; Norman Hecht and Philip Jursek, Norman Hecht Research, Hicksville, N.Y.

Radio Rewal: Is Your Station Prepared? noon-1:15 p.m. Room S2. Moderator: Robert Branson, NAB. Panel: Nathaniel Emmons, Mullin, Rhyne, Emmon; & Topel, Washington; Wade Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.; Brian Madden, Cohn & Marks, Washington; John Quale, Wiley Rein & Fielding, Washington.

Serving Radio's Customers. noon-1:15 p.m. Room M1. Richard Fergusor, NewCity Communications, Bridgeport, Conn.; Michael Osterhout, Eden Broadcasting, Tampa, Fla.

Inventory Control—Maximize Your Return Per Commercial. noon-1:15

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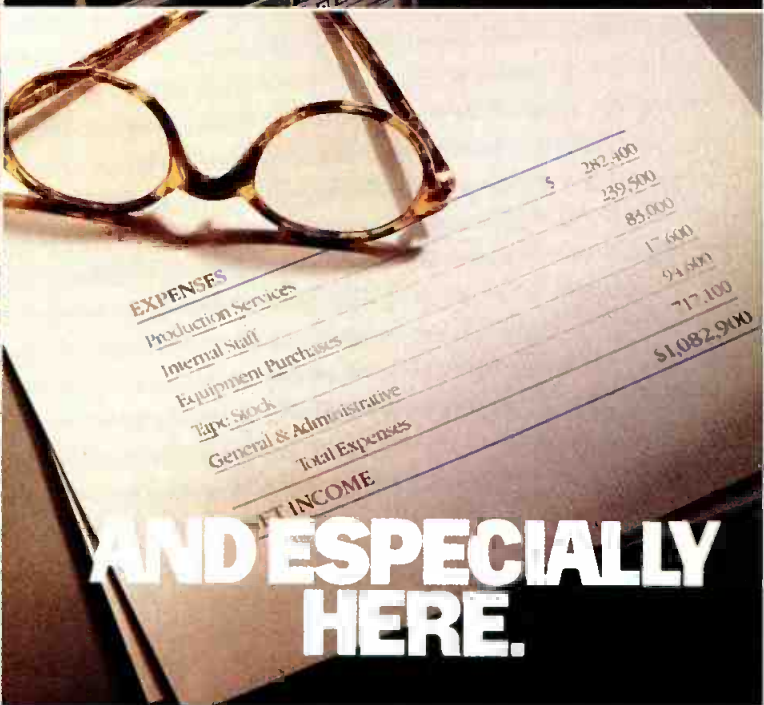
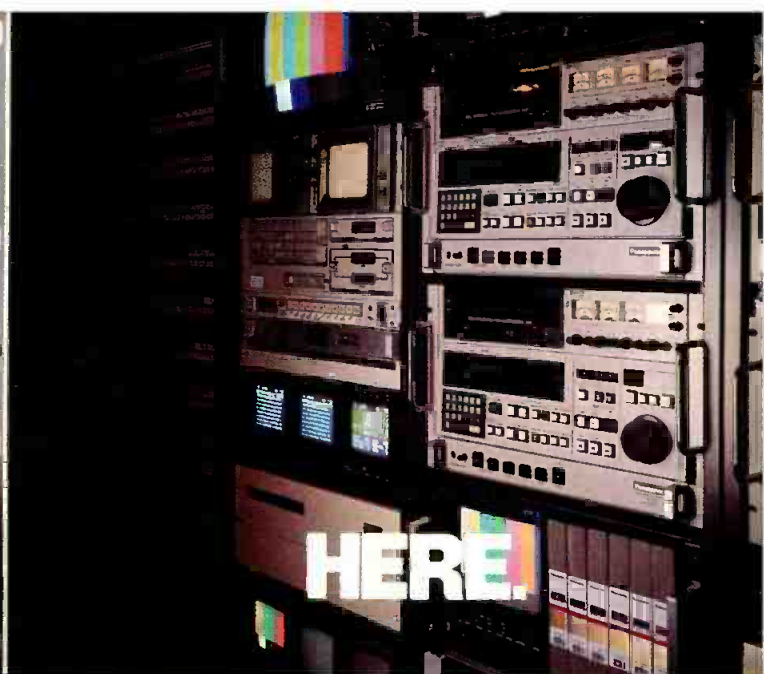
mind. Our editing recorders and systems work with all of today's existing standards for video, audio and control. When you're ready to convert your editing suite to Composite Digital video, Panasonic will fit in.

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p.m. Room L2. Moderator: Bill Weller, Beasley Broadcasting, Winston-Salem, N.C. Panel: Dick Harlow, Voyager Communications, Winston-Salem, N.C.; Lina Jean Armstrong, WFOX(FM) Atlanta; Chris McMurray, WNCI(FM) Columbus, Ohio.

Getting a Slice of the European Pie. noon-1:45 p.m. Room R1. Introduction: Bill Haratunian, NAB. Moderator: Tom Rounds, Radio Express, Los Angeles. Panel: Michael Haas, Programm-Direktor, Antenne Bayern, Munich, West Germany; Simon Cole, Chairman, PPM, London; Jean-Paul Beaudecroux, Managing Director, NRJ, Paris.

A 40th Birthday Salute. 12:30-2:30 p.m. Pavilion, Las Vegas Hilton. Benjamin McKeel, Nationwide Communications, Columbus, Ohio; Margo Cobb, WLBY-TV Bangor, Maine; Milton Maltz, Malrite Communications Group, Cleveland.

Who's That Knocking at the Door? 1:30-2:45 p.m. Room L1. Moderator: Dwight Ellis, NAB. Panel: Xerona Clayton, Turner Broadcasting; Frank Newton, National Association of Hispanic Journalists; Eleanor Brown, Gannett Broadcasting Division.

The GRP Trap/PPP Myth. 1:30-2:45 p.m. Room S2. Moderator: Bob Galen, Radio Advertising Bureau. Panel: Rhody Bosley, Arbitron Ratings, New York; Bob Schulberg, CBS Radio Representatives, Los Angeles.

Funny, Yes—Legal, No: Danger Lurks in Morning Drive. 1:30-2:45 p.m. Moderator: Steve Bookshester, NAB. Panel: Harry Cole, Bechtel, Borsari, Cole and Paxson, Washington; Chad Milton, Media/Professional Insurance, Kansas City, Mo.; Frederick Polner, Rothman, Gordon, Foreman and Grounne, Pittsburgh; Daniel Waggoner, Davis, Wright & Jones, Washington.

Off the Books: Into the Bank. 1:30-2:45 p.m. Moderator: Mark Matz, Broadcast Credit Association, Des Plaines, Ill. Panel: Linda Balderas, WGN(AM) Chicago; Anthony Grego, Westinghouse Broadcasting, New York.

Hundred Plus Exchange. 2:30 p.m. Conference Rooms 4-6, Las Vegas Hilton. David Brannan, MarketPlace America, Indianapolis.

Free Television...United We Stand, Divided We Fall. 2:30 p.m. Ballroom A, Los Angeles Hilton, Milton Maltz, Malrite Communications Group, Cleveland; Frank Gari, Frank Gari Productions, Burbank.

Qualitative Explosion: '90s Road to Success. 3-4:15 p.m. Room R1. Moderator: Terry Drucker, CBS Radio, New York. Panel: Jeff Williams, Tapscan, Birmingham; Barbara Dean, KBIG(FM) Los Angeles; Bruce Johnson, Strata Marketing, Chicago; Laura Morris, KTRH(AM) Houston.

Buying: The Beginning. 3-4:15 p.m. Room M1. Moderator: Charles Giddens, Media Venture Partners, Washington. Panel: Chesley Maddox, Chesley Maddox and Associates, Cleveland; Richard Zaragoza, Fisher, Wayland, Cooper and Leader, Washington; John Oxendine, BROADCASTAP, Washington; Paul Lucci, Edge Broadcasting Company, Virginia Beach, Va.

Programming and Production Showcase. 3-5 p.m. Room B1.

RADIO ENGINEERING SESSIONS

AM Systems Engineering. 8:30-11:50 a.m. Room 21. Chair: William Ryan, KMEZ Radio, Dallas.

Opening Presentation and Chairman's Remarks. 8:30 a.m.

An Overview of FCC AM Actions. 8:45 a.m. Alex Felker, FCC.

Progress Report on NAB AM Improvement. 9:10 a.m. Michael Rau, NAB.

Work in Progress on the Development of a Low Profile AM Antenna System. 9:20 a.m. Al Resnick, Capital Cities/ABC, New York.

Experimental Study of the New Anti-Skywave Antenna for AM Broadcasting. 9:45 a.m. Basil Pinzone, Pinzone Communications Products, Newbury, Ohio.

Alternate Production of Groundwave by Structures of Inherently Low Skywave Potential. 10:10 a.m. Timothy Cutforth, Vir James, P.C., Denver.

AM Directional Antenna Tuning, New Methodology, New Tools. 10:35 a.m. Edward Schober, Radiotechniques Engineering Corporation, Haddon Heights, N.J.

Diplexer Design: Q-Matching Techniques. 11 a.m. Jerry Westberg, Westberg Consulting, Quincy, Ill.

The Splatter Monitor and Spectrum Analyzer—Measurement Comparisons. 11:25 a.m. Thomas Wright and John Bisset, Delta Electronics, Alexandria, Va.

TELEVISION ENGINEERING SESSIONS

UHF Transmission Systems. 9-12:10 p.m. Room 18. Chair: William Ramsey, Nebraska ETV.

Opening Presentation and Chairman's Remarks. 9 a.m.

Three Tube Switchless Combiner. 9:15 a.m. William DeCormier, Dielectric Communications, Raymond, Maine.

An Improved Circular Waveguide for UHF-TV. 9:40 a.m. Edward Ostertag, Andrew Corporation, Orland Park, Ill.

Kylstrode Equipped UHF-TV Transmitters—Report on the Initial Full Service Station Installations. 10:05 a.m. Nathaniel Ostroff, Comark Communications, Colmar, Pa.

Giving Renewed Life to an Old UHF Transmitter. 10:30 a.m. David Folsom, WQTV(TV) Boston.

I.F. Diplexed Tetrodes vs. Multiplexed Klystrons/Klystrodes. 10:55 a.m. David White, Acrodyne, Blue Bell, Pa.

High Power Isolator for UHF Television. 11:20 a.m. Thomas Vaughan, Micro Communications, Manchester, N.H.; E. Pivit, ANT Telecommunications, Manchester, N.H.

A 60 kw UHF-TV MSDC Klystron Transmitter. 11:45 a.m. Earl McCune, Varian Associates, Palo Alto, Calif.; John Wills, Varian Associates, Cambridge, England.

HDTV Production. 1:30-4:40 p.m. Room 23. Chair: Richard Streeter, CBS, New York.

Opening Presentation and Chairman's Remarks. 1:30 p.m.

Lighting for HDTV Production. 1:45 p.m. R. Wil Lanekski, LTM Corporation of America, Sun Valley, Calif.

HARP-HDTV High Sensitivity, Hand-Held Camera. 2:10 p.m. Fumio Okano, NHK, Tokyo.

High Definition Television Post Production. 2:35 p.m. William Nicholls and Cosmas Bolger, CBS, New York.

HDTV Transcoding—A Versatile Standards Converter. 3 p.m. Barry Flannagan, Snell and Wilcox, Waterlooville, Hampshire, England.

HDTV Camera Lens Requirements—From 525 Lines First CCD Generation to HDTV: the Evolution of Optical Requirements for TV Cameras. 3:25 p.m. Bernard Angenieux, Angenieux Corporation of America, Miami.

The Hardware and Software Implications of HDTV Production. 3:50 p.m. Laurence Thorpe, Sony Advanced Systems, Teaneck, N.J.

Multi-Standard HDTV Signal Generation. 4:15 p.m. John Judge, Magni Systems, Beaverton, Ore.

RADIO AND TELEVISION ENGINEERING SESSIONS

Professional Development. 9 a.m.-noon. Room 20. Chair: Jack McKain, Sunbelt Broadcasting Company, Albuquerque.

Opening Presentation and Chairman's Remarks. 9 a.m.

Engineering Management into the 90's. 9:15 a.m. Sim Kolliner, WHIO-TV Dayton, Ohio.

Engineering Management Made Simple. 9:40 a.m. Judith Sheets, Calumet Group, Calumet City, Ill.

Computers for Broadcast Engineers. 1:30-4:15 p.m. Room 18. Chair: Al Resnick, Capital Cities/ABC, New York.

Opening Presentation and Chairman's Remarks. 1:30 p.m.

Computers in an Engineering Department. 1:45 p.m. William Soderberg, NBC, New York.

Applications of High Speed Local Area Networks in the Broadcast Environment. 2:10 p.m. Don Edvalson, Broadcast Television Systems, Salt Lake City.

Technical Documentation and the Personal Computer. 2:35 p.m. Walter Black, Video Design Pro, Las Cruces, N.M.

Special Segment on Modern Communications. 3 p.m. "The Use of On-Line Services for the Broadcast Profession." William Tullis, Turner Broadcasting System, Atlanta. "The Evolution of Microcomputer File Transfer Protocols." Chuck Forsberg, Omen Technology Inc., Portland, Ore. "On-Line Communications and the Broadcaster." John Hoffman, CompuServe Information Service, New York.

Professional Licensing for Engineers. 3-5:30 p.m. Room 20. Chair: E. Glynn Walden, Group W Radio, Philadelphia.

Opening Presentation and Chairman's Remarks. 3 p.m. Panel: Robert Van Buhler, Society of Broadcast Engineers, Randallstown, Md.; Ray Thrower, National Association of Radio and Telecommunications Engineers, Waco, Tex.; Dane Erickson, Hammett and Edison Inc., San Francisco; Donald Wilkinson, Fisher Broadcasting Inc., Seattle; Carr Stainaker, KEZQ AM-FM North Little Rock; Randy Stover, Fresno.

Acoustics. 7-8:30 p.m. Conference Room 7, Las Vegas Hilton. Moderator: Peter D'Antonio, RPG Diffuser Systems Inc., Largo, Md. Panel: David Schwind, Charles Salter Associates Inc., San Francisco; William McVey Jr., PSA Consulting Engineers, Oklahoma City; Eric Neil Angevine, Oklahoma State University.

RF Radiation Regulation Compliance. 7-8:30 p.m. Conference Room 9, Las Vegas Hilton. Moderator: Jules Cohen, Jules Cohen and Associates, Washington. Panel: Dane Erickson, Hammer and Edison, San Francisco; Richard

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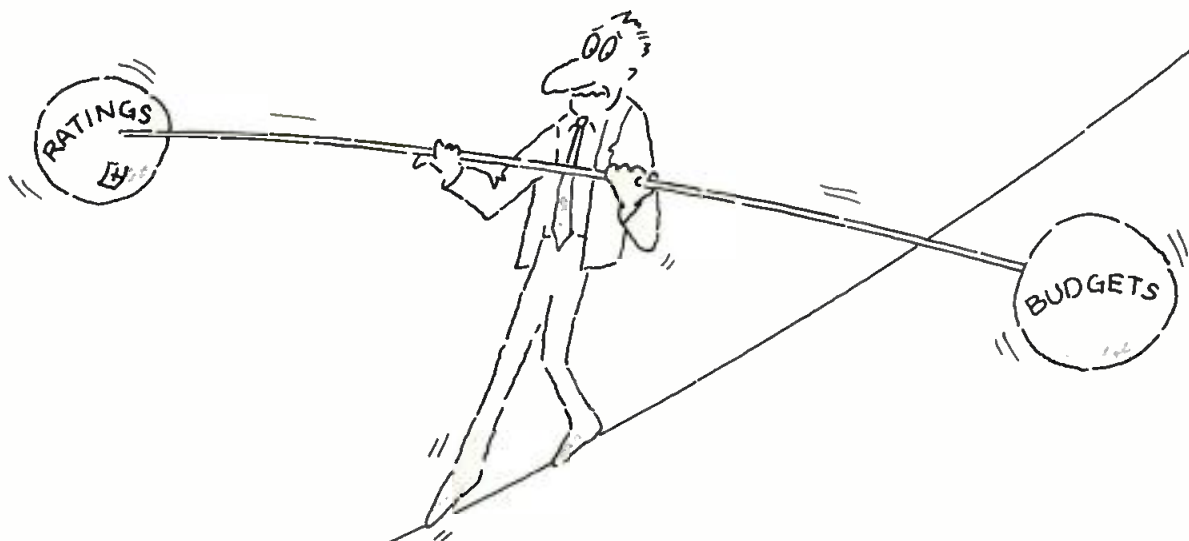
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Tell, Richard Tell Associates, Las Vegas; Barry Umansky, NAB; William Hassinger, FCC.

Contract Engineers. 7-8:30 p.m. Conference Room 11. Las Vegas Hilton. Moderator: James Loupas, James Loupas Associates. Panel: James Stanley, Stanley Broadcast Engineering, Tempe, Ariz.; Barry Victor, The Victor Group, Panorama City, Calif.; Larry Waggoner, Broadcast Technical Consultant, Wichita, Kan.

AM Antenna Systems. 7-8:30 p.m. Conference Room 13. Las Vegas Hilton. Moderator: Benjamin Dawson, Hatford and Dawson, Seattle. Panel: Thomas King, Kintronic Laboratories, Bristol, Tenn.; Joseph Mauk, KMH(AM) Fresno, Calif.; Thomas Osenkowsky WLAD(AM) Danbury, Conn.

Monday, May 1

RADIO AND TELEVISION MANAGEMENT SESSIONS

AM Alive! 9-10:15 a.m. Room M1. Moderator: Wayne Vriesman, Tribune Broadcasting, Chicago. Panel: Dick Brescia, DBA, Norwalk, Conn.; Rick Ducey, NAB; Warren Maurer, Westinghouse Broadcasting, New York; Stan Salek, NAB.

Television and the Telephone Company. 9-9:45 a.m. Room D2. Raymond Smith, Bell Atlantic Corp., Philadelphia.

Imaging: The Total Marketing Concept. 9-10:15 a.m. Room R1. Moderator: Bert Gould, WCBS(AM) and BPME, New York. Panel: Patricia Aaron, The Marketing Works, Marblehead, Mass.; Paul Meacham, Eagle Marketing Services Inc., Fort Collins, Colo.; Dale Pon, Dale Pon Advertising, New York; Bill Swortwood, Welwood International, Albuquerque.

Campaigns and Elections. 9-10 a.m. Rooms L1 and L3.

Advanced Television...The Big Picture. 9:50-11:20 a.m. Room D2.

A 1989 Assessment. 9:50 a.m. Moderator: Preston Padden, INTV, Washington. Panel: Peter Fannon, Advanced Test Center, Alexandria, Va.; Richard Wiley, Wiley, Rein and Fielding, Washington; Representative Don Ritter (R-Pa.)

The Role of HDTV Production Standards in the United States. 10:35 a.m. Moderator: Harold Protter, WTV(TV) Milwaukee. Panel: Julius Barnathan, Capital Cities/ABC, New York; Michael Rau, NAB; Michael Sherlock, NBC, New York.

Competition in the 90's. 10:15-11:15 a.m. Room B1.

FCC Radio Allocations Changes—A Broadcaster's Guide to Survival and Success. 10:30-11:45 a.m. Room S1. Moderator: Barry Umansky, NAB. Panel: David Donovan, FCC; Alex Felker, FCC; William Potts, Haley, Bader and Potts, Washington; James Riley, Fletcher, Heald and Hildreth, Washington.

The Profitability Investigation. 10:30-11:45 a.m. Room S2. Moderator: Tim Menowsky, Communication Equity Associates, Washington. Panel: Jim Duncan, American Radio, Indianapolis; Kurt Hanson, Strategic Radio Research, Chicago.

The Camouflaged Revenue Producer: Community Service. 10:30-11:45 a.m. Room L2. Moderator: George Hyde Jr., NAB. Panel: Gary Fuller, WZMG(AM)-WKKR(FM) Opelika, Ala.; Rick Sellars, WMT(AM) Cedar Rapids, Iowa; Chuck Thornton, WAGE(AM) Leesburg, Va.

Getting the Most for Your Marketing/Promotional Dollar! 10:45-noon. Room B2. Linda Nix, WDSU-TV New Orleans; Lance Webster, BPME, Los Angeles.

The Television Industry...An Outlook on the Year 2000. 11:30-noon. Room D2. John Malone, Tele-Communications Inc., Denver.

'M*A*S*H' to Trash...An Industry Soundoff! 1-2:15 p.m. Room B1. Moderator: James Bohannon, *Crime Time*, Mutual Broadcasting System, Arlington, Va. Panel: Bill Boggs, *Morton Downey Jr. Show*, Secaucus, N.J.; Robert Bolte, The Clorox Company, Oakland, Calif.; Jennings Bryant, University of Alabama; Alan Gerson, NBC, New York; Daniel Ruth, Chicago Sun Times.

The Television Market...Bull or Bear. 1-3 p.m. Room D2. Moderator: I. Martin Pompadur, ML Media, New York.

What's Up?...What's Down? Panel: Paul Bortz, Bortz and Company, Denver; Robert Coen, McCann-Erickson Worldwide, New York; Peter Goulazian, Katz Television Group, New York; David Londoner, Wertheim, Schroeder and Company Inc., New York.

What's A TV Station Worth Today? Panel: George Gillett, Gillett Group Management Inc., Nashville; Gerald Hassell, Bank of New York; Nancy Peretsman, Salomon Brothers, New York; Roy Stewart, FCC; Peter Desnoes, Burnham Broadcasting, Chicago.

Small Market Promotions—Making Them Work with Little or No Budget. 2:30-3:45 p.m. Room S1. Darryl Solberg, DDS Sales Training, Sioux Falls, South Dakota.

Share-Ins. 3 p.m. Rooms B1-3.

Share-In—Personnel. Room B1. Discussion leaders: Valerie Schulte, NAB; Stanley Brown, Arent, Fox, Kintner, Plotkin and Kahn, Washington. Table hosts: Roderick Porter, FCC; Dennis Corbett, Leventhal, Senter and Lerman, Washington; Molly Pauker, NBC, Washington; Henry Rivera, Dow, Lohnes and Albertson, Washington; Gregory Schmidt, Covington and Burling, Washington.

Share-In—Cable. Room B2. Discussion leaders: David Keefe, Continental Cablevision of Southern California, Culver City; Jack Clifford, *The Providence Journal*, Providence, R.I. Table hosts: Jane Considine, WCSH-TV Portland, Maine; Marian Ward, WFXT-TV Boston; Bob Ganser, WHSV-TV Harrisonburg, Va.; Bill Ryan, Palmer Communications, Des Moines; Linda Wallace, WYOU-TV Scranton, Pa.; Tom Meek, WOFL-TV Orlando, Fla.

Share-In—News. Room B3. Discussion leaders: Paul Davis, WGN-TV Chicago; Roger Ogden, KCNC-TV Denver; Suzanne Sorkes, King Broadcasting Company, Seattle.

RADIO ENGINEERING SESSIONS

Radio Production and Audio Processing. 1:30-4:40 p.m. Room 21. Chair: Mike McKenzie, Carlson Communications, Salt Lake City.

Opening Presentation and Chairman's Remarks. 1:30 p.m.

Broadcast Applications for Voice Activated Microphones. 1:45 p.m. Michael Pettersen, Shure Brothers, Evanston, Ill.

Acoustic Noise Level Measurement and Control Techniques for Broadcast Equipment. 2:10 p.m. Jeffrey Steinkamp, Broadcast Electronics, Quincy, Ill.

A Digital Dynamics Processor for FM Broadcasting. 2:35 p.m. Michael Morgan, Valley International, Nashville.

Operational Features and User Interface Considerations of a RAM-Based Digital Audio Workstation. 3 p.m. Jeffrey Stanton, AKG Acoustics, Digital Products Division, Watertown, Mass.

Analog and Digital Technology for Audio Processing. 3:25 p.m. Charles Adams, Circuit Research Labs, Tempe, Ariz.

Audio Processing for NRSC. 3:50 p.m. Jim Wood, Inovonics, Santa Cruz, Calif.

Digital Audio Tape in Broadcasting. 4:15 p.m. Robert Weirather, Harris Corporation Broadcast Division, Quincy, Ill.

TELEVISION ENGINEERING SESSIONS

Advanced Television Systems I. 8:45 a.m.-12:20 a.m. Room 18. Chair: Tony Uyttendaele, Capital Cities/ABC, New York.

Opening Presentation and Chairman's Remarks. 8:45 a.m.

Report on the FCC Advanced Television Service Advisory Committee. 9:25 a.m. Richard Wiley, Wiley, Rein and Fielding, Washington.

Report from the Advanced Television Systems Committee. 9:25 a.m. James McKinney, ATSC, Washington.

Testing of ATV Systems for Terrestrial Broadcasting by the Advanced TV Test Center—A Progress Report. 9:50 a.m. Charles Rhodes, Advanced Television Test Center, Alexandria, Va.

Cable Testing for Advanced Television Systems. 10:15 a.m. Walter Ciora, American Television and Communications, Stamford, Conn.

Propagation Testing for Advanced Television Broadcasting Systems. 10:40 a.m. Edmund Williams, Advanced Television Test Center, Alexandria, Va.

The Cost of Converting a Broadcast Facility To HDTV. 11:05 a.m. Robert Ross, WJZ-TV Baltimore.

The Spectrum-Compatible HDTV Transmission System. 11:30 a.m. Richard Citta, Zenith Electronics Corporation, Glenview, Ill.

Advanced Compatible Television—An Update. 11:55 a.m. James Carnes, David Sarnoff, David Sarnoff Research Center, Princeton, N.J.

Advanced Television Systems II. 1:30-5:05 p.m. Room 18. Chair: Stever Bonica, NBC, New York.

Opening Presentation and Chairman's Remarks. 1:30 p.m.

NTSC-Compatible MUSE System. 1:45 p.m. Taiji Nishizawa, NHK, Tokyo.

Super NTSC: An ATV Proposal. 2:10 Yves Faroudja, Faroudja Research Enterprises, Sunnyvale, Calif.

Compatible Introduction of HDTV in North America. 2:35 p.m. Mikhail Tsinberg, Philips Laboratories, Briarcliff Manor, N.Y.

NTSC Compatible Wide Aspect EDTV. 3 p.m. Yosai Araki, Nippon Television Network Corporation, Tokyo.

A Status Report on HD-NTSC Compatible HDTV in a Single Channel. 3:25 p.m.



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Richard Iredale, The Del Rey Group, Marina del Rey, Calif.

Chroma Crawl and Cross Color Free High Resolution NTSC. 3:50 p.m. J. Mark Schine, High Resolution Sciences, Los Angeles.

A Friendly Family of Transmission Standards for All Media and All Frame Rates. 4:15 p.m. William Schreiber, MIT, Cambridge, Mass.

The Use of GENESYS Technology for HDTV. 4:40 p.m. Richard Gerdes, Production Services, Tucson, Ariz.

RADIO AND TELEVISION ENGINEERING SESSIONS

Preparing for an FCC Technical Inspection. 8:45-9:40 a.m. Room 21. Chair: Ralph Justus, NAB.

Opening Presentation and Chairman's Remarks. 8:45 a.m.

Technical Compliance in a Deregulated Environment. 9 a.m. William Allison, Radio Management Systems, Carlisle, Pa.

Broadcast Auxiliary & Satellite Systems. 9:40 a.m.-12:10 p.m. Chair: Andy Bater, WPIX-FM New York.

Solving Frequency Coordination Problems at the 1988 Political Conventions. 9:40 a.m. Louis Libin, NBC, New York.

HPA Technology Overview. 10:05 a.m. Frank Morgan, MCL Inc., Bolingbrook, Ill.

CBS Television Network Distribution by Satellite: Past, Present and Future. 10:30 a.m. Bob Seidel, CBS Television Network, New York.

Dual Band Satellite Earth Station Antennas by Modifying Existing C-Band Installations. 10:55 a.m. David Chilson, Capital Cities/ABC, New York.

Operational Considerations of Satellite News Gathering. 11:20 a.m. W.V. Walisko Jr., NuCable Resources Corp., Washington.

Technical Considerations: Development of Standards for Transmission of Video and Audio Via Satellite Link. 11:45 a.m. Lynn Muskat, Cycle Sat, Forest City, Iowa.

Safety, Interference & Environmental Concerns. 1:30-4:40 p.m. Room 20. Chair: Bert Goldman, Shamrock Broadcasting, Merriam, Kan.

Opening Presentation and Chairman's Remarks. 1:30 p.m.

Necessary Environmental Concerns for Broadcasters. 1:45 p.m. Warren Happel, Scripps-Howard Broadcasting Company, Cleveland.

Personal Safety Considerations with Broadcast Transmitters. 2:10 p.m. Mukunda Shrestha, Broadcast Electronics, Quincy, Ill.

New Tower Structural Standards ANSI/EIA-222D. 2:35 p.m. Ramon Upsahl, Skilling Ward Magnusson Barkshire Inc., Seattle.

Guidelines for Vibration Control of Tower Guy Cables. 3 p.m. A.S. Richardson Jr., Research Consulting Associates, Lexington, Mass.

Resuming Broadcasting after the Empire State Building Fire. 3:25 p.m. Joseph Giardina and Ed Heubel, DSI Communications, Kenilworth, N.J.; Jim Graf, North American Tower Maintenance, Pitman, N.J.

Electromagnetic Interference to Aviation Receivers: FAA Evaluations in the Broadcast Site Selection Process. 3:50 p.m. William Suffa, Jules Cohen and Associates, Washington.

Dealing with Radio Frequency Interference Complaints. 4:15 p.m. David Marcis, Friendly Broadcasting Co., Cleveland

Tuesday, May 2

RADIO AND TELEVISION MANAGEMENT SESSIONS

Banking on Spanish Radio. 9-10:15 a.m. Room L2. Moderator: James Gammon, Gammon and Grange, Washington. Panel: Cecil Heftel, Heftel Broadcasting Company, Hollywood; Katherine Marien, Bank of New England, Boston; John Page, Barclays American Business Credit, Hartford, Conn.

Advertising Lawful Lotteries—All Bets Aren't Off. 9-10:15 a.m. Moderator: Julie Rones, NAB. Panel: Michael Cox, U.S. Department of the Interior, Washington; Charles Kelley, FCC; Arthur Goodkind, Koteen and Naftalin, Washington; Ramsey Woodworth, Wilkes, Artis, Hedrick and Lane.

Vendor Dollars—Promise or Pitfall. 9-10:15 a.m. Room S2. Moderator: Danny Flamberg, Radio Advertising Bureau. Speakers: Alison Berger and Clay Stobough, Performance Marketing, New York.

COLTAM & the Personal Television Diary: Getting Credit for Out-of-

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"Funnel Facts and Fables" is a 10-minute program on video that sorts the facts about tornados from the myths.

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European representatives: *Belgium:* Trans European Music N.V., (32) 2/466-5010; *Finland:* Studiotec KY, (358) 0/592055; *France:* 3M France, (33) 1/3031-6461; *Holland:* Cadac Holland, (31) 35/17722; *Greece:* Bon Studio S.A., (30) 1/3602-942; *Italy:* Audio International SRL, (39) 2/253-90121; *Portugal:* Amperel Electronica Industrial Lda., (351) 1/52-7184; *Spain:* Singleton Productions, (34) 3/237-7060; *Sweden:* Tal & Ton AB, (46) 31/803620; *Switzerland:* Audio Bauer AG, (41) 1/432-3230; *West Germany:* BCI Broadcasting Consulting International, (49) 911/5000-35, Amptown Electroacoustic GmbH (PRO only), (49) 40-646-0040; *United Kingdom:* Scenic Sounds Equipment Marketing Ltd., (44) 1/387-1262; *Eastern Europe:* Denis Tyler Ltd., (44) 2/406-6262. **Asian representatives:** *China:* TFT Inc. (BDCST only), (1) 408/727-7272, Studer Revox (Far East) Ltd. (PRO only), (852) 5/412050; *Indonesia:* P.T. P'rindu Audio-Visual Equipment, (62) 21/649-2349; *Japan:* Otartec Corporation, (81) 3/392-7811; *Korea:* Young Nak So Ri Sa Co., (82) 2/267-9697; *Philippines:* Adtronics Inc., (63) 2/673-2060; *Singapore, Malaysia, Brunei:* Crow Broadcast Equipment (pte) Ltd., (65) 259-9216; *Taiwan:* Mackarl & Co. (BDCST only), (886) 2/506-5325, Linfair Engineering & Trading Ltd. (PRO only), (886) 2/321-4454; *Thailand:* Vichien Pathana Ltd., (66) 2/236-0137; *Turkey:* TER Omer Trade & Representation, (90) 4/138-0296. **Africa and Middle East representatives:** *Nigeria:* David Hughes & Co. Ltd., (23) 4/196-1701; *South Africa:* Pro Sound (Pty.) Ltd., (27) 11/337-6556. **Pacific representatives:** *Australia:* Syntec International Pty. Ltd., (61) 2/406-4700; *New Zealand:* Qasarcorp Communications Ltd., (64) 9/444-6085.

Home Viewership. 9-10:15 a.m. Room B1. Moderator: Gary Chapman, LIN Broadcasting, New York. Panel: Tim Dolson, Nielsen Media Research, Dunedin, Fla.; David Lapovsky, The Arbitron Company, Laurel, Md.; Richard Montesano, Capital Cities/ABC Inc., New York

TV Commercials: How They Play Across the World. 9-10:15 a.m. Room B2. Moderator: Don Wear, CBS Broadcast International, New York. Dietrich Ginzler, CNN, New York.

New Eyes, New Thoughts on Television. 9-10:15 a.m. Room D2. Moderator: Lowry Mays, Clear Channel Communications, San Antonio, Tex. Panel: Jeff Smulyan, Emmis Broadcasting Company, Indianapolis; Bill Clark, Shamrock Broadcasting Inc., Burbank.

Tearing Down the Myths of Management—Bringing Excellence to Your Station. 9-10:15 a.m. Room R1. Chuck Reaves, Twenty-One Associates, Atlanta.

Inside Sales Promotion Agencies. 10:30-11:45 a.m. Room S2. Neil Twersky, R.G. Meadows Company, Great Neck, N.Y.

These Taxing Times: Tax Issues for the Broadcaster. 10:30-11:45 a.m. L2. Moderator: Mark Fratrik, NAB. Panel: Preston Barnett, Cox Enterprises, Atlanta; James Bond Jr., Harrison, Bond and Pecaro, Washington; Michael Hines, Dow, Lohnes and Albertson, Washington; Dan Phythyon, NAB.

Tearing Down the Myths of Management—Bringing Excellence to Your Station. 10:30-11:45 a.m. Room R1. Repeat of earlier session.

Securing the Broadcast Property. 10:30-11:45 a.m. Room B3. Moderator: Elaine Green, Video Features Inc., Cincinnati. Panel: Gary DeHaven, WISC-TV, Madison, Wis.; Marcia Horowitz, American Space, Bethesda, Md.; Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson and Hand, Washington; Tom Strentz, FBI, Fredericksburg, Va.; John Yingling, Capital Cities/ABC Inc., Los Angeles.

Power Marketing: Using Qualitative Research to Increase Sales. 10:30-11:45. Room B1. Moderator: Gary Corbitt, WJXT-TV, Jacksonville, Fla. Panel: Bill Harvey, The Media Report, Woodstock, N.Y.; Duncan McKie, BBM Bureau of Measurement, Don Mills, Ontario, Canada; Frank O'Neil, KXAS-TV Fort Worth, Tex.

Interactive Media Means New Opportunities for Television Broadcasters. 10:30-11:45 a.m. Room B2. Moderator: David Shefrin, Interactive Video Industry Association, New York. Panel: Diana Gagnon, ACTV, New York; David Lockton, Interactive Game Network, Menlo Park, Calif.; William Ninke, AT&T Bell Laboratories, Holmdel, N.J.

All-Industry Luncheon. noon-2 p.m. Pavilion, Las Vegas Hilton. Master of Ceremonies: Wallace Jorgenson. Keynote Address: Honorable Dennis Patrick, Chairman, FCC.

RAB General Session—The State of Radio Sales for the 90's. 2:30-3:45 p.m. Ballroom E, Las Vegas Hilton. Master of Ceremonies: Wayne Cornlis, Radio Advertising Bureau, New York. Introduction: Carl Wagner, Great American Radio and TV, Cincinnati. Speaker: Warren Potash, RAB, New York

Closing Celebration. 8 p.m. Showroom, Las Vegas Hilton.

RADIO AND TELEVISION ENGINEERING SESSIONS

New Communications Technology. 8:30-11:40 a.m. Room 18. Chair: Lynn Claudy, NAB.

Opening Presentation and Chairman's Remarks. 8:30 a.m.

A Distributed Architecture for a Reliable Solid-State VHF Television Transmitter Series. 8:45 a.m. Robert Weirather, Harris Broadcast Division, Quincy, Ill.

Digital Fiber Optics for Broadcast Television and Radio Transmission. 9:10 a.m. Ken Regnier, COMLUX, Mountain View, Calif.

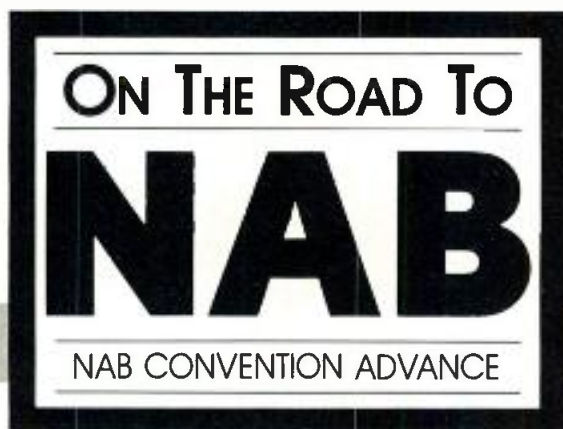
Design of Analog Fiber Optic Protection for Video Transmission Systems. 9:55 a.m. Edward Olson, Group W Satellite Communications, Stamford, Conn.

Advanced RF Measurement Techniques. 10 a.m. James Stenberg, Micro Communications, Manchester, N.H.

Using Amateur Packet Technology for Local EBS. 10:25 a.m. Richard Rudman, KFWB(AM) Hollywood.

Eight City DS3 Digital Video Trial-Progress and Networking Features. 10:50 a.m. Robert Blackburn, Bellcore, Morristown, N.J.

Broadband ISDN Architecture. 11:15 a.m. Howard Sherry, Bellcore, Red Bank, N.J.



LAS VEGAS 1989

NAB exhibit floor: setting the standards in technology

The annual focal point of broadcast equipment sales, the National Association of Broadcasters equipment exhibit, approaches. On Saturday morning, April 29, the doors of the Las Vegas Convention Center and nearby Las Vegas Hilton will open to those waiting to see the latest offerings in videotape recorders, cameras, video-graphics systems, audio processing, satellite newsgathering vehicles and just about every other product category. Some technologies, such as digital video and audio tape recording, automated control of practically every piece of equipment in a TV studio, more cost-efficient solid-state and tube-based transmission equipment, are growing in prominence on the exhibit floor. Also, the amount of space set aside for demonstration of high-definition television gear has expanded greatly in comparison to last year's show.

Companies marketing digital videotape formats are beginning an effort in earnest to deepen penetration of composite digital VTR's to broadcasters through miniaturization. Sony Corp. is introducing the DVR-1, a deck built according to the three-quarter-inch D-2 standard, for the ENG market. It is a 22-pound machine that will

accept either the medium- or small-sized D-2 tape cassettes and BP90-A batteries. It sells for \$37,000 and will be available in early 1990.

Meanwhile, Matsushita's Panasonic Broadcast Systems, Secaucus, N.J., is bypassing the D-2 standard and introducing a production model of its half-inch composite digital deck. Panasonic is pursuing a half-inch format because it believes that a camcorder in the D-2 format will be too bulky to be commercially successful. Its digital format employs almost exactly the same technical specifications as D-2, but with the tape transports used for Matsushita's MII component analog decks. The deck's price will be announced at the show. Deliveries are set to begin by the end of 1989.

Most of the equipment introductions in the half-inch component analog formats will be camcorders. Panasonic, Hitachi Denshi America, Sony, Ampex Corp. and Ikegami Electronics U.S.A. will all show new 3-chip CCD (closed-coupled device) cameras dockable to MII or Betacam SP recorders or both.

Going a step beyond CCD technology is Panasonic, which will show a camera with all-digital processing. It is designed for those

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choosing to complete entire projects, from acquisition to post-production in the composite digital mode and will be shown along with its new half-inch digital deck. The camera will first sell in the area of \$26,000-\$29,000, but Panasonic hopes the price will come down soon after introduction.

Three companies specializing in robotic camera systems are emphasizing their new camera pedestals that are designed to allow more efficient remote control of studio floor cameras. Total Spectrum Manufacturing Inc. (TSM), Valley Cottage, Pa., is showing its AutoCam SP-200 Servo Pedestal, built for the first time with an optional X-Y axis control, designed to avoid collisions.

A.F. Associates, which markets Radamec EPO robotic cameras in the U.S. for the English-based company, has developed the "RoboPed" camera pedestal for Radamec cameras, which the company calls the first "absolute positioning system" that requires no floor tracks for positioning. The pedestal will hold a camera, lens and teleprompter and includes redundant anti-collision programming.

A company that is seeking to increase its share of the North American robotic camera market is Vinten Broadcast Inc., Hauppauge, N.Y. After installing systems for the BBC and several other organizations around the world over the past 10 years, it installed its first U.S. system a year ago at WPIX-TV New York and expects to announce two more during the convention. It is currently installing three systems in Canada. Vinten will introduce its XYH pedestal, which is similar in function to the TSM and A.F. Associates models.

Multicart video library systems, another component in the automated studio of the future, will see several software enhancements

Shrinking SNV universe

Broadcasters shopping for satellite newsgathering vehicles at the NAB convention this year will find fewer SNV's to choose from.

Two of the major suppliers of SNV's—Dalsat Inc. and Centro Corp.—closed their doors this month. And a third—Hubbard Communications—has scaled back its operations, offering fewer models and accepting, but no longer soliciting, new business.

The supply side of the market has now dwindled to a handful of companies, including BAF Communications Corp., Midwest Communications Corp. and Roscor Corp. They will knock heads scrambling for the 30-40 orders that are expected to be placed this year.

Dalsat and Centro called it quits earlier this month. Jack Moore, president of the Plano, Tex.-based Dalsat, said the company was forced to shut down April 14 when "the bank foreclosed." Dalsat might have been able to make it if the bank had given it more time. "We have...we had a nice backlog of orders," he said.

Officials of Scaggs Telecommunications Services, the parent company of Centro in Salt Lake City, did not return phone calls. But it is likely that Centro's closing was a result of more than its performance in the SNV market. Centro was also a designer and integrator of production facilities and was best known for its production trucks and trailers.

Hubcom, the Hubbard Broadcasting subsidiary that pioneered the development and marketing of the go-anywhere satellite uplinks, ceased bidding for new business last summer, but kept its plant in operation to service the some 70 SNV's it has in the field and to complete the vehicles it had on order.

When the cutback was announced, Hubcom had planned not to accept any new orders, said Hubcom's George Orgera last week, but unsolicited orders have trickled in over the past few months and Hubcom now plans to fill them. Instead of a full line, he said, Hubcom will build just three models. Hubcom is not going to build 20 trucks this year, he said, but it might build six. Hubcom is not bidding for new business, Orgera said. But, he said, "we are going to let everybody know that we are still building them."

The fiber-HDTV connection

The common complaint of program producers working the 1,125/60 high-definition video format has been that the equipment is too massive to use in field production. Rebo Research, a new subsidiary of Rebo High Definition Studio, New York, has taken a step toward eliminating that problem with the development of its "ReFlect" fiber optic transmission system. The system, developed in cooperation with Meret Inc., Santa Monica, Calif., will be among the introductions of HDTV equipment at the HDTV Production Expo '89, to be held concurrently with the NAB convention in Las Vegas, April 29-May 2.

Using the system, producers may now take HDTV cameras into crowded and cramped spaces that have been inaccessible in the past. The camera is connected by fiber optic cable to a control van containing VTR's, a camera CPU and other bulky equipment. The van can be located as far as 10 kilometers (6.25 miles) from the shooting site. The fiber optic system transports two-way, 50 mhz RGB high-definition signals over cables 25 times lighter and a third the diameter of coaxial cable.

The first demonstration of ReFlect was originally planned for Las Vegas. But events led instead to implementation of the system on April 14 at two different locations in Manhattan for a taping of the Anne Klein fall collection fashion show. At one of the locations, "we were sort of an afterthought in terms of us getting into the hall. There was a problem with getting equipment into the building because there was no space left," said Barry Minnerly, president of Rebo Research. With the lighter fiber cables, the Rebo crew was able to attach its connections on the ceiling and out of the way of other camera crews. The set-up time for the show was about an hour at each location. The ease of set-up of the fiber system as compared to conventional video production "was probably identical, if not a little easier," Minnerly said. "If you're using conventional video and you do a long drop, it is with heavy [coaxial] cable."

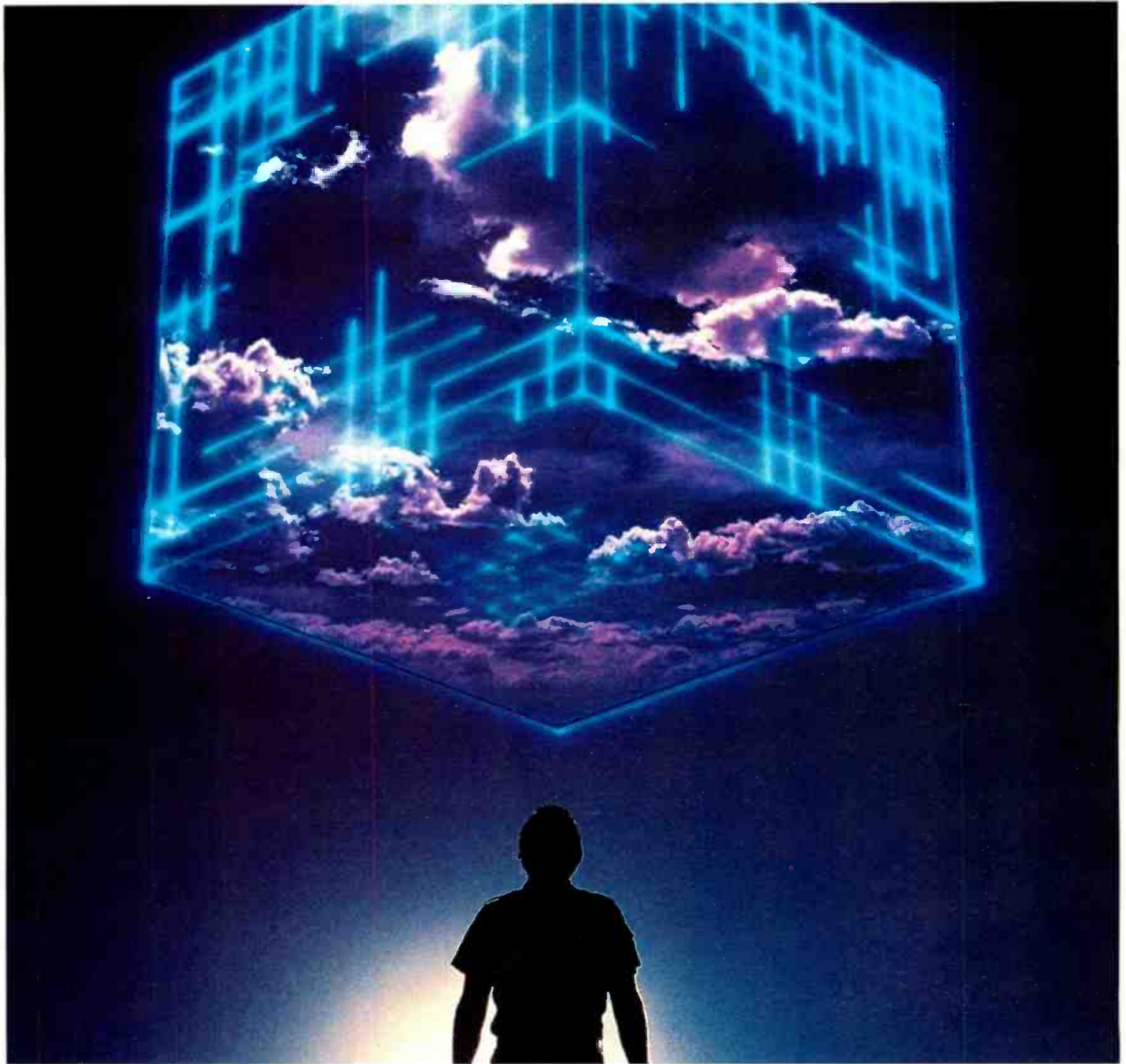
The next step in advancement of the ReFlect system, Minnerly said, will be to miniaturize the size of the fiber optic cables even further. "If you want to shoot in a small room and be able to shoot all around a room, you have no place to put a cable in," he said. The solution Rebo is looking at is to develop a special cable "which literally would be the thickness of a thread, only much stronger," Minnerly said. Such a cable could easily be hidden in a carpet or some other camouflage.

this year after several companies introduced systems with capacities of up to 1,000 carts last year. Sony is introducing BZC-200 and Odetics "Multi-Cut," both software packages to allow for multiple events for each cartridge in the system. The Sony system allows for up to 7,500 30-second spots to be stored on a 1,000-cassette system.

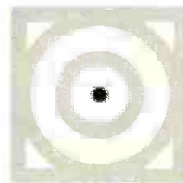
Hardware in the library system category will include the DVC-80, an 84-cassette system by Sony designed to hold D-2 decks and controlled by the same software that controls Sony's larger systems. Odetics is introducing "News Control Terminals" which are meant to expand the applications for cart machines in TV newsrooms. Lake Systems Corp., Newton, Mass., will demonstrate its first production model of its ALS (Automated Library System), which will be delivered after the show to a customer to be announced.

HDTV equipment demonstrations at NAB conventions extend beyond the exhibit floor. Each year NAB sponsors a special room devoted to HDTV. This year's room, at 22,000 square feet, will be more than twice the size of last year's special exhibit. All of the major proponents of transmission systems will have exhibits, many of them showing newly developed hardware. The special exhibit will also include "Living Room of the Future" displays, where attendees will be free to sit down and watch HDTV productions on prototype home receivers. A fiber optic network connecting the auditorium at the Hilton with an HDTV theater in the convention center will be controlled from the HDTV room. The production switcher there will be BTS Broadcast Television Systems' 40x40 TVS/TAS-3000 wide-band model. The Grass Valley Group is installing the fiber optic cable. An Eidophor projection system is

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WKCI/WAVZ New Haven WBAB A/F New York 690 XTRA NewsTalk/91X-FM San Diego KMJM-FM St. Louis
KIXI-KMGI Seattle WMHE-FM Toledo

being installed at the HDTV theater.

High-definition gear of all kinds built according to the 1,125/60 standard will be shown at HDTV Production Expo '89, sponsored by the HDTV 1,125/60 Group at the Pavillion of the Tropicana Hotel. About 30 companies will participate in the expo with introductions so far announced including a digital HDTV VTR by Sony and a fiber optic production system by Rebo High Definition Studio (see box, page 60). Buses between the convention center and the Tropicana will run every 15 minutes.

On the exhibit floor, an attraction will be the Faroudja Laboratories booth, where displays of that group's first over-the-air transmissions of SuperNTSC will be shown ("Closed Circuit," April 3). KBLR(TV) (ch. 3) Paradise, Nev., will broadcast in SuperNTSC during the show. Faroudja is demonstrating the system in cooperation with Television Technology Corp., which installed the KBLR transmitter.

Graphics, special effects, animation systems, character generators, production switchers and other new hardware and software products for production and post-production will be easy to find demonstrated. Everything from the most sophisticated component digital systems to the inexpensive desktop software for personal computers will be there.

A main concern of graphics customers is the transition to digital studios. Producers are deciding whether to invest in all component or composite color systems and how long it will be before all-digital studios replace the common hybrid analog-digital facilities of today. British-based Quantel, an early pioneer in digital effects equipment with its Paintbox and Harry editing systems, last week added itself to the list of companies that will have new products to show at NAB. The Paintbox V Series will pack all of the features of the older model into a smaller package and add more features including a cordless artist's pen.

Sony Corp. is a significant new entrant into the graphics and effects field. It is introducing a new line of switchers, a RAM recorder and a stillstore system. In recent years Sony has maintained the largest booth at the NAB convention and will again this

tained the largest booth at the NAB convention and will again this year. Its new product lines are part of a new strategy to provide "one-stop shopping" for those looking to equip their TV broadcast or post production facilities.

In radio equipment, it is probable that the FCC's decision to mandate the National Radio Systems Committee's second standard, commonly known as the RF mask, which limits emissions of AM radio stations to 10 khz, will affect equipment sales on the NAB floor (BROADCASTING, April 17). Several companies are selling filters for the NRSC-1 audio input standard. The FCC has given AM stations a five-year transition period, during which broadcasters that have installed the NRSC-1 filters will be assumed to be in compliance with NRSC-2. Studies by NAB and Circuit Research Labs, Tempe, Ariz., suggest that 20%-30% of all AM broadcasters have already converted to NRSC-1.

In radio and VHF-TV transmitters, the push is toward energy efficient and easy to maintain solid-state transmitters. Solid-state VHF will be an especially competitive area—Harris Corp., LDL Communications, Toshiba, NEC America and TTC are all showing new solid-state VHF models or transmitters that have been introduced in the last two years. The Japanese NEC and Toshiba have sold solid-state VHF transmitters in Japan since the 1970's, but are showing those products in this country for the first time this year.

UHF-TV transmission is still tube-based. The issue there is whether the klystron tube technology, which was implemented in the field for the first time last year, will provide better energy than the latest advancements in the older klystron tubes. Perhaps the most famous example of an advanced klystron is the MSDC (multi-stage depressed collector) system which is being introduced by Varian/TVT. The company claims it will typically cut energy bills for UHF broadcasters by about half. The two companies selling klystron transmitters, Comark Communications and TTC, make similar claims.

Following is a list of the exhibiting companies, their booth numbers, product and personnel. An asterisk indicates a new product. □

NAB '89

A.F. Associates 3719
100 Stonehurst Court, Northvale, N.J. 07647

Staff: Tom Canavan; Rich Lunniss; Marc Bresack; Meryl Altman; Vince Jakimzak; Nigel Spratling; Jim McGrath; Gene Hammerle; Jon Pannaman.

Products: Turnkey systems engineering and fabrication; AVS ADAC standards converter; *AVS ISIS upgradeable standards converter; Radamec-EPO camera robotics systems (system 90); *AFA RoboPed robotic camera pedestal; *Radamec-EPO Arc advanced robotic control system; *EPO touchscreen control system; PCS fly-away robotic system.

Abekas Video Systems 2436
101 Galveston Dr., Redwood City, Calif. 94063

Staff: Yeshwant Kamath; Paul Hansil; Phil Bennett. **Products:** *A84 digital switcher; *product support program; digital still store with library (A42); digital special effects (A52, A53-D); digital disk recorder (A60, A62, A64); digital character generator (A72).

ACCOM 917
1430-F O'Brien Dr., Menlo Park, Calif. 94025

Staff: Barbara Cassidy; Ed Engberg; Luigi Gallo; Doug George; Ray Ostrom; Junaid Sheikh; John Stern. **Products:** Digital image enhancer 125; digital and analog inputs and outputs.

Accu-Weather 7416, 7418
619 W. College Ave., State College, Pa. 16801

Staff: Joel Myers; James Burke; Mary Ann Seidler; Sheldon Levine; Skip Hunsberger; Bary Myers. **Products:** *High-resolution, high-color-resolution weather graphics, satellite and radar images; *lightning graphics and data; *RADAR-PLUS images; Amiga Weather Graphics System; *European World Forecast Model. **Services:** Forecast/briefing; Siscorp satellite delivery; Weather-Show.

Accurate Sound Corp. 5760
3515 Edison Way, Menlo Park, Calif. 94025

Staff: Ronald Newdell; Don O'Bella. **Products:**

*AS 4000 cassette recording system; AS 200A high-speed audio reel-to-reel duplicating system; *AS 6000 audio/video tape conditioner; *CR 3A studio condenser microphone; model 180 Starbird microphone stand.

Acoustic Systems 5486, 5487
415 East St. Elmo Rd., Austin, Tex. 78745

Staff: Tim Jarvis; Bill Weitzenkorn; Chris Rowland. **Products:** Control room; *BB-440 voice-over booth.

Acrodyne Industries 3982
516 Township Line Rd., Blue Bell, Pa. 19422

Staff: Marshall Smith; Dan Traynor; John Delissio; Dave White; Time Hulick; Joe Wozniak. **Products:** *Tru/1000 solid state 1 kw UHF transmitter; *Tru-25KVC 25 UHF tetrode transmitter; TLU/KACT 1 kw UHF tetrode transmitter; TLU/100T 100 w UHF transmitter.

Adams-Smith 2505-2511
34 Tower St., Hudson, Mass. 01749

ADC Telecommunications 3755-3757
4900 West 78th St., Minneapolis 55435

Products: Icon; S-9 PatchMate; *component analog patching system; pro patch cords; *Designation III.

Adrienne Electronics Corp. 7901
11994 Marjon Dr., Nevada City, Calif. 95959

Staff: Bruce Waggoner; Liz Lubinski. **Products:** *AEC-1SVHS 10X1 SVHS (Y/C/A/A) routing switcher; *AEC-2 10X2 video/audio routing switcher; AEC-1 routing switcher; *PC-VITC VITC reader for IBM PC's; PC-LTC reader/generators; PC-207M ESBUS interface.

Advanced Designs Corp. 5334
804 N. College Ave., Bloomington, Ind. 47401

Staff: Martin Riess; Diane Braun. **Products:** DO-PRAD II weather radar; *WDDS weather data display system.

Advanced Micro-Dynamics 1563, 1662
7 Lomar Dr., Pepperell, Mass. 01463

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Advent Communications Ltd. 7300, A118
Alma Rd., Chesham, Bucks HP5 3HE England
Staff: Steve McGuinness; Dave Garrood; Roger Crawshaw. **Products:** Flyaway newsgathering system television; flyaway uplink systems data/radio; video excitors and modulators; data upconverters and downconverters.

AdVentures International 7915, 7916
1540 Market St., #250, San Francisco 94102

Agfa Corp. 5206-5210
100 Challenger Rd., Ridgefield Park, N.J. 07660
Staff: Maria Curry; Andrew DaPuzzo; Chris Emery; John Matarazzo; Teri Sosa; Bob Zamoscianyk; Joe Tibensky; Walter Bremer; Elaine Mosera; Michael Ryan; Wayne Desmond. **Products:** Manufacturer of audio and video tape.

Aircraft Digital Music Library 5444, 5445
77 N. Washington, Boston 02114
Staff: Mark Cuddy; Crit Harmon. **Products:** Aircraft Digital Production Music Library.

AKG Acoustics 2043
77 Selleck St., Stamford, Conn. 06902
Staff: Timothy Denwalts; Rowland Powers; Dave Ogden; Jeff Radke; S. Richard Ravich; Derek Pilkington; Jeff Stanton; Bob Pearlstein; Chris Moore; Elliot Jacobowitz; Jay Rose; George Davis. **Products:** *AKG DSE 7000 Digital Sound Editor; AKG microphones, headphones, ADR 68K digital effects unit; K&M microphone stands.

Alamar Electronics USA 4779
489 Division St., Campbell, Calif. 95008

Alden Electronics 5460
40 Washington St., Westboro, Mass. 01581-0500
Staff: Michael Porreca. **Products:** Live color weather radar display system.

Alexander Batteries 3914
Alexander Mfg. Co., Box 1508, Mason City, Iowa 50401

Allen & Heath 7434, 7436

Five Connair Rd., Orange, Conn. 06477

Allen Avionics 5222
224 East Second St., Mineola, N.Y. 11501

Allied Broadcast Equipment 2027
3712 National Road West, P.O. Box 1487, Richmond, Ind. 47375
Staff: Roy Ridge; Tom Harle; Jon Young; Joe Ziemer; Mark Drummond; Cal Vandegrift; Tony Mezey; Tom Lewis; Judy Spell; Scott Beeler. **Products:** Compact disk cart player; *Flagship studios; *Autogram Pacemaker console; satellite equipment; Telemix X telephone talk show system.

Allied Tower Co./Bowen-Smith Corp. 1565
12450 Galveston Rd., Webster, Tex. 77598
Staff: V.G. (Bud) Duvall; Travis (Bill) Parker; Mike Lancaster; Max Bowen; Doug Irving.

Allsop 5356
Professional Products
P.O. Box 23, Bellingham, Wash. 98227

Alpha Audio 3455-3458
2049 West Broad St., Richmond, Va. 23220
Staff: Michael Binns; Spence Burton; John Harlow; Eric Johnson; Kathy Wynne; Nick Collieran. **Products:** Sonex; Soundtex; Acoustilead; *The Boss/2 automated audio editing system.

Alpha Video & Electronics Co. 5183
200 Keystone Dr., Carnegie, Pa. 15106
Staff: Henry Lassige; Terance Lassige; Vicent Ferry; Daniel Reynolds; Walter Bielinski; Henry Lassige Jr.; Len Laabs; Gary Craig. **Products:** *Microwave repeater van; *alphanized CVR/BW-22; safety raiser; IFB-101; alphanized U-matic.

Alpha Wire Corp. 7206
711 Lidgerwood Ave., Elizabeth, N.J. 07207-0711
Staff: Dennis Gudge; Mark Carter; Deirdre Reynolds. **Products:** Wire, cable, tubing and interconnect products.

ALPS 7141

Alta Group 4526
535 Race St., #230, San Jose, Calif. 95126
Staff: Wayne Lee; Frank Alioto; Michael Paiva. **Products:** *Cygnus 5.5 wideband TBC/synchronizer; *Pictoris video compressor.

Altronic Research 2529, 2531
P.O. Box 249, Yellville, Ariz. 72687
Staff: John Dyess; Ann Dyess; Doug Starkey; Ken Hemphill. **Products:** Model 6700 series of air-cooled RF coaxial load resistors; *6705-5 kw; *6710-10 kw; *6715-15 kw; *6750-50 kw; 5700-series of water-cooled RF coaxial load resistors; *57100B-100 kw; *57200B-200 kw; 5800-series of heat exchangers; CB1A control box.

Amber Electro Design 2209, 2211
3391 Griffith St., St. Laurent, P.Q. Canada H4T 1W5
Staff: Wayne Jones; Guy Lemieux; Michael Chang. **Products:** Audio measuring equipment: audio generator; level meter, noise meter, distortion meter, frequency meter and spectrum analyzer (5500 series); *AudioCheck 2 software program; 3501 audio measurement system.

AMCO Engineering Co. 3747-3749
3801 N. Rose St., Schiller Park, Ill. 60176-2190
Staff: Floyd Johnson; Thomas Anderson. **Products:** Broadcast communication consoles: cooling devices; desk, bench and portable cabinets; enclosures and accessories; structural aluminum; commercial or military enclosures.

Amek/TAC U.S. Operations 2008-2018
10815 Burbank Blvd., N. Hollywood, Calif. 91601
Staff: Sue Jones; Ray Dillield; Steve Harvey; Peter Harrison. **Products:** *TAC Bullet console; *ESM32 serial interface; The Classic; BCII broadcast console.

America Responds to AIDS 4187
c/o Center for Disease Control
1901 L Street, N.W., Room 320,
Washington 20036

American Broadcast Systems 3846, 3847
8222 Jamestown Dr., #109B, Austin, Tex. 78758

American Medical Association 5582
535 North Dearborn St., Chicago 60610
Staff: Thomas Toitey; Mark Stuart; Dan Maier. **Products:** PSA's; weekly video news releases; daily radio actualities; consultation.

American Studio Equipment 2038-2042
8922 Norris Ave., Sun Valley, Calif. 91352

Amperex Electronic Corp. 5213-5217
Providence Pike, Slatersville, R.I. 02876
Staff: Pete Fochi; Greg Murphy; Paul Pereira; Kipp Rabbitt; Ron Towns; Jeff Brooke-Stewart. **Products:** TV camera tubes; RF components; klystrons; circulators; rectifier stacks.

Ampex Corp. 4501-N3, 7823
401 Broadway, Redwood City, Calif. 94063

AMS-CALREC 1134
AMS Industries Park
Billington Rd., Burnley, Lancashire BB11 5ES
England
Staff: Stuart Nevison; John Gluck; Steve Jagger; Nigel Branwell. **Products:** *AudioFile Version 8 software; *Logic 1 digital audio mixing console; digitally assignable console; condenser microphones; S-DMX and SB stereo and stereo broadcast digital delay; A/V Sync audio delay; Timeflex time compression/expansion device; RMX 16 digital reverberation unit; MiniMixer audio consoles; SoundField microphone.

Amtel Systems 5433-5436
33 Main St., #303, Nashua, N.H. 03060

AMX Corp. 7230, 7232
12056 Forestgate Dr., Dallas 75243

Andrew Corp. 1721
10500 W. 153d St., Orland Park, Ill. 60462
Staff: Gary Dorsay; John Klecker; Debra Buck; Barry Cohen; Jack Herbert. **Products:** Trasar TV broadcasting antennas; waveguide antennas; coaxial cables and waveguides; Macxline rigid lines; earth station antenna systems, including *Cherry-Picker; *C/Ku upgrade kit; *TX upgrade kit; system controller; *alarm control panels.

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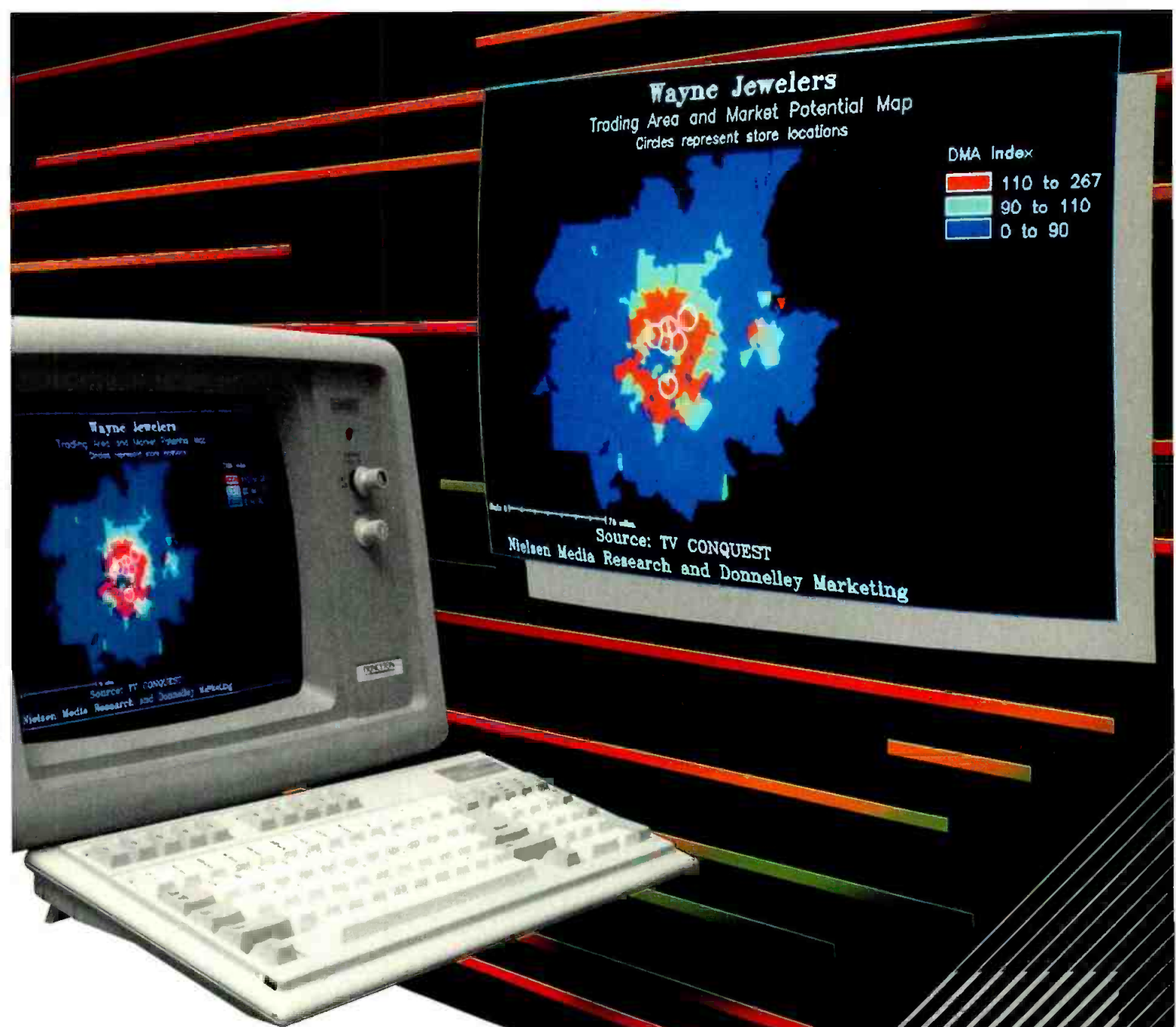
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Angenieux Corp. of America 4138
7700 Kendall Dr., #503, Miami 33156

Staff: Bernard Angenieux; Joseph Martinez; Gerard Corbasson; Jacques Durand; Patrick Delay; Lourdes Pola; Joe Abbattu; Francis Chapin; Jean Michel Durand; Dick Scally; Charles Stampfli; Donald Collins. **Products:** *20X8.5 2/3 inch F1.3; 40X9.5 2/3 inch F1.3; 14X7 1/2 inch F1.6 ENG; 14X8 2/3 inch F1.6-F/2 ENG; 14X9 2/3 inch F1.6-F/2 ENG/EPF.

Anixter Bros. 2421
4711 Golf Rd., Skokie, Ill. 60076

Staff: Jim Mitchell; Bill Moeller; Ken Henderson; Marcel Clavien; Nick May; Dan Rubadue; Vince Halloran; Paul Sullivan. **Products:** Audio and video patch panels; jacks; cords; cabinets; cases; enclosures; cable reels/connector assemblies; fiber optic transmission systems; headphones, headsets; telephone interface systems; wire, cable and fiberoptics.

Anritsu America 7521, 7523
Measuring Instruments
15 Thornton Rd., Oakland, N.J. 07436

Antenna Technology Corp. 2036
1140 E. Greenway St., Mesa, Ariz. 85203

Staff: Gary Hatch; Scott Grone; Kevin Hatch; Chuck Willman; Bill Pryle; Jeff LaRoche. **Products:** *Multibeam earth station; *parabolic antennas.

Anton/Bauer 5219-5221
One Controls Dr., Shelton, Conn. 06484

Anvil Cases 5426
Unit of Zero Halliburton
4128 Temple City Blvd., Rosemead, Calif. 91770

Aphex Systems Ltd. 1058-1062
13340 Saticoy St., N. Hollywood, Calif. 91605

Staff: Marvin Caesar; Donn Werrbach; Paula Lintz; Jim Martindale; Arnie Christensen; Rick Strickland. **Products:** *Aphex Type III aural exciter (250); *distribution amplifiers (120); compellor; dominator; expander/gate.

Apollo Audio-Visual 7535, 7537
60 Trade Zone Court, Ronkonkoma, N.Y. 11779

Applied Research & Tech. (A.R.T.) 7634
215 Tremont St., Rochester, N.Y. 14608

Staff: Richard Neatrou; James Bonis; Philip Betlette. **Products:** *Model 410 Power Plant; *400 Delay System VII; *390 Delay System V; *380 SGE; *370 MultiVerb EXT; *360 MultiVerb II; *350 HD 31; *340 HD 15: four effect programmable reverb/effector; preset digital effector; octave satellite programmable EQ; octave programmable EQ with smartcurve; rack mount.

Arben Design 5763, 5764
600 W. Roosevelt Rd., West Chicago, Ill. 60185

Staff: Tony Leben; John Leben; Karen Busch. **Products:** Modular set design system; Cycwedge hard cyclorama system; Flatset and *Flats.

Arbitron Ratings Co. 4377
312 Marshall Ave., Laurel, Md. 20707

Staff: Rhody Bosley; Alan Tobkes; Les Tolchin; Doug McFarland; Bill Shafer; Jim Mocariski. **Products:** Radio FasTraq; CrossTraq; Radio County Coverage; custom target AID for TV.

Arrakis Systems 2215
2619 Midpoint Dr., Fort Collins, Colo. 80525

Arriflex Corp. 4165
500 Route 303, Blauvelt, N.Y. 10918

Artel Communications Corp. 4579
22 Kane Industrial Dr., Hudson, Mass. 01749

Staff: Gary Scrupps; Jugtar Basi; Bob Paulson; Frank Baker; Mike Grimshaw; George Prodan; Richard Gaspar. **Products:** Artel 3000 series multiplexed video/audio/data transmit/receive terminals for single and multimode fiber and coaxial cable signal transmission; NTSC, MAC, HDTV and RGB graphics signal interfaces; subcarriers for intermixed program audio, intercom, IFB and ancillary data signals; *T/R 3501 Video Snake coax subcarrier multiplexer modules; *T/R 3200 Series Dual Program Audio Modules with 90 db dynamic range.

Asaca Shibusoku 5533
12509 Beatrice St., Los Angeles 90066

Staff: Bruce Cope; Sumio Ohya; Kathy Fleischer; Alex Au; Henry Nishimura; Nobunori Shigezaki; Takashi Shigezaki; Toshioki Tanaka; Ryuzo Maefune; Derek Tugwell. **Products:** *CM26A/46A auto set-up monitors; *TG57AX component TV signal generator; *CM65B6 high-definition TV monitor; *VN30A color video noise meter; *ADS-200B floppy, hard disk still store; *TG5601 NTSC TV test signal generator; *TG91E6 HDTV test signal generator; *VS10B video sweep generator.

Associated Computer Services 7121
1306 E. Sunshine, Springfield, Mo. 65804

Associated Production Music 1641, 1643
6255 Sunset Blvd., #820, Hollywood, Calif. 90028

Staff: Phil Speller; Jerry Burnham; Cassie Gorieb; Connie Red; Peter Cox; Jonathan Channon; Gerhart Narholz. **Products:** Broadcast One production music package; Sound FX-The Library digitally recorded sound effects; Coombe library of re-recorded songs; Bruton Gold Classics classical music on CD.

Aston Electronics 7720, 7722
346 N. Lindenwood Dr., Olathe, Kan. 66062

AT&T 3962
55 Corporate Dr., #174C51, Bridgewater, N.J. 08807

Staff: Robert Markowitz; Bruce Goldberg; Elliott Fredland; Dick Bruno; Don Schaefer; Paul Bauer; Carol Savino; Kathryn Getz; Bill McDade; Mary Federico. **Products:** *Telstar IV; *Multiquest; fax machines; Definity 75/85; DCSS. **Services:** AT&T 800 services; voice processing; mail.

ATI Audio Technologies 2101, 2200
328 Maple Ave., Horsham, Pa. 19044

Staff: Ed Mullin; Sam Wenzel. **Products:** Vanguard series 8 and 12 mixer consoles; mike, line, phono, monitoring and distribution amps; *M100 Ultimate microphone amplifier; *MLA400 and *MLA800 4 or 8 line-to-line amplifiers; *MMA400 and *MMA800 4 or 8 mike-to-line amps.

Audi-Cord Corp. 1113
1845 West Hovey Ave., Normal, Ill. 61761

Audico 1740
219 Crossen Ave., Elk Grove, Ill. 60007

Staff: Bill Hinkle; Norman Deletzke. **Products:** Videocassette tape loader/reloader/reviewer for U-matic, VHS, Beta and 8 mm; video cassette rewriter, cycler, tape length verifier, audio cassette tape loader; audio cassette rewriter, exerciser, tape length verifier; tape winder for broadcast carts and narga and other reels; video (VHS, U-matic and Beta) and audio pressure-sensitive cassette labels.

Audio Accessories 1529
Mill St., Marlton, N.H. 03456

Staff: Timothy Symonds; Laura Strout; Mary Vogel; Michael Hart. **Products:** Audio jacks; jack panels; patch cords; pre-wired patch panels; polysand polishing cloth; patch cord holders.

Audio Broadcast Group 2427
2342 S. Division Ave., Grand Rapids, Mich. 49507

Staff: David Veldsma; Phyllis Freeman; Dave Howland; Scott Homolka; David Spoelhof; Gregory Stielstra; Robert Bont. **Products:** *Multi-track production system; studio furniture; equipment lines; RF systems; turnkey systems; audio for video systems/equipment.

Audio Developments Ltd. 3465, 3466
Hall Lane, Walsall Wood, Walsall, West Midlands WS9 9AU England

Staff: Antony Levesley; Michael Kelly. **Products:** AD062 multi-mixer ranger; AD145 Pico mixer ranger; AD160 and AD260 ENG mixers; distribution amplifiers; AD066 Port-a-flex system; *AD081 Flexi-Link; AD150 microphone amplifier.

Audio Kinetics Ltd. 2414
Kinetic Centre, Theobald St.,

Borehamwood, Hertfordshire WD6 4PJ England
Staff: Iain Roche, Tim Harrison; Ian Hodgkinson; Ian Southern; Ross Caston; John Eustace. **Products:** *Mastermix II console automation system; *ES Penta ESBUS controller/autolocator; *ES1.11

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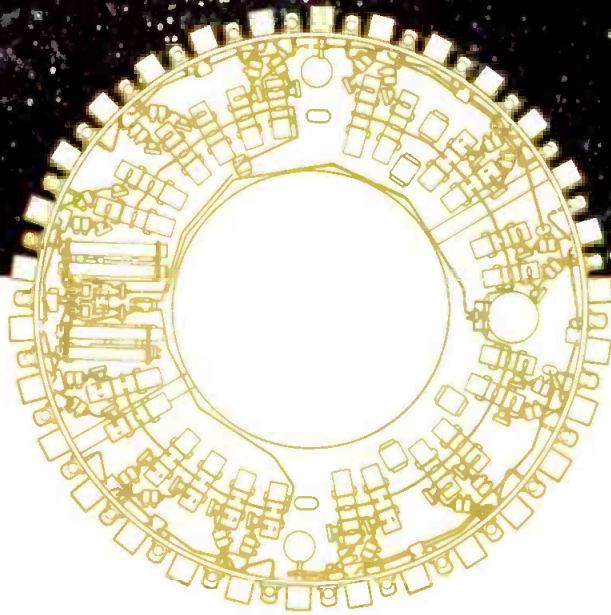
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Audio Precision 2044, 2046
P.O. Box 2209, Beaverton, Ore. 97075

Staff: Robert Metzler; Richard Cabot; Bruce Hofer; Bob Wright; Tom Mintner. **Products:** *System One dual domain audio test set; System One audio test set.

Audio-Technica U.S. 1631, 1633
1221 Commerce Dr., Stow, Ohio 44224

Staff: Ken Reichel; Gary Elliott; Bob Herrold. **Products:** *ATM25 high intensity instrument microphone; *ATW1031 VHF wireless microphone system; *AT4031 studio condenser microphone; UniPoint condenser microphones; 40 series microphones; shotgun microphones; studio monitor headphones; stereo field mixers with microphones; cables and accessories.

Audiopak 1653, 1655
P.O. Box 3100, Winchester, Va. 22601

Staff: Nick Krassowski; Gordon Stafford; Joe Kempler; Rick Yama; Barry Brandon. **Products:** Audio broadcast cartridges: A-2, AA-3, AA-4; lubricated tape: formula 605, 613, 614.

Auditronics 1363
3750 Old Getwell Rd., Memphis 38118

Staff: Welton Jetton; Steve Sage; Murray Shields; Duncan Fuller; Jeff Paulus; Bob Greenwald; Judy Perry; David Crenshaw. **Products:** 200-series radio on-air consoles; 400- and 310-series TV on-air/production consoles; *1200-series stereo distribution amplifiers; *1900-series mix-minus system; tapecaster cartridge recorder/reproducers.

Autogram Corp. 1026-1030
1500 Capital Ave., Plano, Tex. 75074

Staff: Ernest Ankele Jr.; Jim Laird; Nevga White; DeLores Ankele. **Products:** Audio consoles: AC-8, IC-10, R/TV-12, R/TV-20; *Pacemakers: 648, 828, 1032; autogram autoclocks; autogram live assists.

Automated Business Concepts 2539, 2541
10650 Treena St., #201, San Diego 92131

Staff: Catherine Haag; Susan McKellips. **Products:** Maps software package; IBM AT compatible hardware.

AVCOM of VA. 5114
500 Southlake Blvd., Richmond, Va. 23236

Staff: Vincent Perratore; Linda Abshire. **Products:** *PSA-65A portable spectrum analyzer 2-1000 mhz; *Avcom line amplifier 3.7-4.2 ghz; *SCPC-97 international SCPC satellite receiver; *PSA-37D portable spectrum analyzer 10-1750 mhz 3.7-4.2 ghz; SCPC receivers; microwave accessories; satellite video receivers.

B&B Systems 3873, 3874
28111 N. Avenue Stanford, Valencia, Calif. 91355

Staff: William Burnsed; John Bradford; Ramon Patron; Barbra Sena. **Products:** AM-1B for post-production; AM-2/2B/2HR for two channel stereo;

AM-3/3B for broadcast stereo; MP-4 audio level metering; systems design, construction and consulting.

B.C. Inc. 7834, 7836
2302 East 38th St., Los Angeles 90058-9990

BAF Communications 7835, A130
17 Everberg Rd., Woburn, Mass. 01801

Staff: Charles Angelakis; Angel Angelakis; Bob King; Jim Vautrot; Peter Zawistowski; Brian Loy; Jim Alfonso. **Products:** *Satellite news vehicles with Andrew 2.4 m antenna, *with full production capabilities. *plate mounted TWTA.

Bal Components Ltd. 7740, 7741
Bermuda Rd., Nuneaton,
Warwickshire CV10 7QF England

Barco Industries 5463-5466
472 Amherst St., #16, Nashua, N.H. 03063

Barrett Associates 1041
3205 Production Ave., Oceanside, Calif. 92054

Staff: W. Barrett Mayer; Mike Cruz; Ernie Belanger. **Products:** *Tascam 3030 reel to reel; *Tascam M-06ST stereo mic mixer; *Tascam 102, 103, 202 WR cassette decks; Tascam DA 50 digital audio tape recorder; micro-dynamics ARC 16; Orban 8100A/1 8100A/XT; Fidelipac Dynamax cart decks; radio program services custom formats, including Rock 'N' Roll Graffiti. C.D. library; transmitters.

BASYS 5568
900 North Shoreline Blvd., Mt. View, Calif. 94043

BCS 7235, 7237
4525 Valerio Ave., Burbank, Calif. 91505

Beaveronics 1726-1732
8 Haven Ave., Port Washington, N.Y. 11050

Belar Electronics Lab 1352
P.O. Box 76, Devon, Pa. 19333

Staff: Arno Meyer; Lynd Meyer; Mohammad Olama; Erich Meyer; Jean Meyer; Jim Malone; Mark Grant. **Products:** Test and measurement equipment; AM, FM, TV monitoring equipment.

Belden Wire & Cable 2431
P.O. Box 1980, Richmond, Ind. 47374

Staff: John Lund; Rick Webber; John Duffin; Kerry Lewis; Scott Landis; Jim Keene; Jo Ann Hooper; Kip Coates; Bill Donahoe; John Valentine. **Products:** Fiber optics; broadcast, MATV and coaxial cables; LAN/computer;

Bencher 4584
333 W. Lake St., Chicago 60606

Staff: Todd Zimmerman; Bill Vogl. **Products:** M2, M3 copystands; Copymate stands.

Benchmark Media Systems 3780-3782
3817 Brewerton Rd., N. Syracuse, N.Y. 13212-3700

Staff: Allen Burdick; David May; Mark Potterbaum. **Products:** System 1000 audio processing and distribution system; IFA-series interface modules and power supply; MIA microphone preamplifier systems; meter systems; *MDA-102 stereo mic predistribution amplifier; *C10-1 consumer interface device.

Bext 7913, 7914
739 5th Ave., #7A, San Diego 92101

Staff: Anne DeFazio; Dennis Pieri; Diva Giannone; Robert Boheme. **Products:** FM exciters: *TEX 20, PTX 20, PTX 80; FM solid state amplifiers; FM tube amplifiers: *T800, *T1500; *T2000; *composite STL.

Beyer Dynamic 3738, 3739
5-05 Burns Ave., Hicksville, N.Y. 11801

Staff: Paul Murphy; Mike Solomon; Bob Lowig; Fernando Marques; Derek Allen; David Revel; Tom Parnell; Dave Henderson; Kurt Gish; Mike Phillips. **Products:** Microphones, headsets, telephone systems, including: *MCE 86 shotgun mic; *DT770 Pro and *DT990 Pro studio; *S186 wireless hand-held systems; *SHM10 miniature podium microphone; *M58 hand-held microphone.

BHP 7517, 7519
1800 Winnemac Ave., Chicago 60640-2662

Staff: John Ehrenberg; Patrick Gregston; Bruce Rady. **Products:** TouchVision nonlinear video tape editing systems.

Bill Daniels Co. 5277
9101 Bond, P.O. Box 2056, Shawnee Mission, Kan. 66201

Staff: Chic Sheehan; Bill Daniels; Kathy Daniels; Patricia Braymer-Davison; John Morgan; Denise Willson-Charpentier. **Products:** Video, audio, CCTV, audio-visual and broadcast equipment buyers guides; dealer and manufacturer catalog compiler; *technical data and applications information manuals; *sales lead and literature fulfillment; *800# answering services.

Birch/Scarborough Research 5770, 5771
12350 NW 39th St., Coral Springs, Fla. 33065

Bird Electronic Corp. 1552
30303 Aurora Rd., Solon, Ohio 44139-2794

Bogen Photo Corp. 5744, 5745
17-20 Willow St., Fair Lawn, N.J. 07410

Bogner Broadcast Equip. Corp. 5174
603 Cantiague Rock Rd., Westbury, N.Y. 11590

Staff: Richard Bogner; Leonard King; Carol Hamilton; Bob Piano. **Products:** TV broadcast antennas; low-power VHF and FM dipole antennas.

Boonton Electronics Corp. 2525
791 Route 10, Randolph, N.J. 07869

Staff: Robert Morrell; Tom Demyanovich; John O'Halloran. **Products:** 9200B—RF millivoltmeter; *4220—RF programmable power meter; 1110 audio oscillator; 1120 audio analyzer; 1130 distortion analyzer; 8200 modulation analyzer.

Bowen Broadcast Svc. Co. 3429, 3430
8343 Lynn Haven Ave., El Paso 79907

Brabury Porta-Pattern 5177
P.O. Box 38945, 750 N. Highland Ave., Los Angeles 90038

Bradley Broadcast Sales 2301-2305
8101 Cessna Ave., Gaithersburg, Md. 20879

Staff: Art Reed; Neil Glassman; Bill Ashley; Matt Laur; Craig Klein. **Products:** Telos 100 digital telephone hybrid.

Bretford Mfg. 5782, 5783
9715 Soreng Ave., Schiller Park, Ill. 60176

Staff: Bob Redding; Dave Petrick; Chuck Mondrus; Larry Marquardt; Gary Zoeller. **Products:** Audio visual furniture; projection screens; wood RTA furniture.

Bridal Fair 5780
9315 Binney St., Omaha 68134

Brite Voice Systems 7127, 7129
Cityline, 555 N. Woodlawn, Wichita, Kan. 67208

Broadcast Audio Corp. 1053
11306 Sunco Dr., Rancho Cordova, Calif. 95742

Staff: David Evans; John Fernandez; Gary Maggione. **Products:** Series IV, *Series VI audio consoles; amplifiers.

Broadcast Automation 7226
4125 Keller Springs, #122, Dallas 75244

Staff: Earl Bullock; Steve Walker; Jim Broadwater; Shirley Bullock. **Products:** Live assistant; remanufactured SMC carousels; CD players; broadcast automation controller.

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500 East 77th Street
Suite 1909
New York, N.Y.

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Suite 600
Beverly Hills CA 90212
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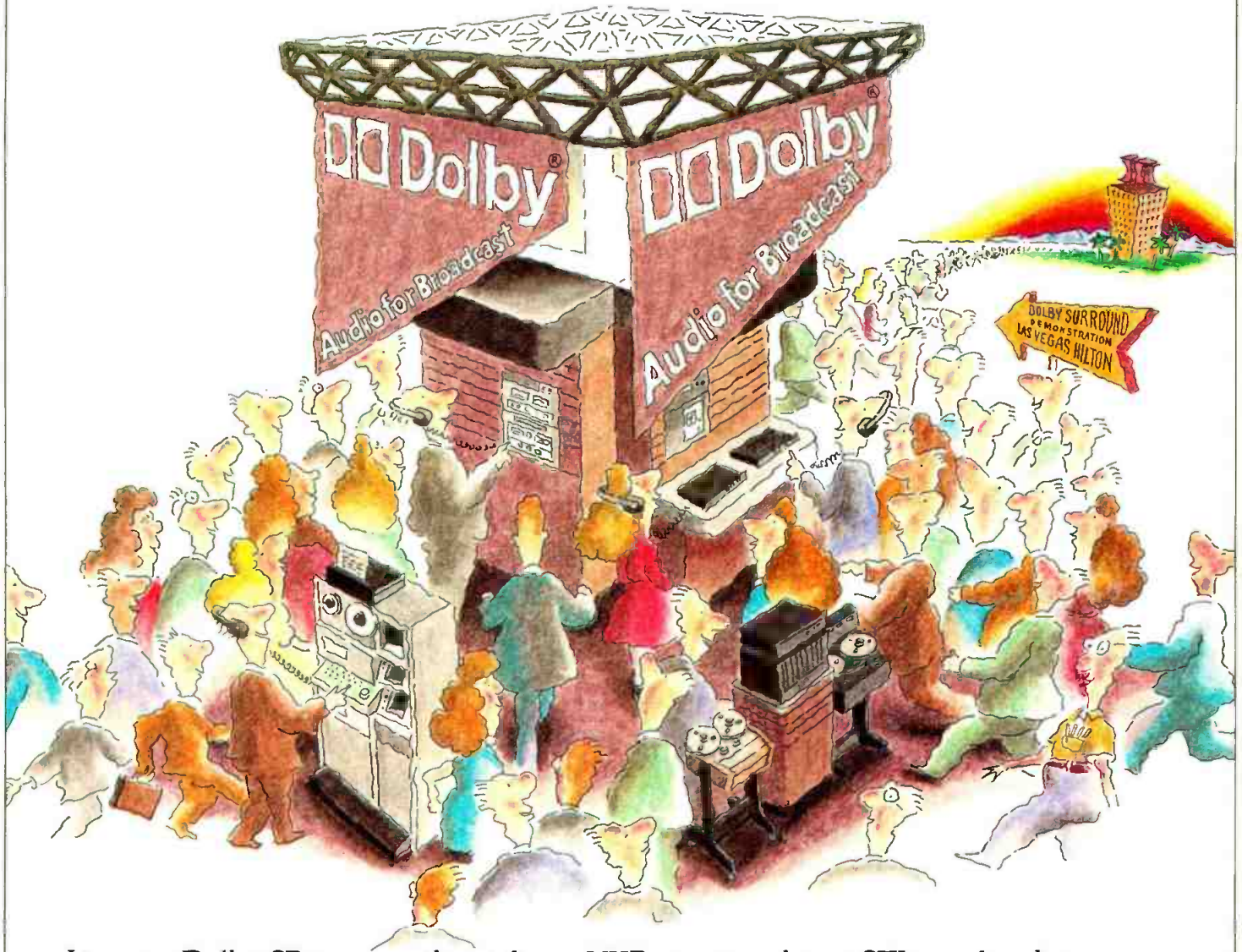
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- Broadcast Electronic Services** 923
4668 Monument Point Dr., Jacksonville, Fla. 32225
Staff: Tim Derstine; Bev Baergen; Tony Haines.
Products: Betabox; *GPI expander/router; *Giga-box.
- Broadcast Electronics** 1205
4100 North 24th St., P.O. Box 3606, Quincy, Ill. 62305
Staff: Larry Cervon; Curt Kring; Bill Harland; Bob Arnold; Russ Erickson; Tim Bealor; Chuck Kelly; Jim Bradshaw; Geoff Mendenhall; John Burtle; Gil Housewright; Ted Lantz. **Products:** *20 kw one-tube FM transmitter; *1 kw and 35 kw models; cartridge machines; audio console; C-Quam AM stereo exciter and modulation monitor; program automation system.
- Broadcast Financial Mgmt.** 5682
701 Lee St., #110, Des Plaines, Ill. 60016
Staff: Paul Richard; Mark Matz. **Products:** Memberships; credit reports.
- Broadcast Investment Analysts/
Frazier, Gross & Kadlec**
Booth: 3065; suite: 910 Hilton
P.O. Box 17307, Washington 20041
Staff: Thomas Buono; Jonathan Intrater; David Cole; Frank Higney; Greg Welsh; Sandra Freschi; William Redpath; Donna Grigsby; Debra Metcali. **Products:** TV, radio investment seminars; financial consulting services; tax appraisals, fair market valuations, litigation support, ESOP valuations; *Investing in Television; 5-year Ratings Review.
- Broadcast Microwave Services** 1718, 1720
7322 Convoy Court, San Diego 92111
Staff: Jeff Harding; Everett Shills; Dave MacKinney; Graham Bunney; Hans Emmenegger; Bob Anderson; Anthony Triana; Dave Dirdo; Tom McKenzie; Peter Stoakes. **Products:** *BMT-186P and *BMT-40GP transmitters; *BMR-18KP and *BMR-40KP receivers; camera-mounted antenna pointer; airborne antenna/ground antennas; video data link systems; command and control systems; auto tracking antenna systems.
- Broadcast Products** 2426
P.O. Box 2500, 421 South Second St., Elkhart, Ind. 46515
Staff: Charlie Slavik; Doug Clark; Carol Zingleman. **Products:** Super roving radio; *Talkman radio.
- Broadcast Resource Group** 5122
- Broadcast Supply West (BSW)** 2015
7012 27th Street West, Tacoma, Wash. 98466
Staff: Bernice McCullough; Patrick Medved; Tim Schwiager; Irv Caw. **Products:** Audio equipment.
- Broadcast Tech. Society/IEEE** 4586
c/o Otto Claus, 9 Quail Hill Court, Parkton Md. 21120
Staff: Otto Claus; William Orr; Al Petzke; Paul Donahue; John Kean; Bob Hoover; John Swanson; John Tollefson; Bob Winn; Noel Luddy; David Newborg; Rowland Kraft. **Services:** Membership and standards information.
- Broadcast Technology Partners**
Booth: 2249, 2251; suite: 1150 Hilton
One Fawcett Pl., Greenwich, Conn. 06836
Emil Torick; Tom Keller; Tom Rucktenwald; Jim Monahan; Aldo Cugini; Benjamin Micznik. **Products:** FMX stereo.
- Broadcast Video Systems Ltd.** 3426-3428
40 West Wilnot St., Richmond Hill, Ontario L4B 1H8 Canada
Staff: Bert Verwey; Paul Greenhalgh; Randy Conrod. **Products:** *Encoders: EN-300, EN-350, EN-450; *decoder: De-500; *SA-103 safe area generator; *TDI-200; *Maslerkey II; *Minibox series; video delays; downstream keyer; video keyer; waveform and vector monitors.
- Broadcasters Gen'l Store** 7327
2480 S.E. 52nd St., Ocala, Fla. 32671
- Broadcasting and the Law** 3065
- Browning Labs** 4278, 4376
8151 N.W. 74 Ave., Miami 33166
- Bruel & Kjaer** 7431
185 Forest St., Marlboro, Mass. 01752
- Staff:** Adrian Weidmann; Dana Bourke; Barb Crofoot. **Products:** Series 4000 microphones; *Type 4011 cardioid microphones; *PAMS (portable acoustic measurement) 2231 SLM.
- Bryston Ltd.** 2148, 2049
57 Westmore Dr., Rexdale, Ontario M9V 3Y6 Canada
Staff: John Russell; Martin Bartelstone; Christopher Russell; Douglas Simon. **Products:** Audio amplifiers; crossovers; audio preamplifiers; phono preamplifiers.
- BSM Systems** 2237
P.O. Box 19007, Spokane, Wash. 99219
Staff: Leon Skidmore; Maureen Zappone; Rene Carter; Pele Stowe; Dave Passey; Scott Dhaehens. **Products:** Audio/video routing switcher modula *30 mhz and mini-modula; *master control; *alpha numeric remote for router; *cluster product.
- BTS Broadcast Television Sys.** 4119 E
2300 South 2300 West, Salt Lake City 84119
Staff: Erich Zipse; Charlie Felder; Jerry Vincent; Laura Robinson; Bob Wilkins; Andy Kryworuchenico; Larry Riddle. **Products:** *TVS/TAS-3000 wide band video/audio distribution switcher; *BCS-3000 integrated control system; *BSB-3000 audio patchbox; *351 series distribution amplifiers; *television automation system; distribution switching systems; machine control system; terminal equipment; *pixelerator-alias/2 graphics; *Alias/2 animation system; *pix recorder; rendering engine; image computer; *character generators; *digital studio products; *editing system.
- Bureau of the Census** 4887
Census promotional office, Washington 20233
Staff: Bob Marx; Dick Krolik; Don Bishop. **Products:** Population data.
- Burle Industries** 4048
1000 New Holland Ave., Lancaster, Pa. 17601-5688
- Byte By Byte Corp.** 7900
4442 Capitol of Texas Hwy. No. #150, Austin, Tex. 78759
- Cablewave Systems** 5100, 5101
60 Dodge Ave., North Haven, Conn. 06473
Staff: George Gigas; Alphonse Criscuolo; William Meola; Vincent Benevento; Ugo Bode. **Products:** Flexwell and cellflex semi-flexible cables; FM antennas, rigid line; elliptical waveguide; RF connectors; STL microwave antennas; pressurization equipment and accessories; mounting hardware; *4 1/16 inch rigid line and accessories.
- California Switch and Signal** 4882
13717 S. Normandie Ave., Gardena, Calif. 90249
Staff: Gayle Danielson; Jo Ann Brown; Ed Koshinski. **Products:** Custom switch assemblies.
- Calzone Case Co.** 3416, 3417
235 Black Rock Ave., Bridgeport, Conn. 06605-1204
Staff: Joseph Calzone; Vincent Calzone; Tom Machro; Gary Pelfrey; James DeStefano; Kevin Phou. **Products:** Escort and Proline series cases; *Studio series racks; customized name plate program.
- CAM-LOK Inc.** 3481, 3482
10540 Chester Rd., Cincinnati 45215-0888
Staff: Durk Van Wagner; Robert Ramundo; Doug Fessler. **Products:** Electrical connectors, receptacles, power devices.
- Camera Mart** 5551
456 West 55th St., New York 10019-4495
Staff: J. Wohl; S. Ben-Dor; H. Browning; J. Yacobellis; S. Gaeta; A.M. Sagastegui; M. Vargas; R. Thom; J. Stephens; T. Olivero; S. Gordon; C. Dam; R. Simboli; J. Duggin; T. Craven; D. Esposito; A. Kartes; R. Norman; L. Hatch. **Products:** Time code analyser and audio synchronizer, Magni and Tektronix test equipment; cameras and monitors; wireless intercom system.
- Canare Cable** 5755, 5756
511 5th St., Unit G, San Fernando, Calif. 91340
Staff: Barry Brenner; Kinya Osaka; Motomi Ebara. **Products:** *Star Quad audio cable; cable reels; *MPV video snake systems; BCJ-JRV recessed 75 Ohm BNC connectors; V-series component cable; *dual video jacks and plugs.
- Canon USA** 3955
One Jericho Plaza, Jericho, N.Y. 11753
- Capitol Records** 2348
1750 N. Vine St., Hollywood, Calif. 90028
Staff: Ole Georg; Jutta Georg; Paul Bland; Rich Hyland; Douglas Long. **Products:** The Professional production music library.
- Carpel Video** 3848
429 East Patrick St., Frederick, Md. 21701
Staff: Andy Carpel; Linda Jabs. **Products:** Videotape wholesalers.
- Cascom** 7727
707 18th Avenue South, Nashville 37203
- CBSI** 1253
Custom Business Systems
P.O. Box 67, Reedsport, Ore. 97467
Staff: Jerome Kenagy; Steve Kenagy; Wes Lockard; Bob Lundstrom; Ira Apple; Walt Williams; Barbara Simon; Penny Tucker; Bob Leighorn; Al Aslakson; Steve Paen. **Products:** *Integrated accounting system; radio billing and traffic systems; concert music library management system; co-op copywriter system.
- CCA Electronics** 1047
360 Bohannon Rd., Fairburn, Ga. 30213
Staff: Ron Baker; Jerry Henry; Linda Sanders; Anne Marie Baker; Don Jones. **Products:** AM, FM, shortwave and longwave broadcast transmitters and related products.
- Central Dynamics Ltd.** 3944
147 Hymus Blvd., Pointe Claire, Quebec H9R 1G1 Canada
Staff: John Boland; Jim Pelletier; Bob Smith; Christian Tremblay; Emil Lurion. **Products:** *Stage 1 digital NTSC encoders, decoders, translators; *Strata-10 video production switcher; SDS-2 routing switcher.
- Central Tower** 1004, 1006
P.O. Box 530, Newburgh, Ind. 47630
Staff: Ray Ryan; Terrence Becht; Skip Lowrey; Brett Burnett; Ernie Jones; David Davies; Reza Farahani. **Products:** Towers; tower and antenna installation services; structural analysis.
- Century 21 Programing** 1621, 1623
14444 Beltwood Parkway, Dallas 75244
Staff: Dave Scott; Richie Allen; Craig Turner; John Hicks; Bob Shannon; Stuart McRae. **Products:** *Radio jingle packages; *digital studio system; *music formats on CD; CD music libraries; CD music production libraries.
- Century Precision Optics** 3470, 3471
10713 Burbank Blvd., N. Hollywood, Calif. 91601
Staff: Steven Manios; William Turner; Jeff Giordano; David Contreras. **Products:** Wide angle adapter for video lenses; achromatic diopters; V16 periscope; slide-to-video transfer device; *optical relay; wide angle adapters for camcorder lenses.
- Channelmatic** 5519
821 Tavern Rd., Alpine, Calif. 92001
Staff: Bill Killion; Tom Walsh; Mike Watson; Roger Heidenreich; Richard Heffner; Don Imbody; Kent Liday; Elizabeth Jagger Muir; Sally Killion; Dave Castellini. **Products:** Automated VCR playback systems; distribution amplifiers; ad insertion systems; automated videocassette changer; time/one switching and control equipment; automatic AV changeover switch (cricket).
- Chapman/Leonard Video Equipment** A177
- Chester Cable** 5203
Div. of Alcatel, N.A., 15 Oakland Ave., Chester, N.Y. 10918
- Christie Electric Corp.** 3441, 3442
18120 S. Broadway, Gardena, Calif. 90248
Staff: Hank Kohnen; Fred Benjamin; Yvonne Murphy; Sonia Nelson. **Products:** *CASP/2000 and CASP/1000 charger/analyzer; video batteries.
- Chyron Corp.** 4538
265 Spagnoli Rd., Melville, N.Y. 11747
Staff: A.O.P. Leubert; Leon Weissman; Isaac Hersly; Roi Agneta; David Buckler; Larry Mincer;

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Jim Doyas,
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WOFL-TV,
Orlando, Fla.

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Steve Sloane; Bill Buynak; John Poserina; Paul Rozzini; Judy Mauro; Laura Lunceford; Ron Witko; Bill Reinhardt; John Starosky; Karl Arnehan; Larry Enroth; Mary Ahern; Bruce Levine; Bill Henoler; Ryad Kahale; Hersch Wartik; Joe Sattler; Judy Lane; Nina Doherty; Jim Dodd; Gordon Blau; Joanna Tangel; Sol Comerchero; Nick Germinario; Audrey Rudden; Selma Livingston; Judy Lane; Ginny Woodhouse; Carol Keane; Eugen Pascal; Dave Danowski; Ken Paehr; Doug Green; Tom Rosenbauer; Mari Ozolins. **Products:** Scribe products; *Chyron Scribe Infiniti; *dual-channel Scribe Jr.; software/hardware upgrades for Super-scribe; *business graphics software; *Scribe Toolbox; *transformer option.

Cine 60 Inc. 4019, 4020
630 Ninth Ave., New York 10036

Cinedco 7027
1225 Grand Central Ave., Glendale, Calif. 91201

Staff: Herb Dow; Mill Forman; Rick Roberts; Phil Kassel; Bill Elswick; Terry Fiyoko; Karen Parks; Al Tanzmeister; Urooj Khan; Andy Maltz. **Products:** *Audiflex digital dialogue editing work station; Ediflex.

Cinema Products 3758-3760
3211 S. La Cienega Blvd., Los Angeles 90016

Cinemills Corp. 3181
3500 W. Magnolia Blvd., Burbank, Calif. 91505

Staff: Wally Mills; Sandy Mills; Linda Roberts; Eric Druker; Donna Kaiser; Phil Ebert. **Products:** CMC HMI unit; lighting filters; *CMC Pargel filters; camera filters.

Cipher Digital 3574
P.O. Box 170, Frederick, Md. 21701

Circuit Research Labs 1009
2522 W. Geneva Dr., Tempe, Ariz. 85282

Staff: William Ammons; Ron Jones; Chuck Adams; Deb Ernzen; Gerard Vargas; Gary Clarkson; Clayton Creekmore. **Products:** programable microphone processor; audio peak controller; tri-band stereo matrix processor; processing equip-

ment; FM, MTS stereo generators; NRSC retrofits and compliant processing.

Clear-Corn Intercoms 5346-5349
945 Camelia St., Berkeley, Calif. 94710

Staff: Micheil Goddard; Bob Conen; Bob Tournow; Emil Matignon; Bill Fluster; Ed Fitzgerald. **Products:** *Matrix Plus digital intercom system; amplified stereo monitor speaker.

CMC Technology 4253
2650 Lafayette St., Santa Clara, Calif. 95050

Staff: Bill Fitts; Tony Mlinaric; Jim Martin; Fred Koehler; John Lassandrello; Bill Zimborski. **Products:** Replacement video heads for VPR machines; DPT video head; BVH upper drum refurbishing; bulk tape demagnetizer; video head refurbishing.

Coaxial Dynamics 2527
Kirkwood Industries
15210 Industrial Parkway, Cleveland 44135

Coherent Communications 7618, 7620
13756 Glen Oaks Blvd., Sylmar, Calif. 91342

Collins Auto. Tape Joiners Ltd. 5122
40 Triton Square, London NW1 3H6 England

Colorado Video 3913
P.O. Box 928, Boulder, Colo. 80306

Staff: Kirk Fowler; Doc Bennett; Larry McClelland. **Products:** *286 digital video transceiver briefcase; vertical blanking interval transmitter/receiver.

ColorGraphics Systems 4526
6400 Enterprise Lane, Madison, Wis. 53719

Staff: Kenneth Simmons; Robert Miller; Richard Daly; Linda Post; Bob Hemsley. **Products:** Video production platform; weather graphics and forecast services; paint and animation system; color correction system.

Columbine Systems 4277
1707 Cole Blvd., Golden, Colo. 80401-3215

Staff: Mark Fine; Marilyn Decker; Beth Broidis;

Larry Rosen; Diane Sabo; Greg Gustafson; Peter Reinke; Dave Chandler. **Products:** *Columbine/Finance: records and reports, general ledger, accounts payable and costing information; application software: traffic, sales, finance, media inventory, news management, film amortization, sales management; hardware: IBM mini-computers, IBM software; consulting; leasing.

Comad Communications Ltd. 2121
1435 Bonhill Road, #34, Mississauga, Ont. L5T 1M1, Canada

Staff: Emil Adamyk; Bill Schofield; G. Ventura; V. Raviola; A. Ferrandi. **Products:** FMC-05 FM antenna; UTV-01 UHF TV panel antenna.

Comark Communications 5141
P.O. Box 506, Colmar, Pa. 18915

Staff: Nat Ostroff; Stu Kravitz; Jim DeStefano; Andy Whiteside; Ray Kiesel; Alvin See; Mark Aitken; Dick Fiore Jr.; Byron Fincher; Marty Jackson. **Products:** Klystron-equipped UHF TV transmitter; *Klystron-equipped (common amplification) TV transmitter (CTT-U-35SKC); *solid state UHF LPTV transmitter (CTT-U-1SS); klystron-equipped UHF TV transmitter (*CTT-U-10SKA, *CTT-UA-30 air-cooled); RF coaxial and waveguide transmission systems and components; switching system.

Comband Technologies 2243
College Blvd., Portsmouth, Va. 23705

Comlux 3085, 3086
453 Rendvale Dr., Suite F, Mtn. View, Calif. 94043-5200

Staff: Joseph Hawkins; Kenneth Regnier; Anne Hawkins. **Products:** System 2000 digital fiber optic transmission system for video, audio and data communications; *3000 Series compact, fiber optic terminal equipment, including 560 Mb/s fiber optic modules.

Commodore Business Machines 7033
1200 Wilson Dr., West Chester, Pa. 19380

Staff: Keith Masavage; David Archambault; Paul Higginbottom; Chris Kohler. **Products:** Amiga computers; professional video adapter; pro-video plus character generator; weather-ink downloading software; 4-D, 3-D solid modeling and animation software; video effects.

Communications Graphics 1600, 1601
313 N. Redbud, Broken Arrow, Okla. 74012

Staff: Donna Allbright; Richard Lawrance; Tori Smith; Sharon Rosenberg. **Products:** Bumper stickers; window decals; media folders.

Comprehensive Video Supply Corp. 5548
148 Veterans Dr., Northvale, N.J. 07647

Staff: Jules Leni; Elizabeth Coppinger; Patrick Birch; Katherine Bulwin; Michael Callaghan; Mike Levin; Paul Distefano; Craig Helpingstine; Pete Anderson; Mark Goodwin. **Products:** *Multi-source Edit Master editing controller; *S-VHS compatible character generator; *scriptwriting software; *S-VHS color processor; *Dealer Demo lighting kit; *Primebridge micro series video effect units; color decoder.

Comprompter 5774, 5775
P.O. Box 128, La Crosse, Wis. 54602-0128

Staff: Ralph King; Rick Hallack; Bill Sacia; Bill Wislan; Gene Stevens. **Products:** ENR electronic newsroom system; portable production prompting.

Computer Concepts Corp. 1061
8375 Metrose Dr., Lenexa, Kan. 66214

Staff: Greg Dean; Rich Habadank; Obie Dixon; Donna Bush; Joy Poovey; Vicki Dean. **Products:** *Computer-based digital audio for radio; integrated broadcast systems: traffic, billing, accounts receivable, word processing, general ledger, payroll, accounts payable, music management, station automation, data management, script manager.

Computer Prompting Corp. 3612, 3711
3408 Wisconsin Ave., N.W., #201, Washington 20016

Staff: Dilip Som; Sidney Hoffman. **Products:** IBM PC-based teleprompter with closed captioning; *CPC-100 CaptionMaker; CPC-1000H Smart Display on-camera prompter display.

Computer Prompting Services 3378
9830 Easton Dr., Beverly Hills, Calif. 90210



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DYNAR Electronics 1707
5275 Market St., San Diego 92114

Dynatech Corp. 4526
6400 Enterprise Lane, Madison, Wis. 53719

Staff: Terry Kelly; Carl Champagne; Al Behr; Ken Simmons; Sande Smith; Wayne Lee; Stephen Larson. **Products:** See Alta Group; ColorGraphics Systems; Dynatech NewStar; LEA Dynatech; Quanta Corp.; Utah Scientific Corp.

Dynatech NewStar 4526
6400 Enterprise Lane, Madison, Wis. 53719

Staff: L. Sanders Smith; Nancy Mistele; Richard Jeidy; Robert Weaver. **Products:** Automated newscast; *Scoreboard sportscast reporting system; *TV station personnel management system; *CG manager character generator front end system; election system.

E-N-G Mobile Systems 4981
2950 Cloverdale Ave., Concord, Calif. 94518

Eastman Kodak Co. 4551
Motion Picture/A-V Products
343 State St., Rochester, N.Y. 14650

ECHOLab 1770-1776
175 Bedford Rd., Burlington, Mass. 01803

Econco Broadcast Service 1675
1318 Commerce Ave., Woodland, Calif. 95695

Staff: Debbie Baker; Jean Baker; Bill Barkley; John Canevari; Sue Dela Torres; David Elliott; Leo Fell; Steve McAnelly; Ray Shurtz; Debbie Storz. **Products:** Rebuilt power transmitting tubes; rebuilt reflex klystrons.

Editron USA 7632
748 N. Seward St., Hollywood, Calif. 90038

Staff: Jeffrey Greenfield; Kimberly Adams. **Products:** Editron Model 100 audio synchronizer; *variable studio acoustics.

EEG Enterprises 3438, 3439
1 Rome St., Farmingdale, N.Y. 11735

EEV Inc. 4262; suite: Flamingo Hilton
4 Westchester Plaza, Elmsford, N.Y. 10523

Staff: Jack Collard; Mike Kirk; Heinz Bohlen; David Wilcox; Perry Priestley; Greg Smith; Greg Gambill; Harry Kozicki; Kees Van Der Key; Ann Sayers. **Products:** *Wideband external cavity UHF TV klystron; camera tube; power tetrodes.

EG&G 3922-3924
Electro-Optics Division
35 Congress St., Salem, Mass. 01970

Elcom Bauer 1153, 1252, 1254
6199 Warehouse Way, Sacramento, Calif. 95826

Electro Impulse Lab. 1103
P.O. Box 870, Red Bank, N.J. 07701

Staff: Thomas McNicholas; Mark Rubin. **Products:** Dry, forced air cooled FM dummy loads.

Electro-Voice 4174
600 Cecil St., Buchanan, Mich. 49107

Staff: Ivan Schwartz; Rod Marsh. **Products:** Broadcast/production microphones, monitors, broadcast electronics; *Vega wireless microphone and intercom systems.

Electrohome 5116, 5117
809 Wellington Street, N. Kitchener, Ont. N2G 4J6 Canada

Electronic Research 1017-1021
108 Market St., Newburgh, Ind. 47630

Staff: Tom Silliman; Jim Kemman; Bill Elmer; Leonard Oursler; David Nicholson; Max Brown. **Products:** FM antennas; FM combiner system.

Electronic Script Prompting 4475
6129 Western, Clarendon Hills, Ill. 60514

Staff: Todd Rapp; Frank Warner. **Products:** IBM-based teleprompting; *location system; news director's run order management system.

Electrosonic 7717
6505 City West Parkway, Minneapolis 55344

Staff: Kevin Curry; Jon Salhus; Jay Soule; Eric Trombley; Gerry Wilkins. **Products:** *Pioneer pro-

jection cube system; *PICBLOC videowall system.

EMCEE Broadcast Products 4251
P.O. Box 63, White Haven, Pa. 18661

EMCOR Products/Crenlo Inc. 1573, 1670
1600 4th Ave., N.W., Rochester, Minn. 55901

Staff: John Horton; Sharon Rosen; Dan Estes. **Products:** Modular electronic enclosure systems.

Emergency Alert Receiver 2248
P.O. Box 20629, New York 10025

Staff: Jack Bergman; George Ipoloy; Mary Paris. **Products:** EBS receivers for consumer warning systems and station use; SCA receivers; fixed frequency FM receivers

ENERGEX Systems Corp. 7721
77-79 East Main St., Elmsford, N.Y. 10523

Enterprise Electronics Corp. 3870-3872
1115 Morningside Pl, Atlanta, Ga. 30306

Staff: Gene Rubin; Rick Braswell; Ted Simmons; Hal Quast. **Products:** Doppler weather radar systems, including *configurations for remote and collocated systems, high-resolution graphics display.

ERGO-90 4862, 4863
3076 E. Miraloma, Anaheim, Calif. 92806

ESD 5461, 5462
World Weather Building, 5200 Auth Rd., Suitland, Md. 20746

Staff: Terry Hambrick; Ronn Irving; Dennis Stewart; Bob Martinkovic; Jim Menard; Dave Jones. **Products:** *Advanced WeatherGraphix system; ExpressData. EasyData and *EasyData 9600 image, graphics and data dial-up service; frontend meteorological work station.

ESE 3907, 3908
142 Sierra St., El Segundo, Calif. 90254

Staff: Bob Mayers; Brian Way; Lois Stroud; Jerry Johnson. **Products:** *CG-89 color/digital effects character generator; digital clocks and timers; time code readers, generators and window dubbers; distribution amplifiers; programable clocks; master clock systems; audio level indicators; monitor ID's.

European Broadcast Union 4287

Eventide 2535, 2537
1 Aisan Way, Little Ferry, N.J. 07643

Staff: Gil Griffith; Joseph Shapiro; Brian Earle; Suzanne Langle. **Products:** Digital video delay; broadcast obscenity delay; broadcast ultra harmonizer with time squeeze; *H3000SE studio enhanced ultra harmonizer; precision delay; *BD941 and 942 broadcast obscenity delay line.

Evertz Microsystems Ltd. 5379, 5380
3465 Mainway, Burlington, Ontario L7M 1A9 Canada

Staff: Alan Lambhshead; Carter Lancaster; Gerry Wheaton. **Products:** Film footage encoder; Model 7200 interface for Umatic, VHS, S-VHS; Emulator; Chase synchronizer; time code equipment; EV Bloc.

Excalibur Industries 3165
12427 Foothill Blvd., Lake View Terr., Calif. 91342

Express Tower Co. 7903
P.O. Box 37, Locust Grove, Okla. 74352

F.E.M.A./FCC 4186
500 C Street, S.W., #606, Washington 20472

Faroudja Laboratories 5733-5736
946 Benicia Ave., Sunnyvale, Calif. 94086

Staff: Yves Faroudja; Tom Lyon; Ron Zimbrick; Jack Campbell; Steve Garcia. **Products:** Encoder; decoder; transcoder *LD-1 line doubler, bandwidth expander; detail processor.

Farrington Aircraft A149

Farrtronics Ltd. 5448, 5449
45 Campbell Ave., Kitchener, Ontario N2H 4X8 Canada

Fast Forward Video 7301
18200-C West McDermott, Irvine, Calif. 92714

Staff: Paul De Keyser; Crit Taylor; Kevin Walder; John Ware. **Products:** Time code generators/readers; F21 rack mounted generator/reader; *P1 portable generator/reader.

Feldmar Watch Co. 3187
9000 W. Pico Blvd., Los Angeles 90035

Staff: Sol Meller; Elie Schlomovits; James Andreas. **Products:** Stop watches; timers; clocks.

Ferno-Washington 7726, 7728
70 Weil Way, Wilmington, Ohio 45177

FGV Panther Corp. of America 3838
4242 Lankershim Blvd., N. Hollywood, Calif. 91602

Staff: Florian Granderath; Stephan Holzner; James Elias. **Products:** Camera dolly; *FGV Light-weight dolly; *helios HMI lights; crane arms and U-Bangi.

Fiberbilt Cases 5338
601 W. 26th St., New York 10001

Staff: Paul Lowman; Walter Barker. **Products:** Carrying and shipping cases for broadcast and electronic media equipment.

Fidelipac Corp. 1117
P.O. Box 808, Moorestown, N.J. 08057

Staff: R. Thanhauser; J. Ducart; B. Franklin; M. Heyman; F. Buehler; R. Jukes; J. Donahue. **Products:** Cartridge players/recorders; eraser/splice detector; cartridges; back-lubricated tape; handheld and desktop erasers; on-air and recording lights; cartridge racks and accessories; test tapes.

Film House 1659, 1661
230 Cumberland Bend Dr., Nashville 37228

Staff: Wayne Campbell; Nina Rossman; Eric Hahn; Philip Cheney; Joel Natalie; Dave Nichols. **Products:** TV marketing campaigns for radio stations.

FirstCom Broadcast Services 1008, 1010
13747 Montford Dr., #220, Dallas 75240

Staff: Jim Long; Cecelia Garr; Bob Jenkins; Ken Nelson; Michelle Karas; Lew Wilz; Lee Arbuckle; Janie Autz; Fran Sax; Paul Cimino. **Products:** *Sales development system; *maximum impact music production library; *hot ticket radio promotion; digital production library; Digifffects sound effects library; FirstCom/Music House Music Production Library; Datgold oldies library; Rosler customized TV commercials; ID radio packages.

Flash Technology 1553
55 Lake St., Nashua, N.H. 03060

Staff: Lew Wetzel; Tom Allain; Stan Kingham; Lesley Johnson; Stig Jorgensen; Rick Sullivan; Ted Bartlett; Karen Bunce; Denis Buckland; Fred Gronberg; Wayne Kearsley. **Products:** High intensity obstruction light; controller; medium intensity beacon; photoelectric cell.

FloriCal Systems 5686, 5687
2201 NW 24th Ave., Gainesville, Fla. 32605

FM Tubecraft 7335

Focal Press 7616
80 Montvale Ave., Stoneham, Mass. 02180

Staff: Suzanne Oesterreicher; Karen Speerstra. **Products:** Books: *The Radio Station; *Television Station Operations & Management; *Audio Control Handbook; *Electronic Post-Production & Videotape Editing; *Sound Techniques for Video & TV; *Single Camera Video: From Concept to Edited Master; *Videotape Editing: A Post-Production Primer.

FOR-A Corp. of America 5151
320 Nevada St., Newton, Mass. 02160

Staff: David Acker; Rishhi Morioka; Gary Carter; Randall Smith; Don Marr; Tetsuya Kawasumi; John Margardo; Don Danko; Judith Harrison; Chris Dovidio. **Products:** *MF-1000 digital effects system; *audio for video mixer; *FA-800A frame synchronizer; *VTW-800 character generator; *VTW-120 video typewriter; *ENC-200 color encoder; *VDA-206S distribution amplifier.

Fort Worth Tower 3840-3842
P.O. Box 8597, Fort Worth 76124-0597

Staff: Fred Moore; Carl Moore. **Products:** Guyed or self-supporting towers; mobile communications or equipment buildings; fiber optics splicing trailers; standby power systems.

Fortel 5526
6420 Atlantic Blvd., #100, Norcross, Ga. 30071

Fostex Corp. of America 5280
15431 Blackburn Ave., Norwalk, Calif. 90650

Frezzolini Electronics 3916, 3917
5 Valley St., Hawthorne, N.J. 07506

Fuji Photo Film U.S.A. 3551
555 Taxter Rd., Elmsford, N.Y. 10523

Staff: Stan Bauer; Hap Parker; Joe Vissialli; Tom Daly; Brad Friedrich; Tom Volpella; Jerry Lester; Stan Risetter; Dick Corrigan; Randy Lucio. **Products:** *FUJI D2001 D-2 videotape; *M321 SP Betacam-SP videocassettes; *F-series professional motion picture films.

Fujinon 3555
10 Highpoint Dr., Wayne, N.J. 07470

Future Productions 5784, 5785
630 9th Ave., #403, New York 10036

Staff: Ken Washino; Tim Forster; Kunio Fuse; M. Okajima; S. Hamayama; Owen Callahan. **Products:** Duplicators; audio/video distribution amps (*AVD-12S); *MMC-100 and MMC-500 monitor main controls; *VHS output modification; *MCU-400 multi camera control for EFP; *PS-400 power supply unit.

G&M Power Products 5083
943 N. Orange Dr., Los Angeles 90038

Garner Industries 5112, 5113
4200 North 48th St., Lincoln, Neb. 68505

Staff: Brad Osthus; Robert Bobrowski; Phil Mullin; Dave Elheston; Bryon Lucy; Jim Lucy. **Products:** Models *680, 1400, 105 degaussers; eliminator.

GDI 5352, 5353
1111 W. El Camino, #109, Sunnyvale, Calif. 94087

GE American Communications 3419, A105
4 Research Way, Princeton, N.J. 08540

Staff: Andreas Georghiou; Fred Cain; Robert Krzyzkowski; W. Neil Bauer; John McGrath; Edward Campbell; Gerald Kaplan; Richard Hanna; Susan Bennett; Philip Grant. **Products:** Delivery services via satellite.

Gefen Systems 2351
5068 San Feliciano Dr., Woodland Hills, Calif. 91364

General Electric, Lighting 3905, 3906
Nela Park, Cleveland 44112

Staff: Brian Behm; Jeff Depau; Dave Graham. **Products:** Studio light bulbs.

Gentner Electronics 2127
1825 Research Way, Salt Lake City 84119

Staff: Gary Crowder; Russel Gentner; Elaine Jones; William Gillman; Curtis Carroll; Hugh Heinsohn; Kelli Maag; Kelly Hannig; Dave Pedersen; Paul Anderson; Bill Traue. **Products:** *VRC-2000 remote control system; *digital hybrid ANA advanced digital nulling hybrid; EFT-3000 three line frequency extender 50 hz to 7.5 khz; routing DA distribution amplifier; *signal switchers; *audio prism; *Phoenix digitally controlled audio process for AM.

Geocam Corp. 7003
P.O. Box 704, Orange, N.J. 07050

GML 7331, 7333
7821 Burnet Ave., Van Nuys, Calif. 91405

Staff: George Massenburg; C.J. Flynn; Cary Fischer; Jaime Byrd; Ron Pendragon. **Products:** *Series 2000 console automation environment; *compressor/limiter; parametric equalizer; microphone preamps.

Gorman Redlich Mfg. Co. 1271
257 W. Union St., Athens, Ohio 45701

Staff: James Gorman; Thomas Gorman; John Gorman; Elizabeth Gorman; Catherine Gorman; Judy Gorman. **Products:** Digital antenna monitors for AM directional arrays model CM and CMR emergency broadcast systems equipment; model CEB encoder-decoder; model CE encoder; model CD decoder; NOAA weather radio model CRW.

Gotham Audio Corp. 3538
1790 Broadway, New York 10019-1412

Staff: Russell O. Hamm; Jerry Graham; Juergen Wahl. **Products:** Neumann KM 80 series condenser microphones; audio cable; *Neumann KM 100 series modular condenser microphones and accessories.

Graham-Patten Systems 5728-5731

P.O. Box 1960, Grass Valley, Calif. 95945

Staff: Tim Prouly; Merv Graham; Mike Patten; Laurie Lewis; Bill Rorden; Kirk Bradford; Jeff Holt; Bob Johnson; Jim Ward; Bill Hall. **Products:** Edit suite audio mixers; keying systems (*1241); video/audio multiplexing system; unified television equipment control systems; video distribution equipment.

The Grass Valley Group 4130, N1-A
P.O. Box 1114, Grass Valley, Calif. 95945

Staff: Louie Swift; Richard Brown; Bob Nattwick; Dennis Shelton; Tom Parrish; Dave Mayfield; Randy Hood; Len Dole; Verry Sakai. **Products:** Switchers; digital effects systems; editing systems; audio mixer; routing systems; master control system; terminal equipment; keyer; character generators; paint systems; 3-D graphic systems; digitizers.

Gray Engineering Labs 3947, 4046
504 West Chapman Ave., Suite P, Orange, Calif. 92668

Staff: John Gray; Scott Gray; Lewis Reltz Jr.; Gary Thompson; Leo Del Castillo. **Products:** *VR-221 dual standard reticle generator; time code data transmitter; video reticle generator; data transmitter/character generator; code phase corrector; film counter/character generator; time code analyzer; film counter, multiplexer and character generator.

The Great American Market 3373
826 N. Cole Ave., Hollywood, Calif. 90038

Staff: Joseph Tawil; Bob Gordon; Luis Walsh; Rachel Hahn; Guido Girardi; Gordon Peariman; Len Shulman. **Products:** Computer lighting control; remote control electric yoke; rolling color changer; HMI Scene Machine; color media and correction filters; steel projections; fixtures; lighting equipment.

GTE Spacenet Corp. 909, A160
1700 Old Meadow Rd., McLean, Va. 22102

Staff: Harry Mahon; Ed Wright; David Liddle; Dan

French; Jerry Porter; Harley Shuler; John Whetstone; Marie Capalaces; Brian Park; David Crenshaw; Ray Marks; C.J. Waylan. **Products:** Satellite news gathering.

GTE Sylvania Lighting 3900, 3901
100 Endicott St., Danvers, Mass. 01923

Staff: Bob Shay; Mike Colotti; Pat Basile; John Keefe; Mike Skerry; Steve McCleneghan; Ray Fleming; Mitch Haber; Roger Brown; Jeff Victor. **Products:** Lamps: *6000 w BriteArc-metal halide lamp.

H&E Micro-Trak Corp. 3431
165 Front St., Chicopee, Mass. 01013

Staff: Roger Hamel; Denise Ewing; William Stacy. **Products:** *Sport 5 portable audio console; *9900 series audio distribution amps; *Hameline broadcast studio furniture; tone arms; phono preamplifiers; antenna heater controls; audio consoles.

H.L. Dalis Inc. 5063
Dalis Industrial Electronics

35-35 24th St., Long Island City, N.Y. 11106

Staff: Robert Laeish. **Products:** Belden cable; connectors; cabinets; Switchcraft; Fluke test equipment.

Hallikainen & Friends 1111
101 Suburban Rd., San Luis Obispo, Calif. 93401-7590

Staff: Harold Hallikainen; Gerry Franke; Jim Christian; Bill Bordeaux; Milind Paranjpe; Rick Smith; Norma Smith. **Products:** *SAT200 multiple dish remote steering system; TurboNews radio station news and editing system; multisite programmable transmitter remote control system; audio mixers; digital telemetry adapter; computer interface.

Harris Corp. (Broadcast division) 1305, G1
P.O. Box 4290, 3200 Wisnann Lane, Quincy, Ill. 62305-4290

Staff: Thomas Yingst; Eugene Edwards; Frank Svet; Gustavo Ezcurra; Robert Weirather; Gaylen

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Evans; Ronald Frillman. **Products:** *VHF TV transmitters (Platinum series); *Platinum series VHF single tube transmitter; *UM series UHF TV transmitters; *AM transmitter (DX-50); FM transmitters; TM exciter; AM phasors; transmitters; digital audio tape recorder/playback unit; FM antenna models; audio console; remote control system.

Harris Video Systems 1305
960 Linda Vista Ave., Mountain View, Calif. 94043

Staff: Eric Hass; Jim Burger; Gary Johnston; Shawn Underwood; George Wicker; Steve Hall; Neville Cumming; Su Loos. **Products:** Video graphics work stations (*HarrisVws 100 with *2D and *3D software options); still store systems; frame synchronizers; time base correctors.

Harrison Systems 1116
P.O. Box 290157, Nashville 37229

HEDCO 3855, 3856
P.O. Box 1985, Grass Valley, Calif. 95945

Staff: Ross Shelton; Don Thompson; Steve Miller; Keith Epperly. **Products:** Video, stereo and mono routing switchers; serial control card for switchers; data router; digital video routing switcher; audio and video DA's.

Hipotronics 3379, 3380
Power Products Division, Routes 22 and 199, P.O. Drawer W, Millerton, N.Y. 12546

Staff: Michael Peschel; Peter Rubicam; Doug Rimary; Jim Harrington. **Products:** Peschel automatic voltage regulator.

Hitachi Denshi America 4519
175 Crossways Park West, Woodbury, N.Y. 11797

Staff: Y. Tosaka; B. Munzelle; M. Matsuhashi; F. Scott; K. Sawyer; J. Breitenbacher; G. Nappo; R. Russin; D. Perin; J. Kraus. **Products:** *VL-D500 digital composite VTR; *SK-F3 dockable camera; *SK-F700 CCD camera; *C66-4500R high-definition projection display; *CK-2B CCD camera; S-VHS recorder; *HV-T1200 high-definition digital VTR.

HM Electronics 3066
6675 Mesa Ridge Rd., San Diego 92121

Staff: Harry Miyahira; Don Kutz; Mike Hughes; Miltz Dominquez; Eunice Davis; Randy Opela; Malt Riches. **Products:** Two channel power station (*RP735 with speaker); *four channel power stations: *RP743, *RP753, *RP755; *interface unit; *wireless intercom; wireless body-pac and handheld microphones.

Hoffend & Sons 3365, 3366
34 East Main St., Honeoye, N.Y. 14471

Holiday Industries 2028
14825 Martin Dr., Eden Prairie, Minn. 55344

Staff: Burton Gran; Michael Leighton. **Products:** Microwave survey meters; broadband RF/microwave field strength meters; VDT and ELF survey meters.

Home Shopping Network 7805
Corporate Development, P.O. Box 9090, Clearwater, Fla. 34618-9090

Hoodman Corp. A125
P.O. Box 816, Hermosa Beach, Calif. 90254

Staff: Mike Schmidt; Bob Schmidt; Lou Schmidt. **Products:** Hoodman monitor sun shades.

Hotronic 3771, 3772
1875 So. Winchester Blvd., Campbell, Calif. 95008

Howe Technologies Corp. 1465
2300 Central Ave., Suite E, Boulder, Colo. 80301

Staff: Terry Sweeney; Ruth Spencer; Bill Laletin; Jim Gilbert. **Products:** *10K broadcast audio console; phase chaser; modular audio console for radio on-air and production.

Hughey & Phillips 4276
2162 Union Pl., Simi Valley, Calif. 93065

Staff: Bill Miller; Pete Johnson; Diane Hardy; Dennis Bossi; Mike LaPorte. **Products:** Tower lighting, alarms, controls; *climbing devices; *ice protection; *tower lights bullet guards; *tower strobe

lights.

Hungerford, Aldrin, Nichols & Carter 1056
678 Front Ave., N.W., #350, Grand Rapids, Mich. 49504

I. Den Videotronics Corp. A126
#204, 9620 Chesapeake Dr., San Diego 92123

Staff: Pat O'Rourke; Conor O'Donnell; Tomio Fukuda; Tsunashiro Hashimoto. **Products:** *1VT-9 Plus; *Multi-format TBC/frame sync; *component TBC; *1VT-9B; *1VT-12 DC portable TBC/frame sync; *1VT-9 S.VHS/composite; *TBC frame sync; *1P-10 image path.

IDB Communications A140
10525 W. Washington Blvd., Culver City, Calif. 90232

Staff: Peter Hartz; Dennis Feely; Brian Lookofsky; Julie Spira; Barry Frishman; Bob Roehl; Deb Def- faa; John Tagliaferro; Malcolm Campbell; Scott Smith. **Products:** Satellite transmission services; *transAtlantic video.

IGM Communications 1141
4041 Home Rd., Bellingham, Wash. 98226

Staff: Carl Peterson; Rick Sawyer; Jim Wells; Karl Upplano. **Products:** Program automation system; economical controller; random access cartridge playback system; multi-cart systems.

Ikegami Electronics (USA) 5305
37 Brook Ave., Maywood, N.J. 07607

Staff: Mark Adams; Michael Aiello; K. Akimoto; Jerry Brinacombe; Thom Calabro; John Chow; Len Donovan; Curtis Drumm; Bill Dumm; H. Endoo; Robert Estony; Phil Godfrey; Kevin Goetz; O. Hayashi; Robert Heron; Frank Heyer; K. Higashind; K. Hoashi; S. Iioka; Richard Johnson; K. Kawashima; Jung Boo Kim; K. Kolke; M. Kumagai; Samuel La Conte; John Lynch; Michael Mackin; Michael Malcy; Reggie Morgan; M. Narumi; Kelly Nelson; Nick Nishi; Y. Ooki; Rusty Pafford; Mark Pawelczyk; K. Sakamoto; Y. Sato; K. Sueyoshi; N. Takahashi; Y. Takeda; Y. Tanimoto; K. Terashima; Gordon Tubbs; Bill Warnke; Scott Watson; John Webb; Mark Wrenn; Fred Wright; Kuniko Yamashiro. **Products:** Studio and HDTV cameras; monitors; portable microwave systems; multiple large-screen projection TV systems; wideband encoding systems.

ILC Technology 3773
399 Java Dr., Sunnyvale, Calif. 94089

Image Video Ltd. 5574
705 Progress Avenue, #46, Scarborough, Ontario, M1H 2X1 Canada

Staff: Andy Vanags; Brian Mitchell; Geoff Snell; Bob Crowder; Dave Allamby. **Products:** *Master Automation System; video equalizing amplifiers (VEA-900); *control panels; silence detector.

Industrial Acoustics Co. 7641, 7643
1160 Commerce Ave., Bronx, N.Y. 10462

Staff: Robert Buelow; John Duda; Zachary Jaquett; Drü Pickup; Don Raine; Richard von Lange. **Products:** Acoustic structures; modular components; doors; windows; air handling systems silencers.

Industrial Processor Controls 7723
Broadcast Audio, 2208 Gorman St., Camarillo, Calif. 93010

Information Display Systems 7135
(SAIC), 1710 Goodridge Dr., McLean, Va. 22102

Innovative Automation 1603
3316 19th Avenue S.E., Rio Rancho, N.M. 87124

Staff: Donald Prentice; Ruth Prentice. **Products:** Di-Trol automation system; Di-Trol Jr.; *Micro Di-Trol; *Latchit remote control; *Replay; *25Hz detection unit.

Innovative Television Equip. 3938
6445 De Soto Ave., Woodland Hills, Calif. 91367

Innovision Optics 2020, 2021
1318 2nd St., #31, Santa Monica, Calif. 90401

Staff: Mark Centkowski; Keeva Kristal; Vonnie Brenno; Mark Skye; Brian Wiess. **Products:** Lenses for video cameras; compact motion control tables.

Inovonics 1473
1305 Fair Ave., Santa Cruz, Calif. 95060

Staff: Jim Wood; Ann Pelz; Ben Barber. Prod-

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ucts: Audio signal processing equipment; FMX stereo transmission systems; *generator (706); magnetic recording/reproducing electronics for tape and film; TVU on-screen audio level keyer for teleproduction.

Integrated Media Systems 7011
1552 Laurel St., San Carlos, Calif. 94070

Integrated Technologies 7334, 7336
ITI Weather Network, 3760 Morrow Ln., Chico, Calif. 95928

Intelliprompt 5753

Intelvideo 4478
42 Arrow Head Dr., Stamford, Conn. 06903

Staff: John Rossi. **Products:** Enhanced NTSC technology; *IV-3 and IV-4 enhanced NTSC color encoders; *Video Flasher gating system.

Interactive Motion Control 5477, 5478
8671 Hayden Pl., Culver City, Calif. 90232

Staff: Bill Bryan; Joe Parker; Ed Rathbun; Peter Van der Beemt; Steve Murphy; Cesar Portillo; Nancy Choudhry; Rafael Villavicencia; Dave Adams; Dale Snyder. **Products:** *IMC remote head; control console (3025); 2D video animation system.

Intergroup Video Systems 3526
2040 N.W. 67th Pl., Gainesville, Fla. 32606

Staff: Dick Dienhart; Andrew Duncan; Dick DeBeradinis; Roy English; Doug Akers; Bill Sykes; Mary Ann Lewis; Bob Peterson; David Stanley; Steve Smedberg; Steve Dorman; John Mitchell. **Products:** production switcher (9624, *9524, *9512D, 9512S); video production switchers; mini master control.

International Music Co. 7440-7443
1316 E. Lancaster, Fort Worth 76113

ISI 3862
115 South 6th St., Indiana, Pa. 15701

Itelco S.P.A. 3459-3464
Itelco USA, 1620 W. 32nd Pl., Hialeah, Fla.

33012

ITS Corp. 5180
375 Valley Brook Rd., McMurray, Pa. 15317

Staff: Robert Unetich; Jeffrey Lynn; Sam Zborowski; David Neff; Kenneth Foutz; David Brooking; Philip Holmes. **Products:** *ITS-10A VHF exciter/modulator; *ITS-1610D/1657D transmitter; UHF exciter/modulator; 1 kw and 100 w UHF translators; 1 kw UHF transmitter.

James Grunder and Assoc. 4177
5925 Beverly, Mission, Kan. 66202

Jampro Antennas 1217
6939 Power Inn Rd., Sacramento, Calif. 95828

JBL/UREI 3577
3500 Balboa Blvd., Northridge, Calif. 91329

Jefferson-Pilot Data Services 1241
301 S. McDowell St., Charlotte, N.C. 28204

Staff: Mike Jones; Doug Rother; Lou Pfeiffer; John McDonald; Skip Sawyer; Barry Roach; Dee Dee Dorroll; Syusan Whalen; Cindi Marshall; Bob Livingston. **Products:** Bias link and JDS link; micro-based sales/traffic/accounting system; sales management system.

Jensen Tools 1667
7815 S. 46th St., Phoenix 85044-5399

JVC Prof. Products Co. 4168
41 Slater Dr., Elmwood Park, N.J. 07407

Staff: Shinzo Nakao; Tom McCarthy; Ken Nishioka; Dave Walton; Neil Neubert; Elin Everson; Mike Messerla; John Brown. **Products:** *BR-7030U duplicator (VHS); *BR-S600U S-VHS VTR; cameras; monitors; computer imaging products.

K&H Products—Porta-Brace 5377, 5378
Box 246, N. Bennington, Vt. 05257

Staff: Marjorie Robertson; Ken Barry; Robert Howe. **Products:** *Carry-on camera case; *re-corder case; *shoulder cases; *Quick Draw camera cases; *camera rain slicker.

Kahn Communications 1005

425 Merrick Ave., Westbury, N.Y. 11590

Staff: Leonard Kahn; Zaven Masoomian; Ruth Kahn; Patrick O'Gara; Pres Waterman. **Products:** Power-side; stereo exciter; Lines-plus telephone frequency extenders; Flatterer antenna broadcasting system; modulation enhancement; AM converter.

Kalamusic 2543, suite: 321
4200 West Main St., Kalamazoo, Mich. 49007

Staff: Stephen Trivers; William Wertz; Skeeter Dodd; Bob Doll; Ray Lowy; Jeff Mathiev; Jon Holiday; Doug Hall. **Products:** Radio formats; *Doug Hall's "Lite Jaz" format; consulting services.

Kangaroo Video Products 3741, 3742
10845-C Wheatlands Ave., Santee, Calif. 92071-2856

Karl Heitz 3477, 3478
34-11 62nd St., Woodside, N.Y. 11377

Staff: Karl Heitz; Laval Nixon; Evelyn Quinones; Donna Carter; Richard Casey; Ceil Casey. **Products:** *Gitzo 280 fluid head; *black extensions, columns for tripods and monopods; *wingnuts; *Gitzo Inter Pro Studex tripod; video/cine, photo tripods, monopods; leveling balls; microphone fishpoles.

Kavouras 5719-5724
Broadcast Sales, 6301 34th Ave. South, Minneapolis 55450

Kay Industries 1647
604 North Hill St., South Bend, Ind. 46617

Keith Monks Audio Ltd. 2151
(c/o Allied Broadcast Equipment)
3712 National Road West, Richmond, Ind. 47375

Staff: Keith Monks; Jon Monks; Jan Monks; Carstairs Bagley. **Products:** Record cleaning machine; mike fish poles; mike stands.

Kings Electronics Co. 5123, 5124
40 Marbledale Rd., Tuckahoe, N.Y. 10707

Kintek 1057
224 Calvary St., Waltham, Mass. 02154

Staff: Zaki Abdun-Nabi; John Bubbers; James Townsend. **Products:** Mono to stereo converter; monogard; audio phase monitor.

Kintronic Labs 710
P.O. Box 845, Bristol, Tenn. 37621-0845

Staff: Tom King; Gwen King; Louis King; Donald Hastings. **Products:** AM directional antenna phasor cabinet; *AM triplexing and matching equipment; *DI-50 AM dummy load; standard equipment rack; *MRH-1; microwave receiver housing; *scale antenna model; RF patch panel, inductors, contactors.

Klark-Technik 4273
30-B Banfi Plaza N., Farmingdale, N.Y. 11735

Kilegl Bros. 3516
5 Aerial Way, Syosset, N.Y. 11791

Kline Towers 5446, 5447
P.O. Box 1013, Columbia, S.C. 29202

Staff: Bernard Kline; J.C. Kline; Furman Anderson Jr.; David Monts; Lewis Foreman Jr.; Raymond White; Anthony Fonseca. **Products:** Towers; space frame structures; antenna structures; tower engineering, inspection and maintenance services.

Knox Video Products 3849
8547 Grovemont Circle, Gaithersburg, Md. 20877

Staff: Philip Edwards; Roland Blood; John McElwee. **Products:** *IMAGR I: integrated MAP graphics system; K40, K40S; K20.

L-W Athena 5205
255 Easy St., Unit C, Simi Valley, Calif. 93065

L. Greenberg Elec. Teleprompt. 7543
24506 Thistle Court, Newhall, Calif. 91321

Laird Telemedia 4874
2424 South 2570 West, Salt Lake City 84119

Staff: Judy Dahlquist; Mike Janko; Diana Laird; Mike Schueder; Mark Lee; Tom Lang; Randy Steele; J.C. Mayfield; Gary Bates; Randy Reed. **Products:** Legend character generator; 1500, 1450 character generators; CG-7000 ES/CG-7000 YC character generators; DA-5020/DA-5030/DA-5040 distribution amplifiers; VC-2000 video corrector; 1032 color encoder; 1035 keyer fader; mul-

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tiplexer/telecine equipment; RS-400/RS-410/RS-420 routing switchers.

Lake Systems Corp. 819

Landy Associates 5522
1890 E. Marlton Pike, Cherry Hill, N.J. 08003

Staff: James Landy; Michael Keller; Brad Reed; Dave Raynes; Fred Majewski; Peter Lambert; Laurie Blake; Dale MacKay; Mike Landy; Ted Szyplski. **Products:** *Self-contained editing system (SCS-325); interformat A/V editing system; *off-line editing systems; cameras.

LDL Communications
Booth: 3562; suite: 5-121 Hilton

14440 Cherry Lane Court, #201.

Laurel, Md. 20707

Staff: G. J. Wilson; Charles Coyle; Ray Tattershall; Ernie Mayberry; Jim Adamson; Clyde Turner; Robert Bishop; Dave Hill; Jeff Clarine; Al Stevenson. **Products:** Larcam VHF transmitter (*TTS-30M, *TTS-5MH, TTS-22M); *Lambda antenna top mounted, CP antenna (scale model); *low power FM combiner; FM panel antenna.

LEA Dynatech 4526

12516 Lakeland Rd., Santa Fe Springs, Calif. 90670

Staff: Stephen Larson; Thomas Rendina; Jim Harrison. **Products:** *Transient voltage surge suppressor.

L.E. Nelson Sales Corp. Thorn Emi 5365, 5366
5451 Ukiah Cr., Las Vegas 89118

Staff: L.E. Nelson; B.A. Nelson; D. Imfold; C. Salmon; M. Nichol; M. Rimmer; J. Rimmer; I.M. Brite. **Products:** Thorn-Emi studio and remote lamps; *1200 w PAR 64; *MID (HMI).

Leader Instruments Corp. 5371-5374

380 Oser Ave., Hauppauge, N.Y. 11788

Lectrosionics 5370

P.O. Box 15900, Rio Rancho, N.M. 87174

Staff: John Arasim; Larry Fisher; Mike Sims; Chuck Arasim; Bruce Jones; Shari Clark; Gordon Moore. **Products:** *Wireless microphone field system (Pro-4); *handheld wireless microphone (T185); *Wireless boundary microphone (M170CTM); wireless ENG/EFP miniature receiver; plug-on wireless transmitter; belt pack transmitter; rack-mounted four-channel wireless system; wireless receiver.

LEE Colortran 3533

1015 Chestnut St., Burbank, Calif. 91506-9983

Staff: Kenneth Boyda; William Liento; Paul Sherbo; Bob Dente; John Fuller; Debra Garcia; Robert Fischette; Steve Surratt; Lin Bedard; Stuart Reller. **Products:** Lighting, dimming, control equipment; HID location lighting; luminaires; lighting control console; color effect, correction, diffusion materials; camera filters.

Leitch Video of America 3568

825K Greenbrier Circle, Chesapeake, Va. 23320

Staff: Gary Stephens; Mick Duckworth; John Walter; Karen Murill; Paul Gertner; Robert Lehtonen; Stan Moote; Strath Goodship; David Brown; Garry Newhook; Michel Proulx; Don Jackson; Wayne Hammerschlag; John Brook; David Strachan; Kan Tam; Richard Kupnicki. **Products:** *Digital component generator; *frame generator; *Digitex. Digipeek stand-alone digital distribution equipment; *outputs; *PAL composite and component test signal generator module; still file; video and audio products for NTSC and PAL markets.

LEMO USA 5107, 5108

335 Tesconi Circle, Santa Rosa, Calif. 95406

Staff: Sam Sokolik; Bill Lee; Anthony Stever; Debra Ward. **Products:** Circular electronic connectors for A/V applications.

Leonetti Co. A157

Lexicon 2327

100 Beaver St., Waltham, Mass. 02154

Staff: Joel Silverman; Rod Revilock; Steve Barbar; Scott Esterson; Brian Zolner; Mack Leathurby; Jon Beachdel; Will Eggleston; Jeff Largent; Gary Hall; Steve Frankel; Lisa Kaufmann; Ray Soldiuk. **Products:** OPUS random access digital audio production system; Model 2400 stereo audio time compressor/expander; 2400 TCF stereo audio time compressor/expander; 480L digital effects

system; 480L version 3.00 software; PCM-70 digital effects processor; LXP-1 multi-effects processing module; MRC MIDI remote controller.

Light Sales 7820

1901 Carroll Ave., San Francisco 94124

Staff: Marc Allsman; Lou Reed; Janet Allsman; Karen Caldwell. **Products:** Stage and studio lights; gels; sockets; Xenon lamps; photo projection lamps.

Lighting Methods 4483

1099 Jay St., Rochester, N.Y. 14611

Lightning Eliminators & Cons. 3919

6687 Arapahoe Rd., Boulder, Colo. 8030

Staff: Hans Dettmar; Peter Carpenter. **Products:** Lightning prevention system-dissipation array; chemically charged grounding electrodes-Chem-Rod; surge elimination systems; lightning, tornado warning system.

Listec Video Corp. 3523

30 Oser Ave., Hauppauge, N.Y. 11788

Lites 5084

7022 Sunset Blvd., Hollywood, Calif. 90028

Logitek 1635, 1637

3320 Bering Dr., Houston 77057

Staff: Tag Borland; Susan Borland; Joe Huber; Sherry Ware. **Products:** On-air console; rack-mount console; *Bright-VU rack-mount LED audio meters; crossfader; phono preamplifiers; modular audio DA's.

Lowell-Light Mfg. 3768-3770, 3868

140 58th St., Brooklyn, N.Y. 11220-2516

Staff: Marvin Seligman; Toni Pearl; Amy Carter; Roy Low; Don Youngberg; Dale Marks. **Products:** Location lighting equipment.

LPB 1541

28 Bacton Hill Rd., Frazer, Pa. 19355

Staff: Edward Devecka Jr.; Richard Crompton; John Tiedeck; Jim Beissel; Jim Quay. **Products:** Audio consoles; low-power AM transmitters; carrier current transmitting equipment; travelers' information system equipment; *citation II audio consoles; stereo turntable pre-amps (*TP-1, *TP-2); *studio furniture; audio processor; distribution amplifiers.

LTM Corp. of America 5358-5361

11646 Pendleton St., Sun Valley, Calif. 91352

Staff: Gilles Galerne; Herb Breiting; Ginny Hart; Beth Nardin; Jean Galerne; Laura Maurel; Chip Harley; Wil Laneski. **Products:** HMI systems (*Ambiarc 2500, *Spotarc 2500, *Cinepar 2500); *HMI followspot; *CGV Cinepar; *special purpose HMI's; remote-controlled shutters; location lighting kits; microphone poles, windscreen and muff.

Lucasey Mfg. 5062

2639 E. 9th St., Oakland, Calif. 94601

Luxor Corp. 2449, 2451, 2548

2245 Delany Rd., Waukegan, Ill. 60079-0830

Staff: Don Nicholds; Bob Raw; Greg Hunigan; Brian Kumkoski. **Products:** *Wide base video tables; polyethylene endura carts; wooden laminate video console; *video production centers.

Lyon Lamb V.A.S. 7111

4531 Empire Ave., Burbank, Calif. 91505

3M 3405

225-3S-05, 3M Center, St. Paul 55144-1000

M&R Data Services 7540, 7541

2205 First St., #11, Simi Valley, Calif. 93065

Staff: Mike McGill; Russ Srole; Alan Percher; Dean Kolke; Tony Chick; Bibian Campbell; Jack Tismeer. **Products:** Symphony series videotape editing systems; electronic newsroom; transmission monitoring systems.

MA-COM MAC 3933

5 Omni Way, Chelmsford, Mass. 01824

Staff: Luis Barzana; Norman Cheng; Carl Guastaferrro; George Hardy; Terry Kennedy; Dan McCarthy; Don Sicard; Ron Yokes; Tom Leonard; Eddie Misrahi. **Products:** *MA-K, *MA-23VX, MA-18CC, MA-23CC microwave and video radios.

Magni Systems 3173

9500 SW Gemini Dr., Beaverton, Ore. 97005

Staff: Victor Kong; Paul McGoldrick; David Jur-

gensen. **Products:** *SC-H phase measurement and color framing detection; *multi-format waveform/vector monitor; test and measurement equipment.

Magnum Towers 1501, 1503
9370 Elder Creek Rd., Sacramento, Calif. 95829

Mail America Radioexpress 7131
P.O. Box 35219, Phoenix 85069

Manhattan Production Music 3064
300 West 53rd St., New York 10019

Marconi Communication 4338
1930 Isaac Newton Sq., #201, Reston, Va. 22090

Staff: John White; Rick Tyrrell; Simon Frazer; Philippa Awcock; Don Blackford; Sergio Auckland; David Cope; Peter Rich; Chris Pettitt; Ted Stacey. **Products:** UHF TV transmitter; digital line array telecine; PAL frame synchroniser; NTSC comb filter decoder; FM transmitters; Newshawk satellite newsgathering system; portable satellite communications system; satellite TV receiver; modem equipment.

Marti Electronics 1204-1212
P.O. Box 661, 1501 North Main St., Cleburne, Tex. 76031

Staff: M.E. McClanahan; George Marti; Rick Neace; William Colindres; Selene Nix. **Products:** *DR-10, AR-10, CR-10 RPU receivers; aural studio transmitter link; multi-channel data link; subcarrier system; transmitters.

MATCO 5382-5384
427 Perrymont Ave., San Jose, Calif. 95125

Matthews Studio Equipment 4183
2405 Empire Ave., Burbank, Calif. 91504

Maze Broadcast 7420, 7422
P.O. Box 100186, Birmingham, Ala. 35210

Staff: Rick Maze; Vira Maze; Taml Maze; Rick Shinn; Eimer Chancellor; Bertie Chancellor. **Products:** Used broadcast TV and video equipment.

McCurdy Radio Industries 1755
108 Carnforth Rd., Toronto, Ontario, Canada M1A 2L4

Staff: Paul Hudson; Murray Porteous; Omar Fattah; Rick Fisher; David Richardson; Michael Guthrie; Daniel Kupiec; Cyril Machado; Nadine Jollimore; Willie Yau; Wanda Prince. **Products:** *CS9500 digital intercom system; audio mixing consoles; audio test sets; audio distribution amplifier systems; digital audio delay systems; on-air automation systems.

MCL A115
501 S. Woodcreek Rd., Bolingbrook, Ill. 60439-4999

Staff: Frank Morgan; Ron Adamson; Bob Lundy. **Products:** *C-band amplifier system (10950); *Ku-band amplifier (10999); transmission system; test loop translator.

McMartin 2227
201 35th Ave., Council Bluffs, Iowa 51501

Staff: Jerry Martin; Charles Goodrich; John Miller; Joe Krier. **Products:** Broadcast transmitters; engineered sound equipment; FM-SCA receivers; stereo generators.

Media Computing 5386, 5387
3506 East Meadow Dr., Phoenix 85032

Staff: Michael Rich; Kathryn Hulka; Larry Baum; Julie Broders. **Products:** Teckie station automation system; Angis character generator interface/election system; TEN newsroom automation software.

Media Concepts 3377
P.O. Box 7037, Rocky Mt., N.C. 27804

Media Development Industries 7140

Media Touch Systems 2105
50 Northwest Dr., Salem, N.H. 03079

Staff: John Connell; Duke McLane; Jim Oliver; Peter Koveleski; Nick Solberg. **Products:** Touch screen broadcast control systems; OpLOG air

control automation system; OmniPlay compact disk and digital audio tape systems; OmniPlay automation engine; Dams digital mass audio storage.

Meret 4473
1815 24th St., Santa Monica, Calif. 90404

Staff: Jonathan Medved; Rebecca Axelrod; John Ho; Paul Levin. **Products:** HDTV single fiber, bi-directional fiber optic video transmission system; fiber optic transmission systems for high resolution video; wideband analog digital and audio data.

Merlin Engineering Works 5530
1888 Embarcadero Rd., Palo Alto, Calif. 94308

MFJ Enterprises 7143

Micro Communications 1547
P.O. Box 4365, Manchester, N.H. 03108

Staff: Thomas Vaughan; Dennis Heymans; Walter Pries; Jim Stenberg; Jennie Allen. **Products:** *UHF isolator; *UHF waveguide impedance tuner; *articulated flex waveguide; *LPTV multi-channel combiner; circular, rectangular waveguides; switchless combiner; *field services department.

Microdyne Corp. 5119, 5120
P.O. Box 7213, Silver Springs Shores Industrial Park, Ocala, Fla. 32672-0213

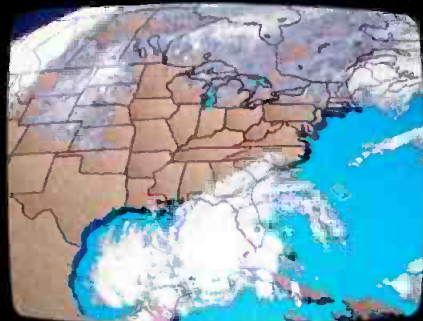
Staff: Kenneth Harple; George Bell; Leroy McKay; J. Tom MacAllister; D. Giansante; David Speed. **Products:** Automated terminal II, MAT II—turn-key; broadcast receiver system; remote receiver system; MAPS controllers; downconverter/demodulators; antennas; uplinks.

Micron Audio Products 5772, 5773
210 Westlake Dr., Valhalla, N.Y. 10595

Micron Tool & Mfg. Canmate 7105, 7204
3111 S. Park, Tempe, Ariz. 85282

Microset 4677
282 N. Rivermede, #3, Concord, Ontario L4K 3N5 Canada

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Microsonics Inc. 5362
60 Winter St., Weymouth, Mass. 02188-3336

Microtime 4126
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Staff: John Klssel; Chris Smith; Joe Hanf; Steve Krant; Tom Greaves; Michael Salzarulo; Robert Wickland; Hugh Gillogly; Art Franz; Georgene Boyd. **Products:** *3D modeling and animation system; *dual channel RP-1 system; *Genesis ACT 3 digital video effects system; *AB roll effects system; time base correctors.

Microwave Radio Corp. 1731
847 Rogers St., Lowell, Mass. 01852

Staff: Fred Collins; Ed Dahn; Bob Morrill; Eric McCulley; Paul Obert; Dave Erikson; Gary Becknell; Mert Knold; Mark Merrill; Bob Morrisette. **Products:** *Fixed link heterodyne and remodulating radios; *microLink series of shorthaul systems; *portable transmit/receive system; *ProScan receive antenna; *receiver controller and antenna positioning system; Microscan II steerable receive system; portable microwave; helicopter-mounted airborne repeater system.

Midwest Communications 4568, N1-B A110; suite: Maxim hotel
One Sperti Dr., Edgewood, Ky. 41017

Staff: David Barnes; Jay Adrick; Brad Nogar; Vince O'Connell; Lloyd Hlcks; Skip McWilliams; Jeff Steier; Fred Wood; Chris Summey; Tom Beal. **Products:** *Tablet and stylus maite drawing system; *array routing systems; *Harlequin color correction system; *CVC computer video converter; video production switchers; color encoders; component transcoder; color correctors; digital video terminal equipment.

Miller Fluid Heads (USA) 5455-5458
410 Garibaldi Ave., Lodi, N.J. 07644

Staff: Grant Clementson; Mark Clementson; Maureen Lova; Robert Lyons; Art Kramer. **Products:** Fluid heads and tripod support systems (80, 50, 30, 20); camera support accessories.

Minolta Corp. 4682-4684
Industrial Meters Division, 101 Williams Dr., Ramsey, N.J. 07446

Miralite Communications 7530
4350 Von Karman, #430, Newport Beach, Calif. 92660

Mitsubishi Elec. Sales America 7101, 7103, 7200
800 Cottontail Lane, Somerset, N.J. 08873

Staff: Paul Bogan; David Bright; Phil Callahan; Rob Freedman; Terry Hans; Tadashi Hiroaka; Clint Hoffman; Russ Novy; Tom Paterniti; Alan Richards; Jeff Ross; Rich Williams. **Products:** Autoscanner color monitors; color, B/W video printers; SVHS VCR; computer data/video projector.

Mobile-Cam Products A165
340-F Vernon Way, El Cajon, Calif. 92020

Staff: Bill Black; Teresa Hoelke; George Wolf; Cindy Black; Mark Davis. **Products:** *Mini live newsgathering truck; *pan and tilt; *cable reel; *camera cradle.

Modulation Sciences 5765, 5766
115 Myrtle Ave., Brooklyn, N.Y. 11201

Staff: Bob Ross; Eric Small. **Products:** *VMate remote control interface for Tektronics VM700; STV-784 television stereo generator; stereoMaxx spatial image enlarger; Sidekick SCA generator for FM, data, SAP and PRO; CLD composite distribution amplifier and composite line driver; CP-803 composite processor; ModMinder television modulation status panel; SRD-1 precision stereo reference decoder for MTS.

Modulite Bardwell & McAlister 3880, 3882
2601 Empire Ave., Burbank, Calif. 91504

Mole-Richardson Co. 3974
937 North Sycamore Ave., Hollywood, Calif. 90038-2384

Montage Group Ltd. 5283
1 W. 85th St., New York 10024

Morton Hi-Tek Furnishings 7800-7803

950 W. Central Avenue, #A, Brea, Calif. 92621

Moseley Associates 1317
111 Castilian Dr., Santa Barbara, Calif. 93117

Motorola/AM Stereo & C&E 1068-1270
1216 Remington Rd., Schaumburg, Ill. 60173

Staff: Steve Kravitz; Ray Schulenberg; Don Wilson; Greg Buchwald; Frank Hilbert; Oscar Kusisto; Norm Parker; Ken Koalman; Mike Olson. **Products:** C-Quam AM stereo exciter, modulation monitor, receivers; microwave and paging devices; cellular test gear; STL equipment.

Musco Mobile Lighting Ltd. A135
Hwy. 63 South, P.O. Box 73, Oskaloosa, Iowa 52577

Staff: David Crookham; Jerome Fynaardt; Leann Waisey; Jim Whitson; Mike DeMeyer; George Glass. **Products:** Musco light and light bar.

MZB/GRAY 3432-3436
6221 N. O'Connor, #110, Irving, Tex. 75039

Staff: Dick Bock; Perley Eppley; Joe McNay; Chris Waddell; Travis Carter; Ralph Miller; Jean Stervino; Jerome Hoffman; Walter Bridges; Houston Harding; Dan Bock; Jean Presley; Bob Zoellick; Karen Westbrook; Mike Rucker; Pam Bruce; Kevin McDuff; Larry Greenbaum; Steve Jones; Marcus Connell; Tom Smith; Cliff Scott. **Products:** Custom computerized quotations.

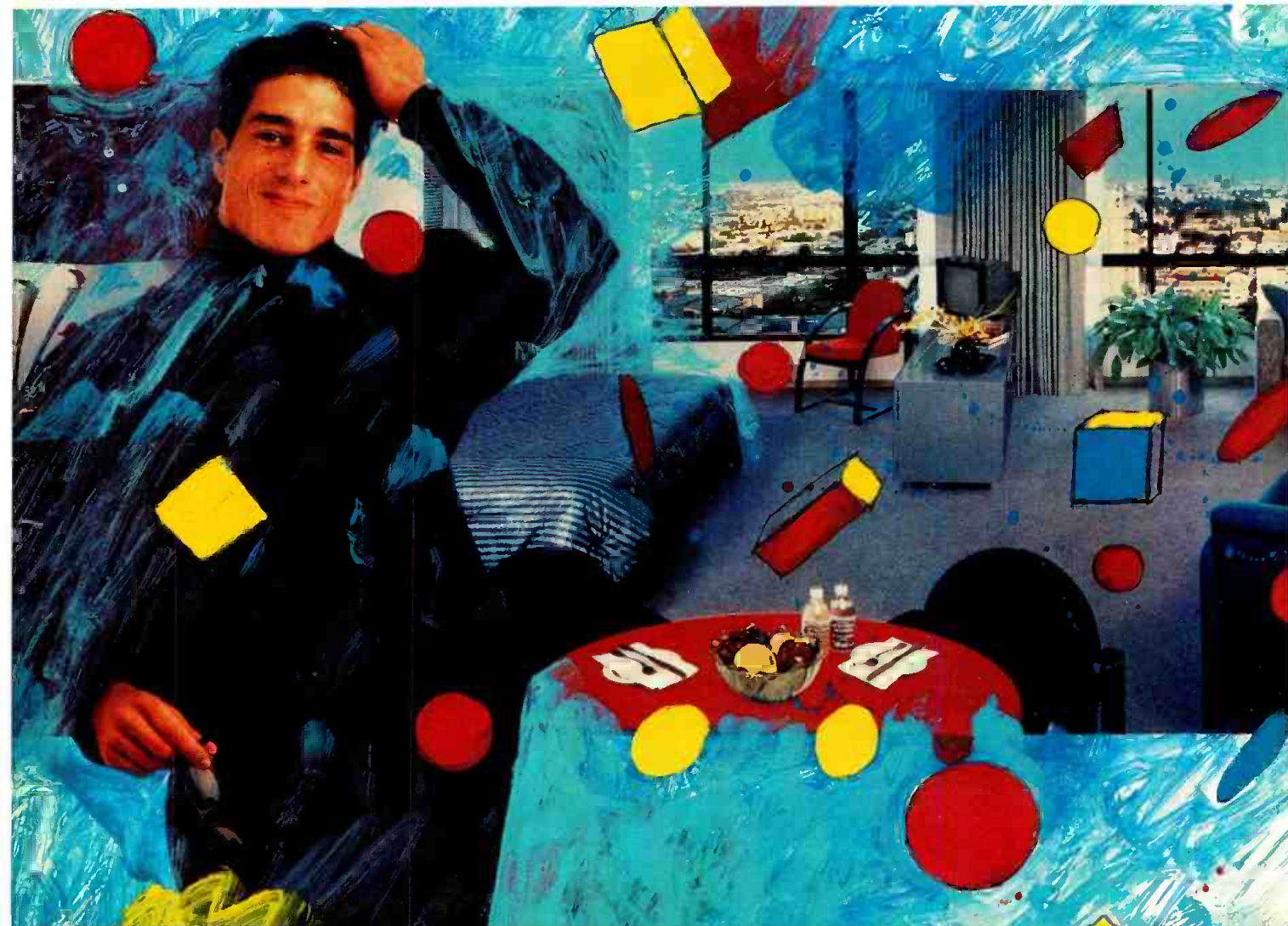
N.A.R.T.E. 4486
P.O. Box 4738, Waco, Tex. 76705-0738

Nady Systems 3740
1145 65th St., Oakland, Calif. 94608

Staff: Tom Nevins; Cora Racher. **Products:** 501 VR wireless mics for ENG/EFP; *1200 wireless system; *650 VHF wireless system; *NADY portable two-ways; 101/201 VHF wireless system.

Nagra Magnetic Recorders 4005-4008
19 West 44th St., #715, New York 10036

Staff: Nick Morris; Danny Grimes; Eric Barnett. **Products:** *Nagra D digital field recorder; post-production time code machine; field recorders.



Nakamichi America Corp. 2149
19701 S. Vermont Ave., Torrance, Calif. 90502
Staff: Jett Logan; Steven Wenig; Karen Nathan.
Products: *1000 digital audio recording system; master recorders; cassette decks; headphones.

Nalpac Video Sales 3368-3370
1937 C Friendship Dr., El Cajon, Calif. 92020

Narda Microwave Corp. 2349
435 Moreland Rd., Hanppauge, N.Y. 11788

National Child Safety Council 5584
1850 N. Greenville Ave., #168, Richardson, Tex. 75081

National Guard Bureau 4388
NGB-ARP-RRM
5109 Leesburg Pike, #401A, Falls Church, Va. 22041-3201

Nautel Maine Inc. 1065
201 Target Industrial Circle, Bangor, Me. 04401

NCADD 4387

NEC America 3444
Broadcast Equipment Division, 1255 Michael Dr., Wood Dale, Ill. 60191
Staff: Joe Engle; S. Ikeda; M. Mitsui; Jim Trumpp; Greg Hamlin; Mac Burleson; J. Iredell; G. Stoner; A. Ito; G. Partridge. **Products:** *PCN 1430 SSH/1 SS VHF TV XTR; *SP-30; *NC-120; EP-3 CCD color cameras; digital effects system; S.S. recorder; UHF-VHF TV XTR.

NEOTEK Corp. 7430, 7432
1154 West Belmont Ave., Chicago 60657
Staff: Craig Connally; Laura Chase; Tom Der; Theresa Aguire. **Products:** Neotek Elite 340 recording console and Neotek Essence lay-up console *in new metal frames.

Network Music 1624
16935 West Bernardo Dr., #100, San Diego 92127

Neutrik USA 1734
1600 Malone St., Millville, N.J. 08332
Staff: James Cowan; William Dorman; Kenneth

Smalley. **Products:** XLR audio connectors; SLR adapters; audio cable; speaker connectors; audio test and measurement equipment; digital message system (Infomatic).

New England Digital 2307
49 North Main St., P.O. Box 546, White River Junction, Vt. 05001

Neve 2407
Berkshire Industrial Park, Bethel, Conn. 06801
Staff: Barry Roche; Tony Langley; Gerhard Gruber; Phil Wagner; Rick Plushner; Tom Semmes; Tim Mungovan; Mike Abercromble; Lisa Vogl; Geoff Langdon. **Products:** *VR console; *66 series console; *Flying Faders console automation system; recording consoles; rack mount unit.

Nielsen Media Research 903
Nielsen Plaza, Northbrook, Ill. 60062

Staff: Roy Anderson; John Dimling; Dave McCubbin; Bob Paine; Larry Frerk. **Products:** TV audience measurement reports; TV Conquest; Audience Analyst.

Nikon 3581
623 Stewart Ave., Garden City, N.Y. 11530-4763

Staff: Victor Goldsztejn; Doug Howe; John Harcourt; Toshiro Hara; Jack Abrams; Yojiro Yamaguchi. **Products:** *S13x9; S15x8.5 ENG/EFP lenses; *HDTV lenses; camera; *high resolution 35 mm film scanner (LS-3500); *color video thermal printer; *still video camera.

Norpak Corp. 3783, 3784
10 Hearst Way, Kanata, Ont. K2L 2P4 Canada

Nova Systems 5472-5475
50 Albany Turnpike, Canton, Conn. 06019

Staff: *Nova 900S super TBC; *Nova 710S wide band TBC; Nova 502 EFP TBC; frame synchronizer; digital and full frame TBC.

NPR Satellite Services 7622
2025 M Street, N.W., Washington 20036

Staff: William Bean; Robert Gaudian; Edward Marks; Diane Wilson; Jim McEachern; Ralph

Woods; Ken Murray; Wayne Hetrich; Miriam Lentett; Greg Monti. **Products:** Satellite services: fixed and transportable uplinking; SPCPC audio transmission; downlinking; digital fiber-optic radio channels; service to Westar IV, Galaxy II, Satcom IR.

Nurad 5538
2165 Druid Park Dr., Baltimore 21211

Nurad Electronics 5479-5481
2424 South 900 West, Salt Lake City 84119

O'Connor Engineering 4574
100 Kalmus Dr., Costa Mesa, Calif. 92626

Staff: Chadwell O'Connor; William Honsaker; Thomas Breneisen; Rick Tatlow; Joel Johnson. **Products:** Camera support products; fluid heads; tripods; aeroped.

Odetics 711; suite: 4-118 Hilton
Broadcast Division, 1515 South Manchester Ave., Anaheim, Calif. 92802

Staff: Bill Keegan; Emerson Ray; Bill Boyd; Chuck Martin; Jesse Nickels; Tim Crabtree; Phil McFadin; Camille Dixon McFadin; Gary Morse; Dale Pischke; James McCammon. **Products:** TV broadcast cart machines; news control terminal; expansion library; external machine interfaces; *software features and operational enhancements; cart work station with traffic interface.

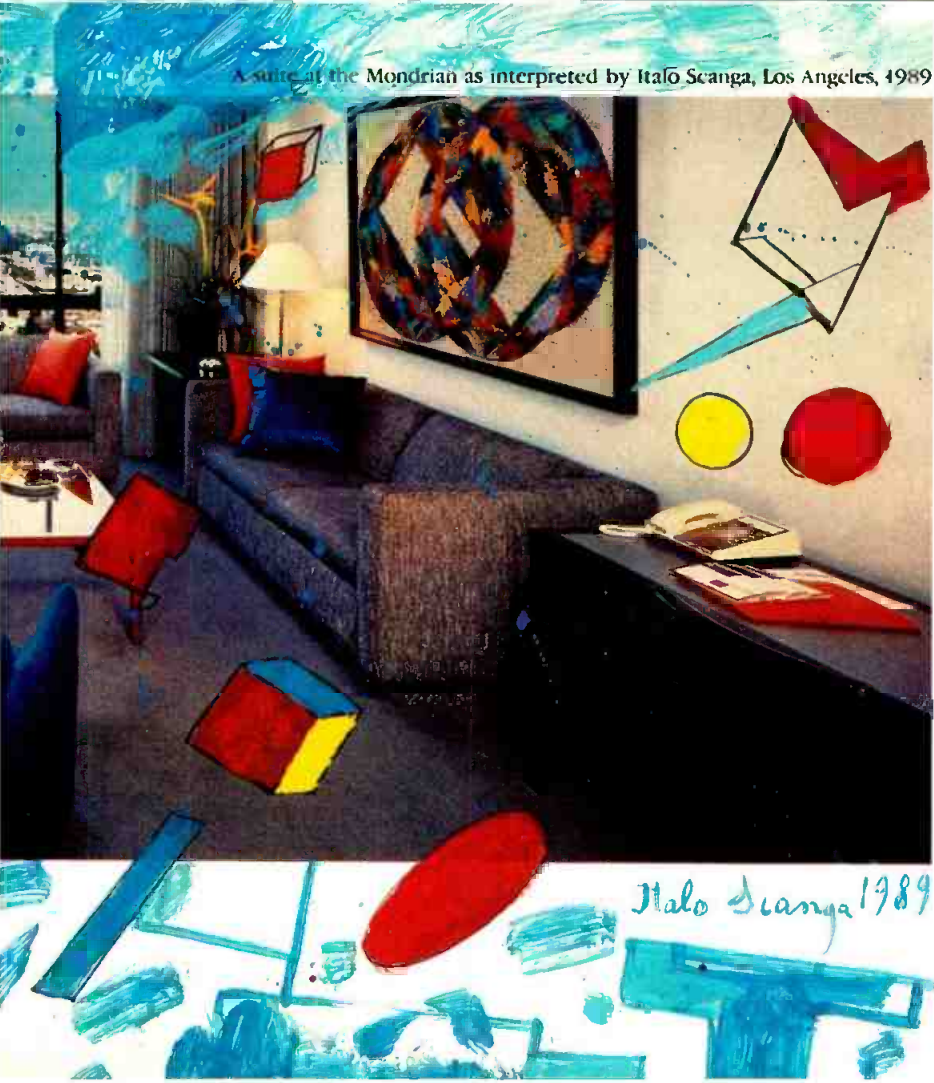
OKI Electric Industry Co. Ltd. 3087, 3186
c/o SAECO International, 1122 East Chevy Chase Dr., Glendale, Calif. 91205

Olesen 3726
1535 Ivar Ave., Hollywood, Calif. 90028

Omega International 7525
2691 Richter, #116, Irvine, Calif. 92714

Omicron Video 2515, 2517
21822 Lassen Street, #L, Chatsworth, Calif. 91311-3680

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(800) 424-4443

Staff: Kimi Akiyama; Mio Akiyama; Kenji Suet-sugu. **Products:** *Computer gen-lock systems (Omni-gen 701, 702); *sync generators (416N NTSC, 416P PAL); *encoders (451N NTSC, 451P PAL); routing switcher; master control switcher.

Omnimusc 1527
52 Main St., Port Washington, N.Y. 11050

Staff: Sam White; Jean Oestreich. **Products:** Music library; production library.

Optical Disc Corp. 2231
17517-H Fabrica Way, Cerritos, Calif. 90701

Staff: John Browne; Steve Brown; Don Hayes; Scott Golding; Rod Livingston; Otis Page; Brian Waddell; Richard Wilkinson. **Products:** Model 610 videodisk recording system; recordable laser videodisk (RLV).

Orban Associates 1630
645 Bryant St., San Francisco 94107

Orion Research 3068
4650 W. 160th St., Cleveland 44135

Staff: Richard Hajdu; George Stage; Charles Polomsky; Daniel Fageff; Michael Selecky; John Mave; Don Sullivan; Howard Venaleck. **Products:** NewsMaker software; *SoundStar ESAM audio mixer.

OSRAM Corp. 7427, 7429
110 Bracken Rd., Montgomery, N.Y. 12549

Staff: Paul Caramagna; Phil Frederick. **Products:** HLX Xenophot halogen lamps for overhead and slide projection, medical and laboratory equipment; HTI Halomet metal halide lamps for overhead and slide projection and special effects lighting; HMI Metallogen metal halide lamps for stage and studio production.

Otari Corp. 1353
378 Vintage Park Dr., Foster City, Calif. 94404

Pacific Radio Electronics 7330, 7332
1351 Cahuenga Blvd., Hollywood, Calif. 90028

Pacific Recorders & Engineering Corp. 1325
2070 Las Palmas Dr., Carlsbad, Calif. 92009

Staff: Anders Madsen; Jack Williams; Sandy Berenics; Mike Wal; Vince Basse; Bob Moore. **Products:** *Radiomixer air console; *STX stereo television console; BMX series II and series III air consoles; AMX & ABX multitrack production consoles; Tomcat and micromax cartridge recorder/reproducers; Dolby SR for cart; stereomixer and newsmixer; systems configuration and design capability.

Paco Electronics USA 3920
1842-B W. 169th St., Gardena, Calif. 90247-0000

Paltex 4156
2752 Walnut Ave., Tustin, Calif. 92680

Panasonic Industrial Co. 4142 F
Broadcast & Audio Video Sys., One Panasonic Way, Secaucus, N.J. 07094

Pannonia International Imports 2022, 2023
6237 So. Josephine Way, Littleton, Colo. 80121

Pansophic Systems 7917
2400 Cabot Dr., Lisle, Ill. 60532

Staff: Sharon Adcock; Chris Masters; John Glascock; Dov Jacobson; Hank Brock; Darja Adams; Lisa Einrenreich; Keith McNichol; Jim Treleavan; Robert Payne. **Products:** *Nimble; Studio Works.

Patch Bay Designation Co. 5344
P.O. Box 6278, Glendale, Calif. 91225

Staff: Scott Lookholder; Charlie Schufer; Kevin Duhart; Dale Lookholder; Julie Lookholder. **Products:** Patchprints; custom labeling; inserts for rear-illuminated button switches.

Peerless Sales Co. 4086, 4087
1950 Hawthorne, Melrose Park, Ill. 60160

Penny & Giles 2201, 2300
2716 Ocean Park Blvd., #1005, Santa Monica, Calif. 90405

Staff: David McLain; Bob Smith; Robert Rose; Doug Brazier; C.J. Melech; Neal Handler. **Products:** Faders; studio, rotary, motorized slide. *motorized rotary; joystick controllers; T-bar controllers; jackfields and patchbays.

PEP 4000-4002
Electronics Applications, 25 West 54th St., New York 10019

Perrott Engineering Labs 3834-3836
7201 Lee Hwy., Falls Church, Va. 22046

Staff: Ginnie Tygesen; V.P. Clutter; W.T. Aylor; Bill Mallon; Elton Bowers; Bob Clutter; John Stead; Harry Glass; Ted Eiferman. **Products:** Battery systems and accessories, including 441 series; charger/discharger units; 441-NP-1; 441-PED1; *441-90; *124 charger dual ni-cad 4HR fast charger.

Pesa Electronic S.A. 5712
6073 N.W. 67th St., #C-4, Miami 33015

Peter W. Dahl Co. 1663, 1665
5869 Waycross, El Paso 79924

Philips Lighting 7321, 7323
200 Franklin Square Dr., Somerset, N.J. 08875

Phillip Drake Electronics 7005
37 Broadwater Rd., Welwyn, Herts AL7 3AX England

Photokina 90 5163
666 Fifth Ave., New York 10103

Pinnacle Systems 801, N4-B
2380 Walsh Ave., Santa Clara, Calif. 95051

Pinzone Comm. Products 2315
14850 Cross Creek Park, Newbury, Ohio 44065

Pittsburgh Intl. Teleport A175, A176
P.O. Box 14070, Pittsburgh 15239

Staff: George Sperry; Bill Hyder; Maria Grgurich; Tony Guerrieri; Terry Guerrieri.

Potomac Instruments 1375
932 Philadelphia Ave., Silver Spring, Md. 20910

Staff: Guy Berry; Bob Ellenberger; Cliff Hall; Dave Harry; Don Nash. **Products:** Directional array antenna monitors; audio test system; automatic remote control system; frequency synthesizer, coherent detector; field strength meters; modulation and power controller; monitor receiver; program audio analyzer; programable transmitter controller.

Premier Metal Products 7821
16641 Orange Way, Fontana, Calif. 72335

Pro-Battery 3382
3941 Oakcliff Industrial Ct., Atlanta 30340

Staff: Neal Zucker; Geoff Boden; Eugene Sherry; Len Cocciaferro. **Products:** Power packs; battery belts; chargers; batteries; rebuilding services.

Professional Label Service A104

Professional Sound Corp. (PSC) 4373
10639 Riverside Dr., N. Hollywood, Calif. 91602

Staff: Ahle Kvist; Dick Topham; Ron Myer; Mike Riner. **Products:** *Sonosax portable audio mixers; VDB carbon fiber boom poles; *Sound Assist counter/controller; *Mini Quad Box; *Modopak battery packs; *Carcom communications equipment.

Progressive Computer Products 3381
Progressive Image Technology, 322 East Bidwell St., Folsom, Calif. 95630

Q-TV 3713
104 East 25th St., New York 10010

Staff: George Androw; John Maffe; Jim Greenfield; Al Eisenberg; Sam Hubner; Jamie Price.

Products: *NewsPrompter I newsroom computer system; IBM compatible ComputerPrompTer system (QCP Mark I, *VPS-600 LT laptop); camera teleprompters.

QEI Corp. 1147
P.O. Box D, Williamstown, N.J. 08094

QSI Systems 3751-3753
12 Linscott Rd., Woburn, Mass. 01801

Staff: Alfred Smilgis; Richard Smilgis; Ed Ricciardi; Peter Smilgis; Richard Sanford. **Products:** *3000 safe area generator; *5400 sync processing amplifier; *5500 video processing amplifier; *5700 automatic video switchover; *2048 message generator; colorbar generator; satellite video identifier; second tape lead in count down generator.

Quality Video Supply Corp. 3383, 3384
76 Frederick St., Hackensack, N.J. 07602

Quantel 5312
655 Washington Blvd., Stamford, Conn. 06901

Staff: Richard Taylor; Michael Maidens; George

Grasso; Dave Dever; Janice Haigney; Larry Biehler; Paul Fletcher; Tom McGowan; Paul Cascio; Tom Carrigan. **Products:** Editing, graphics equipment; digital effects and motion control system; 3D character generator; electronic graphics system; 3D video manipulation system; solid state video recorder for paintbox.

Quickset International 3513
3650 Woodhead Dr., Northbrook, Ill. 60062

Staff: Rudy Merz; Dave Daneck; Sharon Kay. **Products:** Tripods; dollies; pedestals; electro/mechanical pan and tilts; controllers.

R-Columbia Products Co. 3468, 3469
2008 St. Johns Ave., Highland Park, Ill. 60035

R-Scan Corp. 5732
1200 Washington Ave., South, Minneapolis 55415

Staff: Walter Lyons; Dale Bryan. **Products:** LDIS lightning data and information systems.

Radiation Systems 3070
4825 River Green Parkway, Duluth, Ga. 30136

Staff: Marvin Shoemake; Chris McCleary; Dan Landreth; Richard Gorrack; Randy Taylor; Carlyn Buchanan; Earl Franklin; Dick Patton; Russ Hagerth; Jim Travis; Rick Wittman; Jim Limanowski. **Products:** *Multiple antenna control system (5000); *Ku-band antenna (180KS); turnkey satellite earth stations and antenna systems.

Radio Computing Services 7337
One Chase Rd., #206, Scarsdale, N.Y. 10583

Radio Design Labs 7902, 7905
P.O. Box 1286, Carpinteria, Calif. 93013

Staff: Jerry Clements; Joel Bump. **Products:** ACM-1 AM noise monitor; POD-U-LAR console system; Mult-pan mixer; STA-1 electronic matching transformer; STA-3, STA-6 mono power amplifiers; STM-1 microphone preamp; STP-1 variable attenuator; STD-1 divider/combiner network; STF-5 fixed speaker pad. *STM-2 ENG/mic preamp.

Radio Express 1537
3575 Cahuenga Blvd., West, #555, Los Angeles 90068

Radio Systems 2037
P.O. Box 356, 5113 West Chester Pike, Edgemont, Pa. 19028

Ram Broadcast Systems 1001, 1100, 1101
346 W. Colfax St., Palatine, Ill. 60067

Staff: Ron Mitchell; Steve Gordoni; Mike Roche. **Products:** Audio consoles, switchers; noise reduction systems.

Rangertone Research 3762-3766
115 Roosevelt Ave., Belleville, N.J. 07109

Staff: George Zazzali; Lenny Dickstein; Gary Neyer; Laszlo Katona; Dan Zazzali. **Products:** Comb. and portable telecine systems; studio projector; dual dubbers.

Rank Cintel 3926
704 Executive Blvd., Valley Cottage, N.Y. 10989

Staff: Colin Brown; Colin Ritchie; Eddie Heywood; Charlie Morganti; Neil Kempt. **Products:** *Gallery PhotoCall; *Slide File II; *Cloud File; MkIII HD HDTV flying spot telecine; Gallery 2000 still image management system; digital flying spot telecine; CCD telecine.

Rapid Deployment Towers A150
625 Profit St., Azle, Tex. 76020

Staff: John Hughes; R.K. Hughes; W.M. Hughes; Wes Ludwig; Marvin Culp; Roger Barrow; Brad Johnson. **Products:** Tower system with guy wire system.

Reach Elec./Vetronix 5751, 5752
1600 W. 13th St., Lexington, Neb. 68850-0308

Staff: Roger Teeters; Mike Sutton; Eddie Howerter. **Products:** Pagers; base station encoders; paging terminals; mobile encoders and decoders; illuminated pushbutton switch; keyboard switch mounts.

Recortec 3910, 3911
275 Santa Ana Ct., Sunnyvale, Calif. 94086

Rees Associates 3483, 3484
4200 Perimeter Center, #245, Oklahoma City 73112

Register Data Systems 2337
P.O. Box 1246, Perry, Ga. 31069

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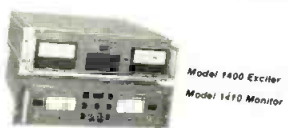
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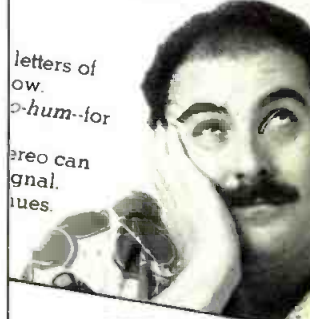
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Research Technology Int'l. 1706-1710
4700 Chase Ave., Lincolnwood, Ill. 60646

Staff: Tom Tisch; Tom Boyle; Ray Short; Larry Beilin; Bret Warren; Jonathan Banks; David Tucker; Howard Bowen; Steve Little; Bill Wolavka.
Products: Videotape and test equipment; *Tapechek D-11 dropout counter; *bulk video pancake analyzer (4150); *conveyorized magnetic tape degasser (V-110); videotape evaluator/cleaners; film cleaning system.

RF Specialty Products 700
5547 Randolph Blvd., San Antonio, Tex. 78233

Staff: Rocio Lopez; Jose Rubio. **Products:** Antenna coupling units; inductors; duplexers.

RF Technology 5451-5453
16 Testa Pl., So. Norwalk, Conn. 06854-4613

Richardson Electronics Ltd. 3852, 3853
Broadcast Division, 40W267 Keslinger Rd., La-Fox, Ill. 60147

Staff: Larry Broome; Charles Acurio; Ian Stewart; Chris Cane; Harry Piepers; Len Novin; Mark Pisarkiewicz; Bill Burton; Joel Levine; Salvador Tejada; Manuel Escalante. **Products:** Camera tubes; components and replacement hardware; power tubes; RF components; UHF TV klystrons; TV linear devices.

Rocktron/RSP Technologies 3946
1900 Starr Batt Dr., Rochester, N.Y. 48309

Staff: Jim Chowning; Jeff Sorna. **Products:** HUSH 2000; dynamic controller; enhancer/HUSH; exciters; compressors.

Rockwell International 3733-3736
Box 568842, MIS 407, Dallas 75356

ROH/Anchor Audio 3451-3453
913 W. 223rd St., Torrance, Calif. 90502

Rohde & Schwartz 3813
c/o Product Marketing Inc.
1214 Emerald Dr., Quincy, Ill. 62301

Rohn 4013, 4014

P.O. Box 2000, Peoria, Ill. 61656

Staff: Mike Fleissner; Ken Cordrey; Larry Grimes; Fred Hardee; Phil Metcalf. **Products:** Broadcast towers; tower hardware, accessories, lighting; fiberglass and concrete equipment shelters.

Rosco Labs 5340-5342
36 Bush Ave., Port Chester, N.Y. 10573

Staff: Stan Miller; Jim Meyer; Jeff Flowers; Rob Rowlands; Roger Claman; Stan Schwartz; Richard Dunham. **Products:** Stage pin connectors; studio floor tiles; color correction and diffusion filters; projection patterns; cinefoil; fog simulation systems; video paints.

Roscor Corp. 4238, A120
1061 Feehanville Dr., Mt. Prospect, Ill. 60056

Ross Video Limited 4977
500 John St., Iroquois, Ont. K0E 1K0, Canada

Staff: John Ross; John Barker; Jim Millard; Jack McQuigge; Eric Goodmurphy; Brian Luscombe; Tom Mackereth; Fernando Paulino; Diane Robertson. **Products:** *Downstream multi-keyer; production switchers.

Royal Television Society 4188
c/o K. Schaefer & Associates
2001 K St., N.W., #902, Washington 20036

RSN Promotions A101

RTNDA 4003
1140 Empire Central Dr., #240, Dallas 75247

RTS Systems 4151
1100 W. Chestnut St., Burbank, Calif. 91506

Staff: Doug Leighton; Shelley Harrison; Stan Hubler; Ed Fritz; Dave Brand; Gene Behrend; Melanie Harrison; Al Salci; Kim Murphy. **Products:** *Programmable user station (MCE325); *dual channel, remote control mic preamp (2528); *crosstalk cancellation device (CCD214); *automatic telephone coupler (ATC222); programmable matrix intercom station; Intercom master station; reference tone generator; intercommunications; IFM system; amplifier system; modular amplifiers; headsets.

S.W.R. 4009-4011
P.O. Box 215, Goffstown, N.H. 03045

Sachtler Corp. of America 3968
55 North Main St., Freeport, N.Y. 11520

Staff: Eric Falkenberg; Michael Accardi; James Crawley; Thomas Menke; Dieter Brosig; John Gehrt; Juergen Nussbaum; Ulrich Boger; Hardy Jaumann; Peter Miller. **Products:** Lighting systems—*Reporter 100H; *Reporter 125D; *Reporter 250H; *Reporter 300H; *Reporter 650H; *Reporter 270D; *Production 575D; *Production 1200D; *ballast units, batteries, accessories; *Video 10 System; *two-in-one tripods for ENG, EFP; fluid heads; light for studio and field production with counterbalance; tripods; pedestals; lighting system with two-stage tripod, dolly, elevation unit, counterbalance system.

Saki Magnetics 1673
26600 Agoura Rd., Calabasas, Calif. 91302

Samson Technologies Corp. 2308, 2310
485-19 S. Broadway, Hicksville, N.Y. 11801

Staff: Scott Goodman; Doug Bryant; Kevin Moran. **Products:** Wireless microphone systems; *Stage 22 and Stage II series wireless systems; *miniature belt pack receiver.

San Francisco Satellite Ctr. 7204

Sanken Microphone Co. Ltd. 1645
c/o Pan Communications

see Audio International
5-72-6 Asakusa, Taito-ku, Tokyo 111, Japan

Satellite Music Network

Booth: 7617, A158; suite: 2929
12655 N. Central Expressway, #600, Dallas 75243

Staff: John Tyler; Charlie Strickland; Roy Simpson; Marianne Bellingier; Robert Hall; Carlos Hund; Martin Roab. **Products:** Nine live radio formats; *Kool Gold; Z-Rock hard rock programming.

Scala Electronics Corp. 4962, 4963
P.O. Box 4580, Medford, Ore. 97501

Staff: Ellis Feinstein; Dan Fowler; Linda Stedman; Stacie Shearer. **Products:** Antennas; low-power TV, FM/TV translators; low-noise preamps; RF power dividers; coax cable, antenna system accessories.

Schafer World Communications 1347
P.O. Box 31, Marion, Va. 24354

Schneider Corp. of America 4162
400 Crossways Park Dr., Woodbury, N.Y. 11797

Schwem Technology 5482-5484
3305 Vincent Rd., Pleasant Hill, Calif. 94523

Staff: Kathy Metrolas; Clay Sylvester; Mark Grasso; Tom McDonough; Gerry Greenlaw; Jack Moynihan; Anne Marie Smith; Janet Alvarez. **Products:** Image stabilizing camera lens; GX-3 integrated camera/stabilizer system.

Scientific Atlanta 3423
P.O. Box 105600, Atlanta 30348

Selco Products Co. 1657
7580 Stage Rd., Buena Park, Calif. 90621

Products: VU, PPM meters; audio level indicators; control knobs; *two piece and double injected push on knobs.

Selective Service System 4687
Bldg. 7, #160, Treasure Island, San Francisco 94130-5052

Staff: Vicki Stein; John Gaynor; Fred Russell; Barbara Russell. **Products:** PSA's.

Sennheiser 1052, 1054
6 Vista Dr., P.O. Box 987, Old Lyme, Conn. 06371

Staff: Andrew Brakhan; Tony Tudisco; John Kenyon; Al Zang. **Products:** Microphones; headphones; wireless microphone systems.

Sescom 3413-3415
2100 Ward Dr., Henderson, Nev. 89015

SG Communications West 2405, 2501
3444 N. Dodge, Tucson, Ariz. 85716

Staff: Doug Glatzer; Tom Leschak; Wallace Steiger; Walter Coleman; Troy Kyman; Stan Klebe. **Products:** TV broadcast tower and antenna erection and service.

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Shima Seiki 3073
22 Abeel St., Cranbury, N.J. 08512

Shively Labs 1341 N4-A
86 Harrison Rd., Bridgton, Me. 04009

Staff: Paul Wescott; Charles Peabody; D. Steven Collins; Robert Surette; George Harris; Jonathan Clark; Elwyn Wheaton; Thomas Creighton. **Products:** FM broadcast antennas; FM multi-station combiners; transmission line; FM pattern studies; FM transmission gear.

Shook Electronics USA A117
6630 Topper Parkway, San Antonio, Tex. 78233

Staff: Edwin Shook; Ron Crockett; John Shook. **Product:** Production trailers.

Shure Brothers 1517
222 Hartrey Ave., Evanston, Ill. 60202

Staff: Jim Kogen; John Phelan; Chris Lyons; Al Hershner; Michael Pettersen; Eric Hruza; Carolyn Gunnell; Neal Weber; Bob Schulein; Edgar Reihl; Lee Habich; Jack Kontney. **Products:** *Shure beta series microphones; AMS microphone system; wireless microphone system; mixers (FP); microphones (SM); broadcast phonograph cartridges.

Sierra Video Systems 7904, 7906
P.O. Box 2462, Grass Valley, Calif. 95945

Sigma Electronics 3168
1184 Enterprise Rd., E. Petersburg, Pa. 17520

Siscom 7117
100 Arapahoe Ave., #1, Boulder, Colo. 80302

Staff: Mark Boledovich; Don Burt; Peter Cirarella; Mike Ellis; Ron Merrill; Gayle Myers-Harbinson; Daryl Olander; Alec Sharp; Geri Templin; Art Zemach. **Products:** Newsroom computer system; *NewsPro teleprompter and closed captioning; *script archive; *audit feature; video archive.

Skotel Corp. 4021, 4022
3730 Matte Blvd., Brossard, Quebec, J4Y 2Z2 Canada

Staff: Stephen Scott; Luigi Gentile. **Products:** TCG-311 lime code generator/reader; AVTC-20-VI portable VITC and LTC time code reader/insert; half-rack design lime code readers; film-to-tape time code generator.

Soc. of Prof. Videographers 4487
P.O. Box 1933, Huntsville, Ala. 35807

Social Security Administration 4686
Office of Gov't. Affairs, 6401 Security Blvd., Baltimore 21235

Society of Broadcast Eng. 4886
7002 Graham Rd., #216, Indianapolis 46220

Society of Cable TV Eng. (SCTE) 4286
669 Exton Commons, Exton, Pa. 19341

Staff: Anna Riker; William Riker. **Products:** Technical training programs and services; videotapes, publications, conferences, chapter seminars.

Society of Motion Picture & Television Engineers 5726, 5727
595 W. Hartsdale Ave., White Plains, N.Y. 10607

Staff: Si Becker; Anne Cocchia; Jeffrey Friedman; Mark Hyman; Lynette Robinson. **Products:** Membership information; information on publications, videotapes; test film information; *Better Video Images; *4:2:2 Digital Video—Background and Implementation.

Solid State Logic 2005
Begbroke, Oxford OX5 1rv, England

Staff: Anthony David; Piers Plaskitt; Andy Wild; Colin Sanders; Chris Jenkins; Dave Collie; Mark Yonge; Colin Pringle. **Products:** Digital audio for vision editing suite; digital production center; master studio system; audio production system; film post-production system; studio computer systems.

Solutec 5748, 5749
(H.A. Solutec Ltd.), 4360 D'Iherville St., Montreal, P.Q. H2H 2L8 Canada

Sono-Mag Corp. 1105, 1107
1833 W. Hovey Ave., Normal, Ill. 61761

Staff: Jon Housour; Shawn White; Allan Mapel; Tom Rousey. **Products:** Broadcast automation (radio) compact disk programmers.

Sony Corp. of America 4101 SS
1600 Queen Anne Rd., Teaneck, N.J. 07666

Sound Ideas 3826
105 W. Beaver Creek Rd., #4, Richmond Hill, ON L4B 1C6 Canada

Staff: Brian Nimens; Garry Trafford; Lisa Doohar; David Lukezic; Paul Hatanaka. **Products:** Sound effects libraries; sampler library; production music library; *Series 3000 ambience sounds.

Sound Technology 4577
1400 Dell Ave., Campbell, Calif. 95008

Staff: Dick Cook; Bob Andersen; Ken Jones; Sony Funke; Kent McGuire. **Products:** Tape recorder audio test system; stereo analyzer and monitor; programmable audio generator; programmable transmission/audio analyzer.

Sound Workshop Prof. Audio 7231, 7233
79 Express St., Plainview, N.Y. 11803

Soundmaster USA 7340-7343
1124 Stoneshead Crt., Westlake Village, Calif. 91361

Staff: Andrew Staffer; Robert Predovich; Curt Smith; Joseph Gorinkle; Sandra Smith. **Products:** Integrated audio editing system.

Specialty Vehicles Inc. A159
450 N. Somerset Ave., Indianapolis 46222

Spectra Image 3077
Spectra Systems, 2040 N. Lincoln St., Burbank, Calif. 91504

Sprague Magnetics 1446, 1448
15720 Stagg St., Van Nuys, Calif. 91406

Staff: John Austin; Debbie Austin; Jim Sprague; April Austin; Ross Jenkins. **Products:** Tape head refurbishing; reel-to-reel recorder parts; *tape heads; recorder care products; tape head demagnetizer/bulk erasers; test/alignment tapes; *XTS tape heads.

Stainless 3479, 3480
Third St., North Wales, Pa. 19454

Staff: Jess Rodriguez; Owen Ulmer; John Windle; H. William Guzewicz; Ronald Pagnotto; Kenneth Wetzel; James Mack. **Products:** Guyed and self-supporting towers; installation, inspection, modification services.

Standard Communications Corp. 2545, 2547
Satcom Division, P.O. Box 92151, Los Angeles 90009

Stantel Components 4378, 4476
636 Remington Rd., Schaumburg, Ill. 60173

Stanton Magnetics 1649
101 Sunnyside Blvd., Plainview, N.Y. 11803

Staff: Pete Bidwell; Paul Torraca; Lucretia Tindall. **Products:** Turntable cartridges (*890AL, 680EL-MP, 500AL-MP); turntable slip mats; turntable preamp/equalizers; stereo headphones; announcer earphones; styli replacement.

Stantron Unit of Zero Corp. 1712-1716
6900 Beck Ave., N. Hollywood, Calif. 91605

Staff: Guy Tessier; Brenda Sabin; Chrissy Thede; Logan Enright; Dick Turchen; Dave Fahrback; Jeff Gouch; Dave Everett; Bruce Dawson; Wes Crenshaw. **Products:** Modular consoles; vertical equipment racks; *half-inch editing console; *wood trim; accessories.

Star Case 4782-4784
P.O. Box 4489, Long Beach, Calif. 90804-4489

Status Cabinetry 7001
615 S. State College Blvd., Fullerton, Calif. 92631

Steady-Film Corp. 7927
705 18th Ave., South, Nashville 37205

Staff: Wayne Smith; Gail Smith; Donna Reid; Phil Kroll; Glenda Clifford. **Products:** Motion control unit; products and accessories for Rank Cintel Telecine.

Steenbeck 3877-3879
9554 Vassar Ave., Chatsworth, Calif. 91311

Staff: Don Mack; W. Bass; W. Otto; Jerry Miller; H. MacCall. **Products:** Film editing tables; synchronous rewinding and sound editing table; video

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Storeel Corp. 5238
3337 West Hospital Ave., P.O. Box 80523, Atlanta 30341

Staff: Carolyn Galvin; R.D. Lauter; Paul Galvin; Bob Gargus; John Dixon; Kent Kjellgren; Walt Kelley; George Rodriguez; Frank Fitzhenry; Mark Stenehjem. **Products:** Room Stretcher; Railrider; Stor-Max; Room Stretcher Express; Maxi Cart; high-density compact disk storage.

Strand Lighting 4351
18111 South Santa Fe Ave., P.O. Box 9004, Rancho Dominguez, Calif. 90224

Streamline Communications Corp. 7211, A166
1212 U.S. Highway One, N. Palm Beach, Fla. 33408

Staff: B. Eric Rhoads; Stephen Butler; Heidi Swanson; Jackson Dell Weaver; Richard Freeman; Sam Dotson. **Products:** Remote broadcast studios; radio station products; computerized inter-active telephone systems. *Trade Magazine.

Studer Revox America 1261
1425 Elm Hill Pike, Nashville 37210

Studio Technologies 3828
5520 W. Touhy Ave., Skokie, Ill. 60077

Staff: Gordon Kapes; Jennifer Shore. **Products:** *Generation II stereo simulator; ISS integrated simulator system; AN-2 stereo simulator; recognition control unit; microphone preamplifier.

Superior Satellite Engineers A133
2320 Sierra Meadows, Rocklin, Calif. 95677

Staff: Doyle Catlett; John Kernkamp; Steve Catlett; Mike Doll. **Products:** Remote steerable, computer-driven satellite antenna systems; satellite antenna communications software.

Sure Shot Satellite Network 3686
12450 Harman Rd., New Springfield, Ohio 44443

Staff: Dennis Kuncce; Jeff Good; Joe Eusebio. **Products:** Transportable Ku uplink vehicles.

Swintek Enterprises 2205, 2207
587 Division St., Campbell, Calif. 95008

Switchcraft 1042, 1044
5555 N. Elston Ave., Chicago 60630

Staff: B.H. Ware; Bill Kysiak; Bill Jones; Terry Leen; Pat Jones; Larry Niles. **Products:** Electronic and electromechanical audio components; 48 circuit audio patch panels; jacks; plugs; connectors; jackfields.

Symbolics 7017
1401 Westwood Blvd., Los Angeles 90024

Symetrix Inc. 2304, 2306
4211 24th Ave. West, Seattle 98199

Staff: Dave Butcher; Will Lewis; Bruce Hemingway. **Products:** Digital processing recorder; single line telephone interface; voice processor; noise reduction; mic preamp; headphone amp; parametric eq; single-line telephone interface.

Synergistic Batteries 7107
3760 Lower Roswell Rd., Marietta, Ga. 30068

Staff: Chris Caspari; Patsy Messer; Peggy Young. **Products:** Portable power units; *lights; battery pack chargers/analyzers.

System Associates 5355
10375 Jefferson Blvd., Culver City, Calif. 90232-3511

Staff: Billy Seidel; Walter Shubin. **Products:** Brokers; used broadcast TV equipment; equipment listings.

Systemation Corp. 1032
337 North Water St., Decatur, Ill. 62523

Staff: Steve Bellinger; Maureen Bellinger; David Gerety; Richard Huckaba; Barry Honel. **Products:** Satellite cassette automation; digital cassette automation; live assist digital automation with Touch Screen; PC Playlist; sales tracking/traffic/invoice system; *satellite automation; *digital cassette deck.

T.F.T. Inc. 2115
3090 Oakmead Village Dr.
Santa Clara, Calif. 95051-0862

Staff: Jesse Maxenchs; Eric Lane; Perry Kirk; Henry Wu; Joe Wu; Terry Peterson. **Products:** RPU; FM booster; STL 8300,8600, 7700; FM/AM mod monitors; EBS.

TABER AVSC 4017
1880 Embarcadero Rd., Palo Alto, Calif. 94303

Tamron Industries 3777-3779
99 Seaview Blvd., Port Washington, N.Y. 11050

Staff: H. Nagashima; J. Van Steenberg; B. Swain; J. Buchman. **Products:** 50 mm lens; film-to-video conversion unit; CCTV lenses.

Tannoy North America 7533
300 Gage Ave., #1, Kitchener, Ont., Canada N2M-2C8, Canada

Staff: Bill Calma; Kevin Turnbull. **Products:** Playback monitors; PBM 6.5. PBM 8. *AVM-DMT: oval concentric reference mixing monitors. *NFM-DMT, LGM.

Tapscan 1012-1018
3000 Riverchase Galleria Tower, #1111, Birmingham, Ala. 35244

Staff: Dave Carlisle; Kris Robbins; Cindy Kimbrough; Mark Schreiber; Jim Hutson; Patty Strong Ellis; Gayla Rathbun; Karen Travis; Ross Langbell; Robyn Ross; Randi Lee; Jeff Williams; Greg Calhoun. **Products:** Ratings analysis and presentation system; music scheduling system; qualitative systems; *ratecard system; avals and presentation system; multi-tasking system.

Target Tuning 5440
6 Caesar Pl., Moonachie, N.J. 07074

Staff: Daniel Flohr; Tina Jacobs. **Products:** FM radio; AM stereo radio; *subcarrier receiver; TV tuner.

Tascam 5577
7733 Telegraph Rd., Montebello, Calif. 90640

Teatronics 5738-5742
3100 McMillan Rd., San Luis Obispo, Calif. 93401

Staff: Roger Volk; Paul Rabinovitz; Randy Pybas; Norman Russell; Terrell Owens; Douglas Fleenor; Mike Connell; Lynn Kennedy; Cathy Matthews; Gary Henley. **Products:** Studio lighting systems and equipment including dimmers, control consoles, lighting fixtures, power distribution products.

Teccom 3948

Techni-Tool 2353, 2448
5 Apollo Rd., Plymouth Mtg., Mass. 19462

Tekno 7227
100 W. Erie St., Chicago 60610

Tekskil Industries 3586, 3587
#108-15290 103A Ave., Surrey, BC V3R 7A2
Canada

Tektronix Television 3700 N2-A
P.O. Box 500, DIS 58-699, Beaverton, Ore. 97077

Staff: Laura Jacob. **Products:** Designer and manufacturer of TV test, measurement and monitoring equipment; *High-definition test signal generators; *component/composite generator; *TSG-100 test signal generator with transmission test signals; *video measurement sets (1780OR-NTSC/1781R-PAL) *Digital/analog waveform monitor; *BTSC aural modulation monitor/decoder with "weighted peak mode"; *remote monitoring system; *signal development program; video measurement sets.

Telcom Research 4375
1163 King Rd., #1, Burlington, Ont. L7R 3X5
Canada

Staff: Rose Ting; Tom Banting; Fred Banting; Steve Mercer. **Products:** Time-code generators; readers; inserters; portables; translators.

Telemet 5138
Div. of Geotel, 25 Davids Dr., Hauppauge, N.Y. 11788

Staff: Gene Murphy; Slim Hamer; Joe Link; Bob Griffiths; Leo Lazarus; Tony Silva; Leo Rymarz; Geoff Crowley. **Products:** Demodulator; fiber optic link; sideband analyzer; video/pulse D.A.'s: envelope delay test set; video test set; *character generator.

Telemetrics Inc. 5105, 5106
7 Valley St., Hawthorne, N.J. 07506

Staff: Anthony E. Cuomo; Anthony C. Cuomo;

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Albert Chan; Haig Soojian; Frank Cusano; Allen Phelps; Vance Sherry **Products:** *Triax control system for DXC-M7 cameras; *Triax control system for Panasonic CLE cameras; triax control system for Sony BVP-7 cameras; triax control system for Hitachi FPC cameras; pan/tilt systems; RGB adapter; beta to MII camera adapter.

Telepak San Diego 5746, 5747
4783 Ruffner St., San Diego 92111

Staff: David Stepp; Linda Stepp; Andy Tyndale. **Products:** *Universal Belacam carrying case; *T-88 for Sony VO-8800; T-AGM for Panasonic monitors AG-500, AG-550, AG-560; T-RAIN 5 for Panasonic AG-450 camcorder.

Telescript Inc. 5335, 5336
445 Livingston St., Norwood, N.J. 07638

Staff: Bob Swanson; Jim Stringer; Dean Rogich; Paul Fabbri; Kay Hyde **Products:** Computer prompting programs; monitor prompting systems; TV studio transports; telepods for off-camera mounting; air lift low/high boy tripods.

Television Engineering Corp. 1742-1748
580 Goddard Ave., Chesterfield, Mo. 63005

Staff: Jack Vines; Linda Vines; John Kull. **Products:** Model TEC-19 electronic newsgathering van; *electronic device to simplify live feeds.

Television Equipment Assoc. 5200-5202
P.O. Box 393, South Salem, N.Y. 10590

Staff: Vince Emmerson; Bill Pegler; Joe Tocidowski; Steve Tocidowski; Cindy Ferman. **Products:** *Neckset for two-way radios; *Secretite strap-on earphone with boom mike; *Astrolite and *Slimgard headsets; *single and double phone headsets; video delays; filters.

Television Technology Corp. 3500
2360 Industrial Lane, P.O. Box 1385, Broomfield, Colo. 80020-8385

Staff: William Kitchen; Michael Lehrman; Byron St. Clair; Howard McClure; Harold Rabinowitz; Alexander DeLay; Dale Leschak; Marvin Brede-meier; Rick Goetz; Carol Andersen **Products:** *60kW UHF air-cooled klystron TV transmitter; *4000 watt solid state FM transmitter; *1kW VHF solid state TV transmitter; *10 watt satellite FED FM translator; other transmitters.

Telex Communications 3541
9600 Aldrich Ave. South, Minneapolis 55409

Staff: Don Merein; Jim Arrington; Gary Fisher; Jeff Peters; Claude Kleiman; Rick Peterson; Ted Nemzek; Jerry Hines; Michael Olinger; Joe Winebarger. **Product:** Compact wireless mic system; audio tape duplicator systems.

Telmak Pty Ltd. 7240-7243
Television, 12126 Queens Rd., Five Dock, N.S.W. 2046 Australia

Telnox Telecomm. Products Ltd. 1156
55 Montpellier Blvd., St. Laurent PQ ZZ H4N 2G3, Canada

Staff: Manon Coutellier; Jacques Coutellier; Roger Leblanc. **Products:** Telnox L-O; *Telnox NA; *Telnox Line Analyser.

Tennaplex Systems Ltd. 5441, 5442
21 Concourse Gate, Nepean, Ont. ZZ K2E 7S4 Canada

Staff: Ron Joe; Marvin Crouch; Maureen Rivoire; Dr. Eisenmann; George Klausner; Anton Kalhrein; Fred Brewer; Fritz Brewer; Dan Brewer. **Products:** Antennas and combiner systems; digital automation pick and play system; multi-subcarrier AM system; point to multipoint addressable satellite receiving system.

Tentel Corp. 5223, 5224
1506 Dell Ave., Campbell, Calif. 95008

Staff: Wayne Graham; John Chavers; Chuck Fodor; John Bonn; Lorrie David; Bev Zern; Grace Maeda. **Products:** *TQ-1800, motorized dial torque gauge; *TSH-U9, spindle height gauge; *TSH-B7, spindle height gauge; *T2-H7-SLX; videohead protrusion gauge; tentelometers; dial torque gauge.

The Equipment Broker 5684

The J-Lab Co. 3084
P.O. Box 6530, Malibu, Calif. 90264

The Will-Burt Co. 4883, 4884
TMD, Box 900, 401 Collins Blvd., Orrville, Ohio

44667

Theatre Service & Supply Corp. 3865, 3866
1792 Union Ave., Baltimore 21211

Staff: Richard Antisdell. **Products:** Curtain and track systems; light grid hardware and supplies; scenic materials and supplies; dimmer systems.

Theatre Vision 5757-5759
5426 Fair Ave., N. Hollywood, Calif. 91601-2721

Staff: Richard Medvitz; Mike Case; Sheryl Cushlen; Sharon Johi; Paul Birkle. **Products:** *Heat Film; *Diffusion Crystal; curtain track, cycloramas; studio packages; lighting; rigging; *Its Magic.

Thermodyne Int'l. 2415
20850 S. Alameda St., Long Beach, Calif. 90810

Thomson Electron Tubes & Devices Corp. 1165
408 Commerce Way, Box 540, Totowa, N.J. 07511

Staff: C. Kalfon; V. Pastore; A. Macchiaverna; G. Plowman; P. Girilach. **Products:** High power triodes and tetrodes for radio broadcasting and VHF, UHF TV; cavities for VHF, UHF TV; traveling wave tubes and klystrons for satellite uplinks at C-Band, Ku-band.

Thomson-LGT 5141
1 Rue de l'Hautil; Z1 des Boutries, BP 150, 78702 Conflans, Ste Honorine Cedex, France

Products: UHF, VHF solid state transmitter; UHF transposers; satellite terrestrial transposer.

Tiffen Mfg. Corp. 3744-3746
90 Oser Ave., Hauppauge, N.Y. 11788

Staff: Nat Tiffen; Steven Tiffen; Jack Bonura; Tom Grosso. **Products:** *Soft/FX filter; *Pro-Mist filter; dust-removal air can; instructional videotape; photographic filters; lens accessories; audio-visual equipment.

Timeline Inc. 2416
270 Lafayette St., New York 10012

Staff: Gerry Block; Josann Block; Fred Ridder; Rodney Pearson; Jeff Evans. **Products:** Lynx time code module, keyboard control unit, film module.

system supervisor, VSI module; serially controlled synchronization systems; machine control interfaces, audio editing system, video editor interface.

Times Square Lighting 3286, 3386, A155
Industrial Park, Route 9W, Stony Point, N.Y. 10980

Staff: Howard Weinreich; Robert Riccardelli; Ron Menleski. **Products:** Studio lighting, dimmers.

Titan Electronics 5162
35 Jacobsen Crescent, Holden Hill, South Australia, ZZ 5088 Australia

Toby Arnold & Assoc. 1570
3234 Commander Dr., Carrollton, Tex. 75006

Staff: Toby Arnold; Dolly Arnold; Jim Kerr; Larry Mangiameli; Franki Franks; Jeanne Bozzetti. **Products:** Production library; country jingles; CHR jingles.

Toko America 7100
1250 Feehanville Dr., Mt. Prospect, Ill. 60056

Staff: Lew Wilson; Mike Lembke; Mike Woo; Mr. Hasegawa. **Products:** VT-300 NTSC video frame store; MP-5000 HDTV moving image simulator; MFS-64 multi-frame storage device (HDTV and NTSC); VT-500E HDTV frame store.

Torpey Controls & Eng. Ltd. 5102
98-2220 Midland Ave., Scarborough, Ontario, M1P 3E6 Canada

Staff: Bob Torpey; Judy Samuels; George Reesor; Sylvia Reesor; Arthur Critchley. **Products:** Master clock system; production timers; video time/temperature displays; video/audio routing switchers; video test generator; downstream keyer.

Toshiba America 5168
OEM Division, 9740 Irvine Blvd., Irvine, Calif. 92718

Total Spectrum Mfg. 719
709 Executive Blvd., Bldg. A, Valley Cottage, N.Y. 10989

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Townsend Product Sales Group 5555
5301 Departure Drive, Raleigh, N.C. 27604.

Staff: G.J. Thursby; Barry Huntsinger; Scott Martin; John Terry; Mitch Montgomery; H.T. (Bud) Henley; Kinsley (Kin) Jones; C.H. (Chuck) Balding; George Townsend; Ken Barker. **Products:** *Townsend CST UHF transmitters; *Townsend CST VHF Transmitters; *Townsend solid state aural/visual amplifiers; *MSDC klystron; *Philips component waveform monitor; *Philips component and test signal generator.

Transmission Structures Ltd. 1617, 1619
P.O. Box 907, 227 S. Vann, Vinita, Okla. 74301

TRF Production Music Libraries 701
40 East 49 St., New York 10017

Trimm Inc. 7636
Div. of Newton Inst. Co., 400 West Lake St., Libertyville, Ill. 60048

Trompeter Electronics 4023, 4024
31186 La Baya Dr., Westlake Village, Calif. 91362

Staff: William Stout; Ed Trompeter; Hap Gladish; Dick Coleman; Bill Byers; Randy Edgett. **Products:** RF connectors; cable; patch panels; tools.

True Vision 7627, 7629
7351 Shadeland Station, #100, Indianapolis 46256-3921

Twentier Systems 7827
2200 Powell St., #625, Emeryville, Calif. 94608

TWR Lighting 5110
P.O. Box 55606, Houston 77255

Staff: Sandra Prewitt; Patrick Feller. **Products:** Medium intensity strobes; beacons; controllers; obstruction lights.

U.S. Army Reserve 4587
Public Affairs Office, 1815 N. Ft. Myer Drive, Arlington, Va. 22209-1805

Staff: Marti Zimmer; Al Schill; Buz Brinig; Dennis Herron.

U.S. Naval Reserve 4986
Commander Naval Reserve Force, Code 923, New Orleans 70146-5000

U.S. Tape & Label Corp. 1533, 1535
1561 Fairview Ave., St. Louis 63132

Staff: Byron Crecelius; James Eiseman; Audrey Moore. **Products:** Bumper strips; window labels.

Ultimate Corp. 5165
18607 Topham St., Reseda, Calif. 91335

Staff: Paul Vlahos; David Fellingner; Richard Patterson; Mary Zaller; Juniko Moody; Lynne Sauve; Ron Ungerman; Tom Zahir; Maury Shallock. **Products:** Ultimatte-5, Ultimatte-4 RGB, Ultimatte-300; *Ultimatte memory head; *Amusematte; *Forematte.

UNI-SET Corp. 1752-1758
449 Avenue A, Rochester, N.Y. 14621

Staff: Ronald Kniffin; James Simpson; Robert Colgrove; Karl Wittie; Mary Leszczynski. **Product:** Modular studio staging systems.

Union Connector Co. 4582, 4583
300 Babylon Tpke., P.O. Box H, Roosevelt, N.Y. 11575

United Ad Label Co. 7526, 7528
650 Columbia St., Brea, Calif. 92621

United Media 5544
4771 E. Hunter, Anaheim, Calif. 92807

Staff: Robert Ricci; Scott Harper; Leslie Ricci; Norman Kellogg; Greg Martin. **Products:** *UMI 500 A/B roll time code videotape editor; other videoeditors.

United Ropeworks (USA) 1722
Phillystran Division, 151 Commerce Dr., Montgomeryville, Pa. 18936-9628

Staff: Wynne Wister; Bob Lombardo; Ken Knight. **Products:** Phillystran HPTG; tower guys and systems for high-power applications.

United States Marine Corps 4786

HQ. US Marine Corps, Code MRRP, Washington 30380-0001

Ushio America 7735, 7737
20101 S. Vermont Ave., Torrance, Calif. 90502

Utility Tower Co. 1447
3200 N.W. 38th, P.O. Box 12369, Oklahoma City 73157

Staff: Gloria Nelson; Joe James; Reggie Wright; Larry Fanning; Dona Teel; Ronald Nelson Jr.; Mark Stallings. **Product:** Tower sections for AM, FM, TV.

Valentino 1627, 1629
151 W. 46th St., New York 10036

Valley International 2030, 2032
P.O. Box 40306, Nashville 37204

Staff: Norman Baker; Jason Dunaway; Jon Bosaw. **Products:** *DCE full digital stereo digital compressor/expander; digital dynamic processors; microphone process; On-air/production limiter with clipper and compressor; dual compressor/expander; modular signal processors; Gain Brain II variable ratio limiter; Dynamic Sibilance Processor.

Valmont Industries 3371
ICPD, P.O. Box 350, Valley, Neb. 68064

Varian Associates 5300
Microwave, EIMAC, 611 Hansen Way, M/S D-111, Palo Alto, Calif. 94303

VEAM, Div. of Litton Sys. 3611
100 New Wood Rd., Watertown, Conn. 06795

Staff: A.J. Bernardini; H.W. Dumas; M. Tuccillo; L. Spazak; G. Carlsen. **Products:** CIR series multi-pin cylindrical electrical connectors; CISS series audio connectors; VSC series connector; FOMS 52-channel fiber optic mic snake.

Vector Technology 2137
203 Airport Rd., Doylestown, Pa. 18901

Video Accessory Corp. 5212
2150 Central Ave., Suite H, Boulder, Colo. 80301

Video Associates Labs 4015, 4016
4926 Spicewood Springs Rd., Austin, Tex. 78759

Staff: Henry Mistrot; Richard Smith; Dick Bernstein; Bob Howard; Diane Howard. **Products:** *MicroKey System (1300). NTSC encoder/keyer for PC; automated music scoring system; *offbeat systems; videotape control/computer animation. BCD 4000.

Video Brokers 3411, 3412, 3511, 3512
5205 S. Orange Ave., #208, Orlando, Fla. 32809

Staff: Jim Ivey; Paul Schiemer; Steve Roach; Bo Bohunicky; Pete Petrowski.

Video Communications 7117
1325 Springfield St., Feeding Hills, Mass. 01030

Staff: W. Lowell Putnam; Margaret Ruchton; Lynne Ziegert. **Products:** TV management systems; traffic, accounting computer system; PC integration and networking; NewsPro news automation system.

Video Design Pro 7317, 7319
Carver, Las Cruces, N.M. 88007

Video Financial 3883, 3884
7400 Center Ave., #102, Huntington Beach, Calif. 92647

Staff: Robert Bernfeld; Cole Allen; Eric Johnson; John Griffith. **Products:** Finance company; *business improvement plan; *commercial collection service.

Video International Dev. Corp. 3486, 3487
1280 Sunrise Highway, P.O. Box 559, Copiague, N.Y. 11726

Video Services Unlimited 7228
2720 E. Thomas, Building A, Phoenix, Ariz. 85016

VideoLab 7303, 7400
1978-B Del Amo Blvd., Torrance, Calif. 90501

Staff: Tom Anderson. **Products:** Address track time code retrofits (TCR-5, TCR-6).

Videomagnetics 5438, 5439
1221 Post Rd. #B, Oakdale, Calif. 95361

Staff: Tony Korte; Ed Chapman; Eduardo Zaneta; Ann Plaughter. **Products:** Ampex and CMC one inch for VPR 2, 6, and 80; Ampex and RCA Quad heads; *degausser (9210-A) for high coercivity

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tapes; *degausser (VM 9500 M) for MII and SP metal tapes; information on klystron tubes

Videomedea 3959; suite: Bally's
211 Weddell Dr., Sunnyvale, Calif. 94089-1674
Staff: Bill Stickney; Tim Andrew; Stan Sult; Hank Wilks; Roland Levin; Karen Francetic; Chris Tarrice; George Simmons; Sal Castello. **Products:** *V-Max post-production control center; cuts/A/B roll edit system; PC-link edit software; *V-LAN universal control network; *application programs for V-LAN.

Videotek 5563
243 Shoemaker Rd., Pottstown, Pa. 19464

Viking Cases 5326
10480 Oak St., N.E., St. Petersburg, Fla. 33716
Staff: Art Stemler; Bruce Stemler; Bill Strickland. **Products:** Heavy duty and lightweight shipping cases; duty cases.

Vinten Broadcast 809
275-C Marcus Blvd., Hauppauge, N.Y. 11788-2001

Staff: Joanne Camarda; Robert Polan; Jim Wolfe; Greg Reilman; Al Bolognese; Mara-Lynne Seitz; Glen Sakata; Joseph Dipalma; Robert Getchell; David Mann. **Products:** *Microswift auto-motion servo pedestal remote control system; *machine control interface to studio equipment; fluid heads and tripods with *new vision pedestal; studio pan and tilt heads and pedestals.

Vital Industries 4326
3700 NE 53rd Ave., Gainesville, Fla. 32609

Vortex Communications 1521
65 Nonsety Path, Acton, Mass. 01720
Staff: Ian Prowse; David Bruce. **Products:** *Euro-gold modular broadcast systems, including video components, audio components, routing switchers.

Walter Brewer Corp. 4777
P.O. Box 35746, Tulsa, Okla. 74153-0746
Staff: Walter Brewer; Robert Boltinghouse Jr.; Brian Gauler; Bruce Hall. **Products:** Studio and remote lighting system; design, engineering, sales; *motorized telescoping hanger.

Ward-Beck Systems Ltd. 5319
841 Progress Ave., Scarborough, Ontario M1H 2X4 Canada

WaveFrame Corp. 7817
2511 55th St., Boulder, Colo. 80301
Staff: Jim Mays; Steve Krampf; Courtney Spencer; John Melanson; Gus Skinas; Dave Frederick; Doug Wood; Dave Erb; Mike Buffington. **Products:** AudioFrame digital audio work station.

Wavefront Technologies 7217
530 E. Montecito St., Santa Barbara, Calif. 93103

Weather Connect 7534

Weather Services Corp. 3440
131-A The Great Rd., Bedford, Mass. 01730
Staff: Peter Leavitt; George Stamos; William Saulnier; Joe Zona. **Products:** Customized weather forecasting services.

Wegener Communications 2109
11350 Technology Circle, Duluth, Ga. 30136
Staff: Ned Mountain; Kenneth Leffingwell; Rita Lacey-Ward; Robert Payne; Robert Placek; Harry Matthews Jr.; Doug Kennedy. **Products:** STL/TSL subcarrier equipment; automated SCPC system; subcarrier receiver; *stereo network radio; *addressable video receiver; *graphics display receiver.

Wheatstone Corp. 1034-1040
6720 V.I.P. Parkway, Syracuse, N.Y. 13211
Staff: Gary Snow; Andrew Calvanese; Ray Esparolini; Tim Guhl; Michael Share. **Products:** *Master control console (TU-500S MTS); *on-air console (A-500AS); *stereo production console (SP-6A); radio on-air console; radio production console; *stereo distribution amplifier; *stereo selector (822); stereo compressor/limiter.

Wheilit 3844
P.O. Box 7350, Toledo, Ohio 43615

Whirlwind 5368, 5468, 5469
100 Boxart St., Rochester, N.Y. 14612

Staff: Michael Laiacona; Carl Cornell. **Products:** Audio and video cables and connectors; reels; patchbays; rack panels; turnkey design of audio and video interface systems; bulk connectors; wire; transformers and transformer devices; multi-pair cable; multipin connectors; press boxes and distribution systems.

Winsted Corp. 4965
10901 Hampshire Ave., South, Minneapolis 55438

Staff: Jerry Hoska; Randy Smith; Judy Ruzek; Kent Liija. **Products:** Modular editing and post-production consoles; videotape and film storage systems; electronic equipment racks and cabinets; *instant assembly consoles and racks; *Montreux series production and editing consoles; *Tapehook and Tapestor video tape storage systems.

Wireworks Corp. 1760, 1762
380 Hillside Ave., Hillside, N.J. 07205

Staff: Angela DiCicco; Gerald Krulwicz; Mary Krulwicz; Larry Williams. **Products:** *Wireworks Access Electronic Store; microphone cable assemblies; microphone cable tester; microphone multicable (multipin-based) components.

Wold Communications 1764, 1766
3415 S. Sepulveda Blvd., Los Angeles 90034

Staff: Robert N. Wold; Robert E. Wold; David Connell; Thomas Bartunek; Carolyn Connerat; Philip Barkin; John Kessler; Angelo Ricco; Irene Escardo.

Wolf Coach 1787
7 B Street, Auburn Industrial Park, Auburn, Mass. 01501

Staff: Richard Wolf; Mark Leonard; Rex Reed; Janet Boehnke. **Products:** Coach builders; ENG, EFP; SNV; *portable microwave mast for ENG "cars"; ENG newsgathering van.

World Tower Company 1470, 1471
P.O. Box 405, Mayfield, Ky. 42066

Staff: M.N. Sholar; Jeff Sholar; Jim Wilson. **Products:** Broadcast tower manufacture and installation.

WSI Corp. 3774, 3775
41 North Rd., Bedford, Mass. 01730

Staff: Todd Glickman; Don Freeland; Dawn Miller; Janis Farnham; David Devlin; Ron Strahm; Scott Meeker; Steve Ward; Jim Bardis; Barry Tudor. **Products:** *NOWrad radar imaging technology; cloudscape.

Yamaha Music Corp., USA 7205
Professional Audio Division
6600 Orangethorpe Ave., Buena Park, Calif. 90622

Yamashita Engineering Mfg. 3712, 3811
c/o James Grunder & Assoc.,
5925 Beverly, Mission, Kan. 66202

Zaxcom Video 5459
20 Passaic St., Garfield, N.J. 07026

Zonal Ltd. 2401, 2403
Holmethorpe Ave., Redhill, Surrey RH1 2NX England

Staff: S. Malek Jahanian; V. Gaboudian; G. Gaboudian. **Products:** Magnetic sound recording film (900 series, 950, *920, *960); audio tape (675, 610, *830, long play, *voice logging tape); cassette tape.

Staff: James W. Blackburn Jr.; Jack V. Harvey; Joseph M. Strick, Richard F. Blackburn, Tony Rizzo, Charles H. Kurtz, Alan Tindal, Susan Byers, Jay C. Bowles, George I. Otwell, Howard J. Stassen, Steven Pruett, Wendell W. Doss, Roy A. Rowan, Neil Rockoff, Greg Johnson.

Frank Boyle & Co. Hilton East Tower 568-9
55 Old Field Point Rd., Greenwich, Conn. 06830
Staff: Frank Boyle.

Chapman Associates Hilton 10-121
2300 M St. N.W., #900, Washington 20037

Staff: W.N. Cate, Kent Replogle, Millard S. Younts, Ray Stanfield, David G. LaFrance, James F. Mergen, James L. Brewer, George R. Reed, Ernie Pearce, Ed Shaffer, William H. Lytle, G. Greg Merrill, William L. Whitley, Kevin C. Cox, Robert J. Maccini.

Donald K. Clark Inc. Hilton 930
Box 340617, Tampa, Fla. 33694

Staff: Donald K. Clark, Anne Clark.

Communications Equity Associates Inc.
Bally's 5910, Hilton 1221

101 East Kennedy Blvd., #3300, Tampa, Fla. 33602

Staff: Don Russell, Janet Tully, Lisa Shearing, Jay Goodwin, David Unger, Glen Serafin, Tim Menowsky, Kent Phillips, Dennis Eckhout, Tom Cardy, Barry Baker.

R.C. Crisler & Co. Inc. Hilton 1750
600 Vine St., #1708, Cincinnati 45202

Staff: Richard C. Crisler, Clyde G. Haehnle, Dean Meiszer, Gloria Bushelman, John B. Babcock, Richard W. Chapin, Ward L. Quaal, Mark W. Jorgenson, Donald E. Clancy.

William A. Exline Inc. Hilton 25-121
4340 Redwood Hwy, #F-230, San Rafael, Calif. 94903

Staff: William A. Exline, Andrew P. McClure.

Norman Fischer & Associates Hilton 999
1209 Pkwy, Austin, Tex. 78703

Staff: Norman Fischer, Bill Prikrly, Terrill Fischer.

Richard A. Foreman Associates
Caesars Palace

330 Emery Dr. East, Stamford, Conn. 06902-2210
Staff: Richard A. Foreman, Richard W. Kozack.

The Ted Hepburn Co. Hilton 530
Box 42401, Cincinnati 45242

Staff: Todd Hepburn.

Kalil & Co. Inc. Hilton 1010
3444 N. Country Club, #200, Tucson, Ariz. 85716

Staff: Frank C. Kalil, Kelly F. Callan, Fredrick W. Kalil, Richard L. Beesemeyer, Richard J. Payne.

Kozacko-Horton Co. Hilton 1710
P.O. Box 948, 350 W. Church St., Elmira, N.Y. 14901

Staff: Keith W. Horton, Richard L. Kozacko, Bruce Kanner, Mel Stone.

H.B. La Rue, Media Brokers Bally's 876A
9454 Wilshire Blvd., #628, Beverly Hills, Calif. 90212

Staff: Hugh Ben La Rue, Joy Thomas, Michael Bergner, Harold Gore.

The Mahlman Co. Hilton 2550
One Stone Pl., Bronxville, N.Y. 10708

Staff: Robert O. Mahlman, Bob Biernacki, Nancy D. Mahlman, Josh Mayberry, Robert W. Mahlman, Lou Faust.

R.A. Marshall & Co. Hilton 2810
800 Main St., #210, Hilton Head Island, S.C. 29928

Staff: Robert A. (Bob) Marshall, Linda R. Ferguson, Gordon Rice.

R.E. Meador & Associates Media Brokers
Hilton 310

Box 36, Lexington, Mo. 64067

Staff: Ralph E. Meador.

Media Venture Partners Hilton 1769
1255 23rd St., N.W., #890, Washington 20037

Staff: Brian Cobb, Elliot Evers, Charles Giddens, Randy Jeffery.

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Staff: Thomas P. Gammon, Daniel T. Gammon, William J. Steding, David C. Burrill, Paul Leonard.

Blackburn & Co. Hilton 6121
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Mediacor Flamingo Hilton
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Staff: Bernhard M. Fuhrmann and Gary E. Kirtley.

The Proctor Group Bally's 1209A
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Staff: Gerald R. Proctor and David P. Garland.

Questcom Radio Brokerage Inc. Hilton 471
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Staff: Don Bussell.

Stan Raymond & Associates Hilton 1550
1795 Peachtree Rd. NE, #220, Atlanta 30309

Staff: Stan Raymond and Nick Imbornone.

Cecil L. Richards Inc. Hilton 9-121
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Staff: Cecil L. Richards, Loyola Richards, Bruce A. Houston, Lee M. Hague.

Burt Sherwood Inc. Landmark 481
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Snowden Associates Hilton 319
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Staff: Tom Snowden Jr., Dick Paul, Martha Snowden, Lorraine Paul.

Thoben-Van Huss & Associates Hilton 2010
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Staff: Phillip M. Thoben, Edwin Brubeck, William K. Van Huss, William R. Rice.

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Staff: Larry C. Wood, Robert B. Ridder.

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TV networks

Capital Cities/ABC Inc.: *Bally's Palace 3*
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CBS Inc.: *CBS Operations: Suite 22-121, Las Vegas Hilton*
CBS Affiliate Relations: Bally's, Suite TBA
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Representatives: Edward Grebow; Joseph A. Flaherty; Christopher Cookson; Anthony C. Malara; David A. Olmsied; Richard A. Goldstein; Eric W. Ober; Eugene Lothery; Carl F. Wenhold.

NBC: *Television network: Bally's 1862A*
Operations & Technical Services: Las Vegas Hilton 5-109
Representatives: Tom Rogers; Pier Mapes; Bill Fouch; Jim Ritter; Michael Sherlock; Steve Bonica; Duffly Sasser; Harry Durbidge; Rich Cervini; Bill Johnston; David Laine; Tom Mann; Jim Powell; Terry Baker; Paul Russell; John Wendell; Jack Simmons; Terry Ewert; Glenn Adams; Carla Engelman; J.D. Hansen; George Mills; David Schermer; Bobby Lee Lawrence.

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Broadcasting/Cable Interface III

The Hyatt Regency □ Washington □ Monday, June 5, 1989

Schedule of the Day's Events

Introduction and Overview

Keynoting for the Congress

The Honorable Edward Markey (D-Mass.)
Chairman, House
Telecommunications and Finance
Subcommittee

Keynoting for the FCC

The Honorable Dennis R. Patrick
Chairman, Federal Communications
Commission

Speaking for the Industries

Steve Effros, President, Community
Antenna Television Association

Eddie Fritts, President, National
Association of Broadcasters

James P. Mooney, President,
National Cable Television Association

Preston Padden, President,
Association of Independent Television
Stations

John Sodolski, President, U.S.
Telephone Association

Jack Valenti, President, Motion
Picture Association of America

Remarks

James H. Quello, FCC Commissioner

Regulatory/Legal Issues

Toni Cook, Senate Commerce
Committee

David Donovan, Federal
Communications Commission

Noel Gunther, Federal
Communications Commission

Terry Haines, House Energy and
Commerce Committee

Lisa Hook, Federal Communications
Commission

Richard Zaragoza, Fisher, Wayland,
Cooper & Leader

Broadcasting vs. Cable: the CEO Point of View

Stewart Blair, United Artists Cable
Systems Corp.

George Castrucci, Great American
Broadcasting

Charles Dolan, Cablevision Systems
Corp.

James Dowdle, Tribune
Broadcasting Co.

Glenn Jones, Jones Intercable

Burton Staniar, Group W

Show Business Equation

Rich Frank, President, Walt Disney
Studios

Michael Fuchs, Chairman and CEO,
Home Box Office

Michael Gerber, President of
Acquisitions and First Run
Programing, Viacom

Roger King, President, King World
Productions

Robert Pittman, President, Quantum
Media

David Salzman, President, Lorimar
Television

Looking At the Bottom Line

Paul Finnegan, Vice President, First
Chicago Venture Capital

Richard Friedman, Vice President,
Goldman Sachs & Co.

Dennis Leibowitz, Senior Vice
President, Donaldson, Lufkin &
Jenrette

Martin Malarkey, Chairman,
Malarkey-Taylor Associates

I. Martin Pompadur, President and
CEO, ML Media

Steven Rattner, General Partner,
Lazard Freres & Co.

In Conclusion: A View From the Hill

The Honorable Daniel Inouye (D-Hawaii)
Chairman, Senate Communications
Subcommittee

Co-Chairmen

Donald West
Broadcasting Magazine

Richard Wiley
Wiley, Rein & Fielding

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The FCC at the NAB

The FCC is expected to be represented at the NAB convention by its three commissioners: Chairman Dennis Patrick, James Quello and Patricia Diaz Dennis.

Also expected: Peter Pitsch and Lisa Hook, aides to Patrick; David Donovan, aide to Quello, and Noel Gunther, aide to Dennis; Alex Felker, chief, Mass Media Bureau; Roderick Porter, deputy chief, Mass Media; William Hassinger, assistant to the chief, Mass Media; Roy Stewart, chief, video services division, Mass Media; Charles Kelly, chief, enforcement division, Mass Media, and Maureen Peratino, acting director of the Office of Public Affairs.

FCC representatives will participate in a number of panels,

including a radio management session called *Ask the FCC* and a radio engineering session, *FCC Remote Control Policy: An Update*, on Saturday (April 29). Sunday (April 30) will begin with an FCC commissioners/congressional staff breakfast that includes Quello and Dennis, followed later in the day by *An Overview of FCC AM Actions* with Felker.

Sunday's agenda also includes a panel on *RF Radiation Regulation Compliance* with Hassinger. On Monday (May 1), Felker will participate in a panel called *FCC Radio Allocations Changes—A Broadcaster's Guide to Survival and Success*. Chairman Patrick will provide the keynote address at the all-industry luncheon Tuesday (May 2).

A user-friendly guide to hospitality suites

Abekas Video Systems	Las Vegas Hilton 371	Digital F/X	Bally's 6709
Alamar Electronics USA	Bally's 909A	Dolby Labs	Las Vegas Hilton 5-118
All Industry TV Music Licensing Committee	Bally's 1476A	The Dow Jones Report/	
Americom Radio Brokers	Las Vegas Hilton 2928	The Wall Street Journal Report	Las Vegas Hilton 344
Americom Radio Brokers/SFO	Las Vegas Hilton 340	Drake-Chenault Enterprises	Las Vegas Hilton 2933
Ameritrust	Las Vegas Hilton 1869	Eastman Radio	Las Vegas Hilton 8-121
Anixter Bros.	Las Vegas Hilton 430	EEV Inc.	Flamingo Hilton
Arbitron	Caesars Palace; Bally's 1009A	Electrohme Limited	Flamingo Hilton
Arent, Fox, Kintner, Plotkin & Kahn	Las Vegas Hilton 1250	Emmis Broadcasting Corp.	Las Vegas Hilton 560
Arter & Hadden	Bally's 961A	William A. Exline Inc.	Las Vegas Hilton 25-121
Associated Press	Las Vegas Hilton 2921	Financial Broadcasting	Las Vegas Hilton 1969
AT&E Corp.—Network Services	Las Vegas Hilton 5-103	Norman Fischer & Associates	Las Vegas Hilton 969
Baker & Hostetler	Las Vegas Hilton 369	Fisher, Wayland, Cooper & Leader	Las Vegas Hilton 3-121
Barclays Business Credit	Bally's 5609	Fletcher, Heald & Hildreth	Las Vegas Hilton 11-121
Barco Industries	Caesars Palace	Richard A. Foreman Associates	Caesars Palace
Blackburn & Co.	Las Vegas Hilton 6-121	Gennum Corp.	Bally's 862A
Bonneville Broadcasting System	Las Vegas Hilton 7-121	Greyhound Financial Corp.	Bally's 6009
Frank Boyle & Co.	Las Vegas Hilton 569	Group W Satellite Communications	Las Vegas Hilton 6209
Braiker Radio Services Co.	Las Vegas Hilton 610	Haley, Bader & Potts	Las Vegas Hilton 1169
Broadcast Capital Fund	Las Vegas Hilton 1369	Heller Financial	Las Vegas Hilton 1050
Broadcast Investment Analysts	Las Vegas Hilton 910	The Ted Hepburn Co.	Las Vegas Hilton 530
Broadcast Programing	Las Vegas Hilton 1269	Heron, Burchette, Ruckert & Rothwell	Las Vegas Hilton 477
Broadcast Software Limited	Bally's 534	Hopkins, Sutter, Hamel & Park	Las Vegas Hilton 650
Broadcast Technology Partners	Las Vegas Hilton 1150	Info-Edge Corp.	Bally's 975A
Bryan, Cave, McPheeters & McRoberts	Las Vegas Hilton 1069	InMotion Film & Video Magazine	Bally's 633A
BTS Broadcast Television Systems	Las Vegas Hilton 4-109	Interep	Las Vegas Hilton 4-112
Burkhart/Douglas & Associates	Las Vegas Hilton 1669	Intergroup Technologies	Caesars Palace
Burns Media Consultants	Las Vegas Hilton 1210	Jampro Antennas	Las Vegas Hilton 2410
Business Radio Network	Las Vegas Hilton 1910	KalaMusic	Las Vegas Hilton 321
Cadena Radio Centro	Las Vegas Hilton 14-121	Kalil & Co.	Las Vegas Hilton 1010
Canon U.S.A.	Bally's 976A	Katz & Powell Radio	Las Vegas Hilton 1510
Capital Cities/ABC	Bally's Palace 3	Kaye, Scholer, Fierman, Hays & Handler	Golden Nugget 235
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CBS Inc.		Kozacko-Horton Co.	Las Vegas Hilton 1710
Radio networks	Las Vegas Hilton 2901	Laird Telemedia	Las Vegas Hilton 1630
Television network	Bally's 2061A	H.B. LaRue	Bally's 876A
National Black Network	Las Vegas Hilton 2980	Latham & Watkins	Las Vegas Hilton 950
Chapman Associates	Las Vegas Hilton 10-121	LDL Communications/Larcan	Las Vegas Hilton 5-121
Charterhouse Media Group	Caesars Palace	Leibowitz & Spencer/	
Cinekinetic Ptv. Ltd.	Bally's 2531	Broadcasting and the Law	Las Vegas Hilton 1569
Donald K. Clark Inc.	Las Vegas Hilton 930	Leventhal, Senter & Lerman	Las Vegas Hilton 2450
Cohn and Marks	Las Vegas Hilton 2369	Lyon Lamb VAS	Caesars Palace
Communications Equity Associates		Chesley Maddox & Associates	Las Vegas Hilton 2550
	Bally's 5910: Las Vegas Hilton 12-121	The Mahlman Co.	Las Vegas Hilton 450
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The Otis Conner Companies	Las Vegas Hilton 21-121	McCabe & Allen	Las Vegas Hilton 1830
Conus Communications	Las Vegas Hilton 669	R.E. Meador & Associates	Las Vegas Hilton 310
CRC Radio Network	Las Vegas Hilton 14-121		
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 Media General Broadcast Services
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 Pierson, Ball-Reed Smith
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 Bally's 1862A
 Bally's 833A
 Bally's Penthouse B
 Bally's 6409
 Las Vegas Hilton 730
 Caesars Palace
 Las Vegas Hilton 810
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 Bally's 1175A
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 Transtar Radio Network
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 US West Communications
 Wiley, Rein & Fielding
 Wilkinson, Barker, Knauer & Quinn
 Wood & Co.
 Zonal Ltd.

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 Landmark 481
 Las Vegas Hilton 319
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 Bally's 6410
 1461A
 Caesars Palace
 Las Vegas Hilton 1610
 Las Vegas Hilton 333
 Las Vegas Hilton 2010
 Las Vegas Hilton 564
 Bally's 1433
 Las Vegas Hilton 2925
 Bally's 733A
 Bally's 1275A
 Las Vegas Hilton 469
 Las Vegas Hilton 2650
 Las Vegas Hilton 316/317
 Bally's 933A

Programming

Season's end: NBC still No. 1

Networks finish in same order as last season—NBC, ABC, CBS—but NBC lengthens lead to widest margin since 1956 TV season

The 1988-89 television season, delayed by a 22-week Writers' Guild strike and marked by further erosion of the three-network share of the prime time audience (BROADCASTING, April 17), officially ended April 16 with NBC in first place, ABC second and CBS third—for the second year in a row. NTI numbers provided by NBC for all programming for the season beginning Sept. 19, 1988 (ABC and CBS track the season from Oct. 24, 1988, when their schedules reflected more than 50% new episodes), show NBC with a 16 rating/26 share, ABC with a 12.9/21 and CBS, 0.3 of a rating point behind ABC with a 12.6/21.

NBC's victory was an "historic" one, according to Gerald Jaffe, NBC vice president, sports research, representing a "triple crown year for our most valuable player, Brandon Tartikoff." NBC beat ABC by 24% (the biggest margin since CBS beat NBC during the 1956-57 season) and CBS by 27%. NBC was number one for 30 weeks of the season, the first time this has been accomplished since CBS's victory in the 1963-64 season. *The Cosby Show* was the number-one program of the season for the fourth year in a row, the first time in 15 years any show has achieved this and only the third time in history: *Gunsmoke* hit number one four years straight during the late 1950's and *All in the Family* had a five-year run at the top in the late 1960's-



'Cosby'

early 1970's.

For regular programming (which excludes specials), NBC's 16.1/26 was 23% better than ABC's 13.1/22 and 28% ahead of CBS's 12.6/21. Nielsen numbers provided by CBS for all programs, comparing the just concluded season (beginning Oct. 24) with 1987-88, show ratings for the three networks down a bit from the previous season: NBC's 15.7 is down 1% from last year's 15.9; ABC's 12.9 is down 4% from 1987-88's 13.5, and CBS showed a decrease of 5%, from 13.4 to 12.7.

NBC showed itself taking three nights—Monday, Thursday and Saturday, coming in second on Tuesday, Wednesday and Sunday, finishing last only on Friday. ABC



'Roseanne'



'Anything But Love'

won Tuesday, Wednesday and Friday, was second Monday and Saturday and third on Thursday and Sunday. CBS won only Sunday night, finishing second Thursday and Friday and coming in third Monday, Tuesday, Wednesday and Saturday.

NBC finished the season with four of the top five household programs—*The Cosby Show* (its 25.5/41 down a bit from last year), *A Different World* (22.9/36), *Cheers* (22.5/35) and *The Golden Girls* (21.3/37) (figures provided by ABC and CBS showed *Golden Girls* in sixth place behind *60 Minutes*). The number-two program was ABC's *Roseanne*, the biggest hit of the season among new shows and one that helped lift ABC into second place overall. It and *Anything But Love* (finishing in the number-10 spot, also from ABC) were the highest rated new show premieres for 1988-1989, according to ABC, while NBC figures show *Empty Nest* as the number-two new program. (The Carsey/Werner Co., producers of *Cosby*, *Roseanne* and *Different World*, became the first production company to produce the three highest rated programs of any given year.)

NBC had 14 new shows to ABC's 16 and CBS's 12. NBC's new program averages give that network a 30% advantage in rating and share over ABC (13.5/23 versus 10.4/17) and 45% over CBS's 9.3/15. NBC had three of the top five new programs (*Empty Nest*, *Dear John* and *Unsolved Mysteries*), ABC had two (*Roseanne* and *Anything But Love*), while CBS had none, and only one new show, *Murphy Brown*, in the top-10 new program ranking, coming in at number seven.

"Unlike other years, new programming did not get an opportunity to build an audience, due to the writers' strike," said David Poltrack, CBS senior vice president, planning and research. "The strike hurt new product and helped solidify NBC." Sitcoms were the first type of programming to emerge once the strike was settled, and "we don't have them," he said. The type of situation caused by the strike "helps the established competition," Poltrack explained.

The number-one mini-series for the 1988-89 season was, of course, CBS's *Lonesome Dove*, capturing a 26.1 rating/39 share. CBS also won the number-five spot with *Jack the Ripper's* 17.6/29. ABC placed two minis in the top five: *Women of Brewster Place* was number two with a 24.0/37, and *War and Remembrance* (the second half of which will be seen during the May sweeps) captured an 18.6/29. Compared to its dominance in other areas, NBC's mini-series performance was lackluster: the network had only one in the top five, *Brotherhood of the Rose*, scoring a 20.1/33.

CBS figures show that network with the top two made-for-television movies this past season. *The Karen Carpenter Story* (26.4/41) and *A Very Brady Christmas* (25.1/39, which NBC said tied with its own *Those She Left Behind*, at 25.1/38). NBC also had *Case of the Hillside Strangler* (23.1/36) at number four and *In the Line of Duty: The F.B.I. Murders* (22.2/34) in the number-five slot.

NBC numbers for regular programs show

the network with significant advantages in all demographic areas. For example, among women 18-49, NBC is 42% over CBS and 23% over ABC; for men 18-49, NBC leads CBS by 44%, ABC by 10%; NBC leads CBS among teens by 115%, ABC by 24%.

Alan Wurtzel, ABC senior vice president, marketing and research services, told BROADCASTING that while Tuesday and Wednesday nights are now in good shape, the network's major problems are with hour programs. "We do a 25 with *Roseanne*, then give it back with some of these shows," he said. Next season, ABC will have to move its two-hour *Mystery Movie* to make room for football, and that will improve the performance of the show's new time period, Wurtzel said, putting "a little less pressure" on development. ABC will announce its new schedule May 24.

CBS Evening News with Dan Rather was in first place at the end of the season, while the network also had the highest rated daytime drama in *The Young and the Restless* (8.0/29). CBS Sports is first in weekend pro football, regular-season college basketball and tied in college football. Regarding the possibility that the strike diminished audience interest in the networks' new fall shows, Poltrack said, "We'll have to bang the drums loudly to introduce the new season, perhaps more loudly than in the past."

Bolstered by the success of *Married...With Children* (9.6/14) and *America's Most Wanted* (9.5/14), Fox's ratings/share increased 49% in 1988-89 compared with last season. □

May sweeps: Putting on the ratings ritz

Networks dress for success with prime movies, mini-series and heavier-than-usual lineup of original series episodes

The May sweeps will have more original series programming than any May in the last decade, say network researchers. That should please affiliates, who have grumbled about network neglect of the sweeps month following the end of the official network season—May results set local ad rates through the third and fourth quarters.

Last year's writers' strike is largely responsible for the fuller slate of original fare, having delayed the start of this season by several months. The networks for the most part did not short order new episodes for this season's programs, and the mid-season started later than usual. As a result, 100% of CBS's series for May will be original, while NBC and ABC will be at the 90% level or better, sources said.

The first big three-way battle begins May 7, when ABC rolls out the first installment of the second half of *War and Remembrance*, representing that network's sole mini-series presence during the sweeps

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(11½ hours over five nights). CBS will counter that night with the hit theatrical "Witness," while NBC is programming *The Trial of the Incredible Hulk*, a two-hour revival of the hit series from a decade ago.

The action continues the following night, when NBC puts the box office hit "Top Gun" up against part two of *War*. CBS is going with a regular three-hour block of comedy series.

"It's really the tale of two seasons," said CBS vice president of scheduling Peter Torrici. "Last November we were seriously hampered" with a lack of product due to the strike, he said. In February, CBS captured second place, driven in large part by the popular mini-series *Lonesome Dove*.

In next month's sweeps, observers say CBS has a good shot at retaining second place, based on a gradual building of some regular series, combined with some high-profile specials, such as *Guts and Glory*, the two part mini-series on Oliver North that kicks off April 30. Predicted winner NBC will challenge part one of the North saga with a revival of the bionic duo (Lee Majors and Lindsay Wagner), entitled *Bionic Showdown*.

However, ABC has its own arsenal of specials, beyond *War and Remembrance*, with which it hopes to knock CBS out of second place. For example, on April 30, the network will counter with its first Hallmark Hall of Fame special entitled, *My Name is Bill W*, about the founding of Alcoholics Anonymous.

The North and *Bill W* programs are two examples of sweeps specials that dramatize

high-profile issues or events. Another is *Roe vs Wade*, an NBC made-for-TV movie about the celebrated abortion case airing May 5th, and starring "Broadcast News" star Holly Hunter.

NBC is airing a fact-based drama of an abducted child who made his escape after seven years, called *I Know My Name is Steven* (May 22-23) starring Corky Nemec, the young actor who starred in the CBS special last February, *What's Alan Watching?*

On May 21, ABC will air *Everybody's Baby*, based on the story of Jessica McClure, who fell into a Texas well, keeping the nation's viewers at the edge of their seats as the rescue operation to save her proceeded. The story became controversial when those involved in the rescue effort fought for control of the rights to the story.

Series cliffhangers and finales will have an unusually prominent role in this coming sweeps. NBC's *Family Ties*, which was, at its height, the most popular series on the air, will have its final original broadcast

May 14th. In a special one-hour finale, Alex (Michael J. Fox) lands a job on Wall Street, leaving the rest of the Keaton family to deal with the reality of his leaving the nest.

All three CBS prime time serials have been renewed for next season, and will have cliffhanger season-ending episodes in May. *Knots Landing* will feature a two-hour finale May 18, followed the next night by season-enders for both *Dallas* and *Falcon Crest*.

ABC will rely on an ample dose of reality specials produced by ABC News and others. The news division is producing two specials, including *America's Kids: Teaching Them to Think*, and *Electronic Time Machine*, which will take a look ahead 50 years. Coming from the entertainment division will be such reality fare as: *Scandals II*, a look at some of the more infamous political and social scandals; *Unclaimed Fortunes*, and *Over the Edge*, said to be about people in "extraordinary situations." □

Syndication numbers: '227' in 1990

NBC comedy debuts in syndication; CPT will sell show for cash, with minimum bid price in some markets

227, time period leader for NBC on Saturday night at 8 p.m., was launched in syndication for fall 1990 last week by the program's producer, Columbia Pictures



Cast of '227'

Television.

CPT's syndication president, Barry Thurston, went to New York to make *227* presentations to stations there, as well as to station group executives based in the New York area, and to the rep community.

According to Thurston, CPT considered retaining one minute of barter time in the program, but ultimately decided to go with straight cash terms, to give stations "more flexibility" on where to place the show in the schedule. To date, *The Cosby Show* is the only off-network comedy to have a barter component. Genesis Entertainment is marketing the hour-long *Highway to Heaven* on a barter basis.

227 has been a time period leader for NBC the past four years on Saturday in three different time periods: 9:30 p.m., 8:30 p.m. and, currently, 8 p.m. CPT believes the program will work in a number of local station time periods for both independents and affiliates, including early fringe, prime access and late night.

It is all but certain that the network will renew the program for a fifth season next fall. According to Thurston, the *227* marketing campaign will be "virtually the same as *Who's the Boss?*" which the company

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April 12, 1989

sold into syndication two years ago for a fall 1989 debut.

When CPT marketed *Who's the Boss?* in syndication, the company took a cue from Viacom in setting a "reserve," or minimum price it would require before accepting bids from interested stations. That approach is being modified with 227. In some instances, the company will set a reserve price, and in others it won't.

"It will depend on the market and the timing going into our markets," said Thurston. He added that in some markets not all stations will be approached because in recent years it has become pretty clear that some stations have a strategy involving off-network sitcoms and some don't. "We know the ones who have a [comedy] strategy," he said.

As of mid-week last week, Thurston said it was still unclear whether the company would set a reserve price in New York and then ask for bids. But whatever happens will happen quickly: Thurston said last week he hopes to have all or most of the New York offers on the table by the end of this week, with a 227 deal done perhaps as early as next week. Once New York is done, the company will, as a general pattern, work its way down the major markets as it did with *Boss*.

CPT is offering 227 as a 116-episode package to debut in fall 1990. It will be offered for a weekly license fee over four-and-a-half years, with a built-in rest period. Under the agreement, stations would have the right to 182 weeks of strip telecasts, or a total of 910 separate airings. That averages out to about eight runs per episode.

Fall 1990 will be a crowded time in the off-network sitcom market, with new entries *Golden Girls*, *ALF*, *Head of the Class*, *Amen* and *Perfect Strangers* all debuting, *Growing Pains* and *Who's the Boss?* going into their second years, and *Cosby* going into its third season.

CPT's presentations last week were generally well received by the New York broadcast and rep communities. The company marked the occasion with a three-page ad in the front section of *The New York Times* April 18. With a target audience of about 100 key executives, estimates were that the company's cost-per-thousand rate was a steep \$500. "We wanted to make a statement about our commitment" to promoting the program, said Michael Zucker, senior vice president, marketing, CPT.

"It was an excellent presentation," said John Conomikes, vice president, general manager of broadcasting, Hearst Broadcasting. Pricing was not discussed at the presentation, said Conomikes. But, he added, the terms appear to be "flexible enough to make it work for you."

Richard Kurlander, vice president, programming, Petry Television, said it is clear "the show is certainly a good program." He has two concerns, however. One concern is that stations do not have an option to delay the program one year (without using up the rest period) as they do with most of the other comedies being launched for fall 1990. "It's pretty crowded out there and I'd prefer to see the flexibility" of going with it in 1991. □

Lifting the lid on trash TV

ASNE roundtable on sensational television parries and thrusts on question of what is journalism

Newspaper people attending the annual American Society of Newspaper Editors convention in Washington a couple of weeks ago broke away from things like a talk by President Bush and workshops on "Electronic Darkrooms: Positives and Negatives" to focus for an hour and a half on meatier stuff. The topic, "Who's a Journalist? Talk Show Sensationalism," drew some 1,100 print journalists interested in Geraldo and Downey and Donahue, not to mention Don Hewitt and some print journalists. Those who had come to be entertained were not disappointed. More often than not, the panel resembled one of the television shows under discussion. Once, Morton Downey Jr. growled at Jack Nelson, the Washington bureau chief of *The Los Angeles Times*, who had made an unflattering reference to Downey's cigarette smoking on his show, "There is the mentality of the super liberal." Still, the panel, in the view of the man who arranged the ASNE convention schedule, proved his point: Journalism has many faces.

James D. Squires, editor of the *Chicago Tribune*, who was program chairman, says he was prompted to include the panel after seeing a picture of Phil Donahue in a skirt on the front page of *USA Today* illustrating

a story on so-called "Trash TV." Donahue was quoted in the piece as wondering why the newspaper was covering him, putting his picture on the front page, if he was so declassé. Squires noted that, at about the same time, he had seen *Newsweek's* cover featuring Geraldo Rivera. Here, Squires remembers thinking at the time, was an issue newspaper editors might well consider: What is a journalist? It is not, he suggested, a simple question.

Contributing to the idea's appeal to Squires was the fact that proprietors of the most respected newspapers in the country—newspapers whose critics regularly beat the practitioners of Trash TV like a drum—profit from them. He noted that *Geraldo* is a Tribune Co. property. The national weekly newsmagazine that featured Rivera on its cover is owned by the Washington Post Co. And that company owns television stations that carry sensational TV programs, as do those owned by the New York Times. All of which led Don Hewitt, executive producer of CBS's *60 Minutes*, to exclaim that the corporations in those dual roles are "talking out of both sides of their mouths."

Would Hewitt have the corporations talk out of only one side, shutting up the critics? No one asked. But the point, at bottom, was not philosophical, not with that bunch. Fred Friendly, former president of CBS News and now Edward R. Murrow Professor Emeritus of Columbia University, who

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Nielsen	Net	Show
1.	25.4/38 A	Roseanne
2.	23.0/40 N	Cosby Show
3.	22.3/36 N	Cheers
4.	21.5/36 C	Murder, She Wrote
5.	21.5/36 N	Different World
6.	20.5/32 A	Wonder Years
7.	20.5/36 N	Golden Girls
8.	19.4/32 A	Who's the Boss?
9.	18.5/35 C	60 Minutes
10.	18.2/28 A	Anything But Love
11.	17.9/28 A	ABC Sunday Movie
12.	17.7/33 N	Hunter
13.	17.6/28 N	ALF
14.	17.2/28 N	Unsolved Mysteries
15.	16.9/28 A	Growing Pains
16.	16.8/27 N	Night Court
17.	16.3/25 C	Designing Women
18.	16.3/29 N	One of the Boys
19.	16.3/26 N	24th Country Music Awards
20.	16.1/25 C	CBS Sunday Movie
21.	16.1/29 C	Knots Landing
22.	15.7/25 N	Matlock
23.	15.5/28 A	Full House
24.	15.5/24 A	MacGyver
25.	15.5/24 N	NBC Sunday Movie
26.	15.1/24 C	Newhart
27.	15.1/24 N	Nearly Departed
28.	15.0/24 A	Head of the Class
29.	15.0/23 C	Murphy Brown
30.	14.6/27 N	Amen
31.	14.3/25 C	Dallas
32.	14.1/25 A	20/20
33.	13.8/22 C	Jake and the Fatman
34.	13.5/24 A	Mr. Belvedere
35.	13.5/23 N	Midnight Caller
36.	13.5/22 N	My Two Dads

Nielsen	Net	Show
37.	13.4/23 A	Just the Ten of Us
38.	13.4/23 A	thirtysomething
39.	13.3/23 C	Kate and Allie
40.	13.2/26 A	Perfect Strangers
41.	13.0/23 N	Nightingales
42.	12.9/22 N	Dream Street
43.	12.8/23 C	Wiseguy
44.	12.5/24 N	227
45.	11.8/21 C	Falcon Crest
46.	11.7/19 C	Equalizer
47.	11.5/20 A	China Beach
48.	11.3/19 N	Family Ties
49.	11.1/18 A	ABC Mystery Movie
50.	10.7/17 A	Coach
51.	10.6/17 A	Dynasty
52.	10.6/17 A	Robert Guillaume Show
53.	10.5/20 C	Beauty and the Beast
54.	10.5/19 C	CBS Special Movie
55.	10.2/16 C	CBS Tuesday Movie
56.	10.0/17 C	48 Hours
57.	9.9/16 N	Day by Day
58.	9.8/19 N	Magical World of Disney
59.	9.7/16 F	Married...With Children
60.	9.6/15 C	Tour of Duty
61.	9.5/15 C	Hearland
62.	9.2/16 F	America's Most Wanted
63.	9.0/16 N	Unsub
64.	8.9/14 C	Live-In
65.	8.9/15 N	Quantum Leap
66.	8.6/15 A	Burning Questions. Kids
67.	8.3/16 C	Paradise
68.	8.2/15 A	Mission: Impossible
69.	8.1/14 A	Man Called Hawk
70.	8.0/13 C	Hard Time on Planet Earth
71.	7.7/14 N	Jim Hensen Hour
72.	7.2/12 A	ABC Family Classic

Nielsen	Net	Show
73.	6.0/10 A	Moonlighting
74.	5.8/11 F	21 Jump Street
75.	5.6/11 A	Great Circuses of the World
76.	5.1/8 F	Garry Shandling Show
77.	4.8/8 F	Cops
78.	4.2/8 A	Men
79.	4.0/8 F	Reporters
80.	4.0/6 F	Tracey Ullman Show
81.	3.8/7 F	Beyond Tomorrow
82.	3.3/5 F	Duet

Cassandras *

(Week ending April 9)

Rtg.	Show	Stns.	Covg.
1	13.9 Wheel of Fortune, syn.	227	99
2	12.4 Jeopardy	213	97
3	10.8 Cosby Show	197	97
4	10.6 Star Trek	231	97
5	9.3 Wheel of Fortune, wknd.	205	91
6	9.1 Oprah Winfrey Show	213	99
7	7.0 Entertainment Tonight	165	93
8	6.7 Current Affair	144	88
9	6.3 Donahue	222	98
10	6.1 Geraldo	194	99
11	6.1 Mama's Family, syn.	185	92
12	5.8 Superboy	176	92
13	5.6 People's Court	187	94
14	5.6 Star Search	145	95
15	5.4 Charles in Charge, syn.	129	91
The following programs are included, but not ranked:			
5.7	Wrestling Network	144	90
10.3	World Wrestling Fed.	247	96

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* Nielsen syndicated weekly pocketpiece

served as moderator, made a stab at philosophy. He quoted Walter Lippman's definition of journalism: "A picture of reality on which the citizen can act." Stanley S. Hubbard, president and chief executive officer of Hubbard Broadcasting, who stoutly defended the Downeys and Riveras and their right to be outrageous, abjured elegance. He declared: "That's what news is; it's what turns people on."

Throughout the seminar, defenders and practitioners of tabloid or trash journalism argued that the only judge of their work they would accept is the public. "If we go overboard," said Robert W. Pittman, president and chief executive officer of Quantum Media Inc., creator of MTV and the Downey show, "they'll reject us." Or, as Rivera and others said, it is simply a matter of democracy at work.

The panel was done as one of Columbia University's "The Other Side of the News"

series, which Friendly describes as an effort "to demystify the media." And Friendly, as moderator, was on occasion a sly inquisitor, setting guests up with seemingly innocent questions. Geraldo Rivera, for instance, was asked who were his role models. Walter Winchell, Edward R. Murrow and Merv Griffin, said Rivera. With that, Friendly played a tape of a Geraldo show dealing with sex surrogates. The piece showed Rivera interviewing a young woman billed as a sex therapist, and urging her to focus in her answers to his questions on the 10% of her therapy she says is devoted to engaging in sex with patients. "Are you really a journalist in the Murrow tradition?" asked Friendly, who had been Murrow's producer.

Friendly played no favorites, suggesting that newspapers, like television, were not above such efforts at circulation-building. At one point, he raised the issue of the

picture on the front page of the New York Daily News that illustrated the story of the destruction of the Pan American plane over Scotland before Christmas. It showed a woman at Kennedy Airport, who had been expecting the arrival of her son, on the floor in an agony of despair. The headline read, "Not my baby." Was that "riveting" journalism, as F. Gillman Spencer, the editor of the newspaper said, or an invasion of privacy, as several on the panel insisted?

If any one of the panelists was a magnet for attention, it was Phil Donahue. As presented by Friendly, he was a good man gone wrong, pressured by the competition of Rivera and others into doing on his show some wild things he would not have done earlier in his career. Friendly presented a segment of a tape of an interview a dark-haired Donahue had done 10 years ago with former White House Chief of Staff H. R. Haldeman, then a segment of a more recent broadcast, the one dealing with transvestites, in which he appeared in a skirt. "Why do you do it?" Friendly asked. "You're a role model, and here you've really made a fool of yourself."

Donahue did not deny the pressure of competition was a factor. "I do what I think draws a crowd," he said. "We can't survive the syndicated competition we face if all we put on is the front page of *The Wall Street Journal*." But he also put a gloss of idealism on the confession of commercialism. "We bring in the Persian Gulf [stories] between showings of the male strippers"—the subject of another *Donahue*. And while he acknowledged that he has been pushing the edge of the socially acceptable envelope for years, dating back at least 21 years to a show he did on homosexuals, Donahue suggested that was not nec-

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essarily bad. He said: "A good epitaph would be 'Here lies so and so. Sometimes he went too far.'"

Did the panel accomplish what Squires had hoped it would? "Absolutely," he said. He expressed the view that many in the audience would not be as quick to reject as journalists some of those on the panel as

they would have been before attending the session. "We have to grasp the reality that the faces of journalists range [in television] from Downey to Hewitt, and [in print] from Liz Smith [syndicated gossip columnist on the *New York Daily News*, unable to keep her commitment to serve on the panel] to Nelson." Then he said: "My view is not as

important as the public's."

Fair enough. But there was Downey, in one of the clips used by Friendly, literally nose to nose with a member of his audience, each shouting at the other, until, finally, Downey backed away, raised his arm and told his adversary: "Suck my armpit." Then he had the fellow thrown out. □

Business

Group owners sing programing blues

High costs of syndicated programing blamed for some poor first quarters

High programing costs translated to slow or no revenue growth at most of the TV group owners that reported first-quarter financial results last week. But some companies had reason for celebration, including General Electric, which cited a "sharp increase in operating profit on higher TV network [NBC] sales and improved margins."

Scripps Howard said revenue grew 5.3%, despite Olympics-year comparisons for its ABC affiliates, but that stronger cost increases for syndicated television programing, which grew by 12.2% to \$11.6 million, held operating income to a smaller 3.4% increase. Also citing programing costs was Pulitzer Publishing Co., where television station cash flow decreased 6% on flat revenue.

At Multimedia, television station revenue inched forward by 1%, to \$29.1 million, but the discontinuation of last year's losses from since-sold WZTV(TV) Nashville, lifted the division's "broadcasting cash flow" (operating profit plus depreciation and amortization, and amortization of stock awards and stock options) by 9%, to \$10.8 million. LIN said that revenue in its media division, almost all of which comes from television stations, was "flat," as was operating income, and that broadcast orders for the second quarter are running behind the prior year.

Gannett said that on a pro forma basis, radio revenue was up 14%, helping revenue in the broadcasting division to increase by 7%—the company did not release a separate TV percentage increase. Park Communications said the "softness...in broadcast advertising" particularly affected the first two months of its results, while Westinghouse cited the "strong performance" of its television operations.

Independent stations also reported similarly mixed, but mostly subdued, results. Television revenue for Tribune Co. was up 9% over the corresponding quarter the year before; radio revenue was up 13% and entertainment revenue rose 58%. The company's New York, Los Angeles and Chicago television stations showed the greatest improvement, the company said. Revenue for the entire broadcast and entertainment group increased 15% over first quarter 1988 to \$105 million in 1989's first quarter. The broadcasting and entertainment group

showed an operating loss for the quarter of \$1.4 million, compared with a loss of \$3.5 million the year before.

In a statement released by Meredith Corp., President and Chief Executive Officer Jack Rehm said: "Results from our seven television stations in the Broadcasting Group were down. The high cost of syndicated programing continues to hold down total profits in this group." Meredith operates three independent stations and four affiliates. Meredith, which does not break out results for its broadcasting group, reported revenue of \$196.7 million for the second quarter ended March 31, up 18% from the corresponding year-earlier quarter. Net earnings for the quarter were up 17% to \$4.7 million.

TVX Broadcast Group, which released

its 1988 results earlier this month, reported a net loss of \$82 million for the year after a fourth-quarter noncash charge of \$54 million "reflecting management's estimate of the decline in the value of program contract rights," the company said. TVX had net revenue of \$150.8 million for the year, up 13% from 1987. Excluding the \$54 million charge, the company said that it would have a net loss of \$28 million for 1988, compared to a net loss of \$48 million for 1987. Operational comparisons between 1987 and 1988 are made difficult, the company said, because of station acquisitions and dispositions in 1987 and 1988. The Virginia Beach, Va.-based station group includes five major-market independents and four other stations that the company intends to sell. □

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MTV Networks undergoes reorganization

New presidents named to head Nickelodeon/Nick-at-Nite, MTV, VH-1

A "fundamental reorganization" of MTV Networks is being implemented today (April 24), according to MTV Networks President and Chief Executive Officer Tom Freston. with the appointment of new presidents for Nickelodeon/Nick-at-Nite, MTV and VH-1.

Ed Bennett, former executive vice president, chief operating officer, Viacom Cable, will become president of VH-1. Gerry Laybourne, former executive vice president, general manager, Nickelodeon/Nick-at-Nite, becomes president of that unit.



Bennett



Laybourne



Reardon

while John Reardon, previously executive vice president, sales, becomes president, MTV. Each channel's president will have full profit and loss responsibility, and control all sales, programming, production, promotion, marketing and ancillary business activities.

Bennett comes from MTV Networks' sister cable unit. He brings an expertise in cable advertising (he was past president of the Cabletelevision Advertising Bureau) and is an avid rock music fan (and musician). VH-1 has shown slow but steady growth, but has not been at the top of the list of favorite cable services among operators. Tele-Communications Inc., the country's largest cable operator, for instance, dropped VH-1 in its Pittsburgh area systems to put on CNBC, NBC's new consumer business channel that launched last week.

There may be several additional new positions, Freston said, but all staff and sales departments will remain intact. The number of people reporting to Freston will be reduced from 11 to five: three new presidents, a chief financial officer and a new business person.

"We've seen phenomenal growth over the last nine years," Freston said, "and have developed three very distinct businesses. They're not simply involved in cable network programming, but licensing, merchandising, international sales, syndication sales, and other activities. This reorganization is basically a reshuffling of the deck." □

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D.L. Taffner Ltd.: New name, new plan for 1990's

**Company renamed DLT Entertainment;
restructuring includes
international co-productions**

D.L. Taffner Ltd. has changed its name to DLT Entertainment Ltd. as part of a reorganization aimed at repositioning the company for the 1990's. The company's restructuring includes the appointment of Bob Peyton to the new post of executive vice president, managing director of domestic syndication, as well as changes in the research, advertising and promotion depart-

ments.

"About nine months ago we decided that if we wanted to stay independent and be our own master, we had to start changing with the tide," said company president Don Taffner. He also hopes to become active in international co-productions, an area in which he feels he can compete with the major production companies, and has hired John Reynolds, former head of the BBC in New York, for the company's London office.

Taffner, who brought *Benny Hill* to the U.S. and who was instrumental in beginning the practice of producing first-run episodes for syndication of canceled network shows, has two first-run projects for fall 1989. *The Mystery Wheel of Adventure*, currently in production, will consist of 10 first-run world premiere movies budgeted at \$3 million to \$4 million, made up of six two-hour episodes of *The Saint* and four adaptations of Dick Francis novels.

The Saint will star Simon Dutton, with films to be shot in the UK, Australia and other international locations. Author Francis is working with DLT on converting his books into films featuring a character named David Cleveland. DLT hopes to develop series out of either or both elements.

"Medium-sized companies like ours must be innovative to survive," said Rick Levy, president of sales and marketing. "The idea behind the *Mystery Wheel* was to take advantage of the momentum of independent stations and provide them with first-class product with exclusivity." Levy also describes these films as "advertiser comfortable. There is no gratuitous sex, no blood on the pavement." DLT is also distributing on a barter basis a game show entitled *Talkabout*.

"We look upon ourselves as chefs," said Taffner. "We find out what the people want who come to our restaurant and make the kind of food they like." □

Merger expenses lead to Time earnings drop

Time Inc.'s 1989 first quarter earnings dropped 26% from first quarter earnings in 1988, to \$49 million. The company attributed the drop largely to expenses related to its planned merger with Warner Communications, higher interest expense and a lower contribution from its magazines segment. Time said that legal and banking fees associated with the merger had amounted to \$15 million. Revenue for the first quarter was \$1.14 billion, up 7% from the corresponding quarter one year before.

Operating income from Time's programming segment grew 5% from first quarter 1988, to \$41 million. Higher profits at HBO and Cinemax were partly offset by lower earnings at HBO video, which released fewer major film titles this quarter, the company said.

American Television and Communications, 82% held by Time, reported revenues of \$232.7 million for the quarter, up 20% from first quarter 1988. Operating income rose 33% to \$59.7 million, while net income was up 13% to \$19.8 million.

Bottom Line

Uniting United. Board of Qintex Entertainment approved company's acquisition of MGM/UA Communications Co., it was announced last week. Surviving corporation will be renamed United Artists Corp. (BROADCASTING, April 10). □

Major money. Westinghouse Credit Corp. has formed Major Industries Finance Group as financing source for media, energy and transportation industries. Group's first transaction was financing package used as part of Westwood One's purchase of KQLZ-FM Los Angeles. □

Status symbol. Outlet Communications said it has now met NASDAQ surplus and capital requirements, allowing stock symbol to return to OCOMA from previous conditional status, OCOAC.



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Exxon tanker disaster: radio breaks, and makes, news

KCHU(AM) Valdez, Alaska, is on front line of reporting; talk show hosts want to organize Exxon protest

Since the March 24 spill of 10 million gallons of oil from a grounded Exxon tanker into Alaska's Prince William Sound, dozens of radio reporters, producers and engineers have brought every aspect of the calamity and its aftermath to listeners around the world. They have also created several stories within the story they have covered.

More than the usual round-up of network correspondents descending on the scene of a disaster, the story has involved Alaska Public Radio Network declining an Exxon Corp. offer of more than \$32,000 to defray news coverage expenses (see box, page 108) and a proposed boycott of Exxon organized by radio talk show hosts.

Emerging last week, however, from accounts of how radio has covered the spill was a story of a "finest moment" for radio, as APRN Executive Director Diane Kaplan described it. Initially, local radio in particular, with severely limited resources, became the ears for the world.



APRN's Steve Heimel (r) interviews marine biologist Marshall Kendziorek (above); KCHU(AM)'s Hammock and APRN's operations director Chris Bydalek in Valdez (below). Photos: Rob Stapleton

Awakened at 6 a.m., March 24, six hours after the spill, KCHU(AM) Valdez, Alaska, interim news director Claire Rich-

ardson aired her first newscast at 7 a.m. The station distributed hourly updates from the station to 24 APRN stations across Alaska that afternoon. Richardson was on the air nationally that evening via National Public Radio's *All Things Considered*.

Swamped that first day with requests for coverage of the spill from commercial and noncommercial news operations in virtually every region of North America, said Richardson, the two-and-a-half-year-old station with only five full-time staff members turned to APRN. Help came within 24 hours in the forms of a reporter and shielding from other radio and television news operations.

"One thing we thought we could do," said APRN executive producer Corey Flin-

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toff. "was take all the updates coming out of KCHU and serve as a clearance house," providing tape playback for other media. With only three staff reporters of its own, he said APRN normally uses about 70% of network news programing "on any given day." But during the first week, APRN virtually filled its own daily 30-minute *Alaska News Nightly* with the story.

"There was absolutely no reason to believe this tiny station could take hold of such a big story, yet they did great radio, incredibly dramatic," Flintoff said. "People here were glued to the sound of people thinking, the sound of people's fear, captured in a way I can't imagine any major network doing any better."

APRN later sent an engineer, more reporters from around the state, and equipment, said Richardson, who, along with the rest of the station's staff, put in 12 to 18 hours a day for the next three weeks. Describing herself as a specialist in training news teams in rural areas, Richardson had arrived at the station only four days before the spill. "It's very difficult to do these kinds of stories with television up here," she said. "These people out in the bush rely on radio, and it works."

"We would have melted down without the help of the network," said station manager David Hammock. The APRN reporters, equipment and other aid meant "that more people could remain out in the field."

NPR environmental reporter Daniel Zwerdling and producer Ira Glass reached Valdez March 28. Longer features by Zwerdling over the following week complemented the shorter, breaking news pieces, said Richardson. But like other national networks, over the next week Zwerdling faced deadlines four hours earlier than the usual 5 p.m. ET. By April 10, NPR's news programs had aired a combined three and a half hours on the spill, nearly one hour of that contributed by APRN stations.

Christian Science's Monitor Radio, distributed by American Public Radio, relied on APRN's correspondents to bring news of the spill to its daily half-hour newscasts, airing "Q and A sessions" with APRN correspondents who reported on the activities of Exxon, the Alaskan government, environmentalists, local fishermen and others during that first week, said Clint Jones, anchor and editor, Monitor Radio Daily.

Continuing coverage of the Valdez aftermath has required endurance. "Like anybody covering stories on the edge of a glacier, there are naturally a lot of hardships," said Bill Ferguson, managing editor, UPI Radio, whose reporters spent more than a week in sleeping bags at the site. Anchorage correspondent Jeff Berliner, who spent 23 days on location, was joined by Dallas correspondent Bill Inman, who continued to file stories from Valdez as of last week as Berliner returned to Anchorage.

AP Network News Los Angeles correspondent Brian Bland arrived on the scene March 25 and remained there for two weeks, according to Brad Kabfeld, deputy director of broadcast services, news and managing editor. Bland followed developments in the story by land, air and sea, said Kabfeld, with coverage that included live reports during hourly newscasts and exten-



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General Manager
WWKB-AM
Buffalo

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sive long-form coverage on the AP Hotline.

Westwood One's NBC Radio Networks and Mutual Broadcasting System sent full-time Los Angeles correspondent Kari Moran to the scene, according to Ron Nessen, vice president, news, Westwood One.

CBS Radio Networks has provided coverage of the oil spill as part of its Newsfeed audio service. *World News Roundup* and *The World Tonight*. CBS also featured the subject on its half-hour *Newsmark*, with CBS News correspondent John Blackstone providing an essay from Valdez and CBS News correspondent Judy Muller anchoring a discussion among environmentalists.

United Stations Radio Networks has been covering the oil tanker story through several stringers, said John McConnell, vice president, news, with correspondent Craig Windham reporting from Valdez. He said a positive aspect of the oil spill may be that it will increase the focus on stories concerning the environment.

At ABC Radio Networks, the company as of last week had fed more than 700 cuts of tape to affiliates, according to Bob Benson, vice president of ABC News for radio. In addition to "tremendous" cooperation from affiliates in the area, he said, seven ABC correspondents have been on the scene filing reports for both radio and TV.

In the meantime, as the cleanup of the oil spill continued last week, several radio talk show hosts, including Mike Siegel of KING-AM Seattle, began planning a boycott against the oil company. "The people luckily have a voice through talk radio," he said. Siegel, who was one of the key figures in the



Siegel

radio talk show protest against the proposed congressional pay raise earlier this year, said more than 800 cut-up Exxon credit cards had been mailed in by listeners as of early last week. He added that May 1 he plans to deliver all the mail received to Exxon Chairman Lawrence G. Rawl. (Exxon said at a press conference April 18 that 6,000 of its seven million credit cards in circulation were mailed back to the company in protest.)

The boycott campaign comes as radio talk show hosts are trying to arrange a follow-up to their protest against the pay raise, which in some ways is proving to be a tough act to follow. A meeting of talk show hosts to discuss group strategy had originally been scheduled for April 21-22 in Boston, but Siegel said that the idea had been met with "some resistance" by many of the personalities. There are still plans to bring talk show hosts together to discuss a method for combining their forces, he said, but such a meeting may now be in the form of a programming conference geared toward all levels of talk radio personnel. □

Oil spill ethics

Radio journalism withstood a tough test of ethics last week as Exxon Corp. was met with a 'thanks, but no thanks' when it offered to defray the costs incurred by the Alaska Public Radio Network during its coverage of the spill of millions of gallons of oil from an Exxon tanker into Alaska's Prince William Sound.

An April 14 Associated Press report that had APRN accepting \$32,000 from Exxon for that purpose was incorrect, said APRN executive director, Diane Kaplan. A \$32,283 check from Exxon—already an APRN underwriter—in fact arrived last Monday, April 17, she said; one hour later APRN directors declined the offer. Because last week's offer "was designated for reimbursement of expenses" specifically incurred covering the spill, Kaplan had advised the board that "the appearance of a conflict of interest goes against our underwriting guidelines."

Ironically, the story that put non-commercial KCHU(AM) Valdez, Alaska, on the map may also prove the station's undoing, as the costs of covering the oil spill have depleted its budget. As of last week, said station manager David Hammock, KCHU had "used up all its cash for April. I will have to start deciding next week who to lay off. There is a serious ethical question" involved in accepting Exxon or other oil company money in the future, he said. "I don't know the answer."

Spring fundraising plans included "hitting on the oil companies" in Valdez, said Hammock. "We have had a lot of notoriety for our coverage of the spill; everybody says, 'We want to help you,' but I'm barred from going to the only deep pockets here," he said. "A month ago I would have gotten applauded for winning funds from Exxon. Now I'm tainted. Literally, we're damned if we do, damned if we don't."

The situation, said Kaplan, was the result of miscommunication, none of it directly between APRN and Exxon. State Representative Mike Davis, planning two weeks ago a possible state appropriation to help out, had asked the network to document its news expenses. The figures reached other local politicians who went to Exxon saying the oil company should pay. Exxon agreed. But once it had the chance, Kaplan said, APRN did not agree.

The state of Alaska "is one of few avenues left open," said Hammock, but "it is also required to pass a balanced budget in an environment" of \$100 million deficit. Even if passed, Representative Davis's supplemental appropriation bill may be too late.

NAB US.

Las Vegas Hilton, Suite 1710



Richard Kozacko



Keith Horton

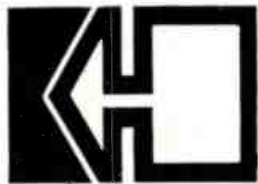


Mel Stone



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Easy listening, CHR do well in winter books

Simulcasting status accounted for some close calls in the top two markets, according to the just-released winter 1989 Arbitron ratings. In New York, easy listening WPAT-AM-FM took the number-one spot away from long-time champ WHTZ(FM). The rating period assessed the contemporary hit station's performance during the period marked by the departure of Scott Shannon, former vice president of programming and operations and air personality at the station.

It's still too early to tell what impact Shannon is having on the opposite coast since his new home, contemporary hit KQLZ(FM) Los Angeles, did not hit the airwaves in time for the entire ratings period. Even without KQLZ in the picture, the contemporary hit battle in Los Angeles was a heated one during the winter ratings period. Contemporary hit KPWR(FM) maintained the number-one spot that it held in the fall 1988 book, but KIIS-FM made a strong second-place showing.

All results are based on the Arbitron winter 1989 radio local market report for the period Jan. 5-March 29 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service.

Station	Format	Winter	
		88	89
New York			
WPAT-AM-FM	Easy listening	6.1	6.2
WHTZ(FM)	CHR	6.2	5.3
WCBS-FM	Oldies	4.3	4.7
WOR(AM)	Talk	3.9	4.5
WINS(AM)	News	4.9	4.3
WLTW(FM)	Soft contmp.	4.6	4.3
WRKS(FM)	Urban contmp.	4.0	4.2
WQHT(FM)	CHR	4.6	4.0
WBLS(FM)	Urban contmp.	4.6	3.8
WNEW-FM	AOR	3.5	3.5
WPLJ(FM)*	CHR	4.1	3.5
WABC(AM)	Talk	2.6	3.3

*Formerly WWPR(FM)

Los Angeles

KPWR(FM)	CHR	7.1	6.4
KIIS-FM	CHR	6.6	6.2
KOST(FM)	Soft contmp.	5.3	5.6
KABC(AM)	Talk	5.8	4.9
KLOS(FM)	AOR	3.6	4.6
KJLI(FM)	Easy listening	3.9	4.5
KBIG(FM)	Soft contmp.	3.3	4.0
KNX(AM)	News	3.0	3.6
KTWV-FM	New AC	2.4	3.4
KRTH-FM	Adult contmp.	3.3	3.3

Chicago

WGN(AM)	MOR/talk	9.2	9.5
WGCI-FM	Urban contmp.	9.2	7.4
WVAZ(FM)	Urban contmp.	4.3	6.0
WXEZ-AM-FM	Easy listening	5.5	5.1
WBBM(AM)	News	6.3	4.8
WLUP-FM	Adult rock	4.1	4.8
WCKG(FM)	Classic rock	2.6	4.0
WBBM-FM	CHR	4.2	3.8
WLIT-FM*	Soft contmp.	3.5	3.6

Continues on page 111.

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Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 19	Apr 12				(000,000)	
BROADCASTING							
N (CCB) Capital Cities/ABC	411 1/2	402 1/2	9	02.23	25	6,657	
N (CBS) CBS	187 3/8	184 5/8	2 3/4	01.48	10	4,427	
A (CTU) Clear Channel	13 1/2	14	- 1/2	-03.57	24	52	
A (HGG) Heritage Media	4 7/8	5 3/8	- 1/2	-09.30	-6	54	
O (JCOR) Jacor Commun.	6 1/4	6 3/8	- 1/8	-01.96	-14	61	
O (LINB) LIN	90 5/8	90	5/8	00.69	58	4,682	
O (OBCCC) Olympia Broad.	2 1/2	2 1/2		00.00		6	
O (OSBN) Osborn Commun.	8 1/2	8 1/2		00.00	-7	43	
O (OCOMA) Outlet Commun.	29 1/4	29	1/4	00.86	-11	191	
A (PR) Price Commun.	7 1/4	7 1/2	- 1/4	-03.33	-6	70	
O (SAGB) Sage Broadcasting	5	5		00.00	-7	19	
O (SCRPP) Scripps Howard	60	57 1/2	2 1/2	04.34	48	619	
O (SUNNC) SunGroup Inc.	1 5/8	1 5/8		00.00	-2	3	
O (TMD) Telemundo	6	6		00.00		45	
O (TVXGC) TVX Broadcast	3	3		00.00		17	
O (UTVI) United Television	33 1/4	33 1/4		00.00	54	364	

BROADCASTING WITH OTHER MAJOR INTERESTS							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 19	Apr 12				(000,000)	
N (BLC) A.H. Belo	27 5/8	27 5/8		00.00	11	291	
O (ASTVC) Amer. Comm. & TV	1/32	1/32		00.00		2	
N (AFL) American Family	19 1/8	17 3/4	1 3/8	07.74	16	1,548	
O (ACCMA) Assoc. Commun.	34 3/4	33 1/2	1 1/4	03.73		497	
O (BMAC) BMA Corp.	32 1/2	33 1/8	- 5/8	-01.88	87	340	
N (CCN) Chris-Craft	31 3/4	32	- 1/4	-00.78	70	691	
O (DUCO) Durham Corp.	33	32 1/4	3/4	02.32	28	278	
N (GCI) Gannett Co.	41 3/8	38 7/8	2 1/2	06.43	20	6,699	
N (GY) GenCorp	17 3/8	17 3/8		00.00	1	551	
O (GMXC) GMX Commun.	3/32	3/32		00.00	1	551	
O (GACC) Great Amer. Comm.	10 7/8	10 1/2	3/8	03.57	10	286	
N (JP) Jefferson-Pilot	34 3/4	34 3/4		00.00	15	1,371	
N (KRI) Knight-Ridder	47 3/8	46 7/8	1/2	01.06	17	2,694	
N (LEE) Lee Enterprises	26 3/4	26	3/4	02.88	19	664	
N (LC) Liberty	36	36		00.00	13	334	
N (MHP) McGraw-Hill	70 5/8	72	- 1 3/8	-01.90	21	3,405	
A (MEGA) Media General	35 1/8	34 1/8	1	02.93	23	990	
N (MDP) Meredith Corp.	32 1/4	31	1 1/4	04.03	13	619	
N (MCG) Mich. Energy	31 5/8	31	5/8	02.01	20	85	
O (MMEDC) Multimedia	95 1/2	94	1 1/2	01.59	92	1,050	
A (NYTA) New York Times	28 3/4	28 1/4	1/2	01.76	14	2,357	
N (NWS) News Corp. Ltd.	19 1/2	19 1/2		00.00	10	5,196	
O (PARC) Park Commun.	28 1/2	28 1/4	1/4	00.88	22	393	
O (PLTZ) Pulfizer Publishing	26	25 1/4	3/4	02.97	17	272	
N (REL) Reliance Group Hold.	4 7/8	5	- 1/8	-02.50	5	365	
O (RTRSY) Reuters Ltd.	36 5/8	36 7/8	- 1/4	-00.67	24	30,409	
O (STAUF) Stauffer Commun.	138	134	4	02.98	46	138	
N (TMC) Times Mirror	37 3/8	36 5/8	3/4	02.04	18	4,836	
O (TMCI) TM Communications	7/32	7/32		00.00	1	1	
N (TRB) Tribune	46 3/4	45 7/8	7/8	01.90	25	3,567	
A (TBSA) Turner Bcstg. 'A'	27 3/8	27 3/4	- 3/8	-01.35	-5	596	
A (TBSB) Turner Bcstg. 'B'	26 1/2	26 3/4	- 1/4	-00.93	-4	577	
A (WPOB) Washington Post	230 1/2	221 5/8	8 7/8	04.00	15	2,960	

PROGRAMING							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 19	Apr 12				(000,000)	
O (SP) Aaron Spelling Prod.	8	7 7/8	1/8	01.58	6	146	
O (ALLT) All American TV	3 1/8	3 1/8		00.00		6	
O (BRRS) Barris Indus.	8 5/8	8 3/4	- 1/8	-01.42	-4	67	
N (KO) Coca-Cola	52 3/4	51 7/8	7/8	01.68	21	19,802	
A (CLR) Color Systems	1 3/8	1 3/8		00.00		7	
N (KPE) Columbia Pic. Ent.	18 1/4	18 1/4		00.00	260	2,002	
O (CAVN) CVS Cos.	14 1/2	15 1/2	- 1	-06.45	12	251	
A (DEG) De Laurentiis Ent.	3/4	3/4		00.00		8	
O (dcpj) dick clark prod.	4 3/4	4 3/8	3/8	08.57	12	39	
N (DIS) Disney	84 3/8	79 7/8	4 1/2	05.63	25	11,186	
N (DJ) Dow Jones & Co.	33	32 1/2	1/2	01.53	15	3,178	
O (FNNI) Financial News	8 1/8	8 3/4	- 5/8	-07.14	36	97	
A (FE) Fries Entertain.	2 3/4	3 3/8	- 5/8	-18.51	11	14	
N (GW) Gulf + Western	52 1/2	51 1/8	1 3/8	02.68	9	3,155	
O (GNTX) Hal Roach	5 1/2	5 7/8	- 3/8	-06.38	-12	38	
A (HHH) Heritage Entertain.	1 5/8	1 7/8	- 1/4	-13.33	1	7	
A (HSN) Home Shopping Net.	6 3/8	6 3/8		00.00	28	555	
N (KWP) King World	25 3/8	24 1/8	1 1/4	05.18	16	731	
N (MCA) MCA	55 3/4	57	- 1 1/4	-02.19	30	4,053	
N (MGM) MGM/UA Commun.	18	17 5/8	3/8	02.12	-10	902	
A (NHI) Nelson Holdings	7/8	15/16	- 1/16	-06.66	-8	23	
A (NWE) New World Enter.	8 3/4	8 3/4		00.00	24	94	
O (NNET) Nostalgia Network	1 5/8	1 9/16	1/16	04.00	-2	9	
N (OPC) Orion Pictures	17 3/4	18 1/2	- 3/4	-04.05	15	306	

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 19	Apr 12				(000,000)	
PROGRAMING							
O (MOVEQ) Peregrine Ent.	5/16	1/4	1/16	25.00	-10		
N (PLA) Playboy Ent.	12 3/4	12 5/8	- 1/8	00.99	14	119	
O (QNTX) Qintex	5 1/2	5 7/8	- 3/8	-06.38	-12	38	
O (QVCN) QVC Network	11 1/8	9 5/8	1 1/2	15.58	-23	112	
O (RVCC) Reeves Commun.	5 1/8	5 5/8	- 1/2	-08.88	25	65	
O (RPICA) Republic Pic. 'A'	10	9 3/4	1/4	02.56	111	42	
O (SMNI) Sat. Music Net.	5 5/16	5 5/16		00.00	48	47	
N (WCI) Warner	47 3/4	46 7/8	7/8	01.86	25	6,023	
O (WONE) Westwood One	8 1/2	8 1/4	1/4	03.03	11	122	

SERVICE							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 19	Apr 12				(000,000)	
O (AMEA) A.M.E. Inc.	9 3/4	9 1/2	1/4	02.63	10	48	
O (AGRP) Andrews Group	5 5/8	5 5/8		00.00	-2	37	
O (BSIM) Burnup & Sims	22 5/8	22 5/8		00.00	49	361	
N (CQ) Comsat	32 1/2	30	2 1/2	08.33	-12	595	
N (DNB) Dun & Bradstreet	53 7/8	52 3/4	1 1/8	02.13	20	8,189	
N (FCB) Foote Cone & B.	23 3/4	23 1/2	1/4	01.06	11	197	
O (GREY) Grey Advertising	121 1/2	121 1/2		00.00	16	147	
O (IDBX) IDB Communications	8 1/4	8	1/4	03.12	33	33	
N (IPG) Interpublic Group	41 7/8	39 3/4	2 1/8	05.34	18	939	
O (OGLI) Ogilvy Group	34 3/4	32	2 3/4	08.59	17	495	
O (OMCM) Omnicom Group	20 1/2	20 3/4	- 1/4	-01.20	14	504	
N (SAA) Saatchi & Saatchi	14 5/8	14 7/8	- 1/4	-01.68	6	2,130	
O (TLMT) Telemation	1 7/8	1 7/8		00.00	7	8	
A (UNV) Unitel Video	13	13		00.00	19	28	

CABLE							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 19	Apr 12				(000,000)	
A (ATN) Acton Corp.	19 1/8	20 1/2	- 1 3/8	-06.70	3	22	
O (ATCMA) Amer. TV & Comm.	42 1/2	42 3/4	- 1/4	-00.58	94	4,623	
O (CTEX) C Tec Corp.	51	50 1/2	1/2	00.99	22	280	
A (CVC) Cablevision Sys. 'A'	39 7/8	40	- 1/8	-00.31	-13	838	
O (CNCA) Centel Cable	43 7/8	43 1/2	3/8	00.86	141	1,096	
N (CNT) Centel Corp.	66 3/8	67 3/8	- 1	-01.48	18	2,886	
O (CMCSA) Comcast	21 3/4	21 3/8	3/8	01.75	-98	972	
A (FAL) Falcon Cable Systems	19 3/4	19 1/4	1/2	02.59	-61	126	
O (JOIN) Jones Intercable	16 1/4	16 1/2	- 1/4	-01.51	50	207	
T (MHPQ) Maclean Hunter 'X'	12 3/8	12 3/4	- 3/8	-02.94	34	912	
T (RCI.A) Rogers Commun. 'A'	116	114	2	01.75	-178	1,435	
T (RCI.B) Rogers Commun. 'B'	96 1/2	96 1/4	1/4	00.25	-148	1,193	
O (TCAT) TCA Cable TV	34 1/8	33 3/4	3/8	01.11	66	411	
O (TCOMA) Tele-Commun.	32 3/8	32 1/8	1/4	00.77	64	4,899	
N (TL) Time Inc.	115 1/4	114 3/8	7/8	00.76	27	6,735	
O (UACI) United Art. Commun.	33 3/4	34 1/4	- 1/2	-01.45	281	1,386	
N (UCT) United Cable TV	38 3/8	38 1/4	1/8	00.32	-201	1,430	
N (VIA) Viacom	40 3/4	40 3/8	3/8	00.92	-5	2,174	
N (WU) Western Union	2 1/4	2 1/4		00.00		71	
O (WSMCA) WestMarc	20 1/2	20 5/8	- 1/8	-00.60	25	294	

ELECTRONICS/MANUFACTURING							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 19	Apr 12				(000,000)	
N (MMM) 3M	70 3/4	67 5/8	3 1/8	04.62	17	16,094	
N (ARV) Arvin Industries	21 1/4	22 5/8	- 1 3/8	-06.07	8	404	
O (CCBL) C-Cor Electronics	14 1/2	14	1/2	03.57	24	29	
N (CHY) Chyron	3 7/8	3 7/8		00.00	13	39	
A (COH) Cohu	14 1/4	13 3/4	1/2	03.63	13	25	
N (EK) Eastman Kodak	47 3/8	45 3/4	1 5/8	03.55	13	16,055	
N (GRL) Gen. Instrument	29 7/8	28 3/8	1 1/2	05.28	-21	998	
N (GE) General Electric	47 7/8	45	2 7/8	06.38	20	43,822	
O (GETE) Geotek Inc.	11/16	11/16		00.00			

WYZZ(FM)	CHR	3.8	3.6
WJMK(FM)	Oldies	3.4	3.4
WUSN(FM)	Country	2.6	3.4
WKQX(FM)	Adult contmp.	2.0	3.1
WLUP(AM)	Talk	2.6	3.1

*Formerly WLAK(FM)

San Francisco

KGO(AM)	Newstalk	6.8	8.3
KABL-AM-FM	Easy listening	5.9	5.0
KMEL(FM)	CHR	6.1	5.0
KCBS(AM)	News/talk	4.7	4.6
KOIT-AM-FM	Soft contmp	3.2	3.8
KFRC(AM)	Classic MOR	4.3	3.7
KIOI(FM)	Adult contmp	3.5	3.6
KSAN-FM	Country	3.2	3.2
KKSF(FM)	New adult contmp	2.4	3.0
KRQR(FM)	AOR	2.5	2.8
KXXX-FM	Adult contmp	2.3	2.8
KSOL(FM)	Urban contmp.	4.4	2.7

Philadelphia

WMMR(FM)	AOR	7.7	8.1
WEGX(FM)	CHR	6.5	7.9
KYW(AM)	News	7.3	7.2
WUSL(FM)	Urban contmp	7.1	7.1
WEAZ(FM)	Easy listening	7.6	5.9
WPEN(AM)	Nostalgia	5.9	5.3
WKSZ(FM)	Soft contmp	5.4	4.9
WYSP(FM)	Classic rock	4.7	4.5
WMGK(FM)	Adult contmp.	4.5	4.3
WXTU(FM)	Country	4.6	4.0

Cable network moving into radio

Movietime, the basic cable television network that provides viewers with around-the-clock entertainment news, announced the formation of the Movietime Radio Network. The new radio service is scheduled to launch this June through agreements with Radio Today Entertainment, LBS Communications and Jon Sargent Productions.

"It's a natural evolution for the network," said Joe Shults, Movietime vice president of new business development, explaining the "synergies" between the new service and the company's existing operations. In addition to its TV network (launched in July 1987), the Hollywood-based company last February announced a cooperative agreement to produce *Movies USA*, a national in-theater magazine.

Shults would not reveal the cost of launching the radio network, but noted that costs would be limited due to Movietime's existing operations. Interviews from the TV service, for example, will be printed at greater length in the magazine and excerpted on the radio network. He said the radio service, which will be geared primarily toward contemporary hit radio audiences, is expected to cover at least 75% of the U.S. market by yearend.

New York-based Radio Today Entertainment will distribute Movietime Radio Network programming, which will be produced by Jon Sargent Productions. Advertising on the network's programs will be sold by New York-based LBS Communications.

Movietime has not yet named on-air talent for the new radio network, but Shults said the company would announce a "strong national name" as a featured host within the next few weeks. □

Katz signs exclusive Clear Channel representation agreement

Although deal follows other recent group consolidation agreements, industry players don't see it as trend

While industry players are reluctant to characterize it as part of a trend, another radio group has followed the recent footsteps of Emmis Broadcasting and Westwood One by signing all of its nationally represented stations to one rep firm. The winning company is Katz Radio Group, which last week took over all of the represented stations owned by Clear Channel Communications, a San Antonio, Tex.-based group that is expected to bill an estimated \$8 million-\$9 million at its properties this year.

"If you're more important to one firm, they may work a little bit better for you," said L. Lowry Mays, Clear Channel's president and chief executive officer, explaining the company's decision to sign exclusively with Katz. "It's better for communication," he said, giving as an example that "when you have manager meetings, it's easy to bring in the top persons from the rep firm to meet with all of the managers." Mays cautioned that although the change is expected to bode well for Clear Channel, many other groups are not likely to do the same because of properties that conflict with clients already represented by the major rep firms.

Katz Radio Group President Ken Swetz agreed with Mays that while this deal is a positive one for both companies, compatibility problems make group consolidation in general "very difficult" to accomplish. "Do I anticipate other clients doing it? No," said Swetz.

Nonetheless, marriages between group owners and exclusive rep firms have been consummated elsewhere in recent months. Interep's HNWH, which represented most of the Clear Channel properties that are now handled by Katz Radio Group, was on the receiving end of an exclusive group deal last March when it signed with Emmis Broadcasting. Eastman Radio, which lost some of the Emmis properties as a result of that transaction, just signed a deal to represent Westwood One's three major market stations.

Meanwhile, Eastman lost some of its stations in July 1988 when Phoenix-based group owner Edens Broadcasting signed an exclusive deal with Katz Radio Group's Christal Radio.

The activity has led some to speculate that a battle for exclusive group representation may be under way, a concept that is dismissed by the majority of the players involved.

Les Goldberg, president of Interep, said he would be "shocked" if there were sud-

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denly a "war of the groups." On the contrary, he said, Cox Enterprises recently bucked any possible trend by changing its representation from all Christal to partially include Interep's Durpetti & Associates. "Most of the groups that we have at Interep are on very long-term contracts," Goldberg said, "and I don't see them going anywhere."

"I would certainly not advise a group operator to put all his stations with either Katz or Interep if he didn't think he was getting the best rep for each individual station," said Goldberg. He did concede, however, that "if you have a weaker station as part of a group, and you can use the leverage of the group to get a good rep for that weaker station, that may be a smart

thing to do."

As part of the new Katz Radio Group-Clear Channel deal, two of the rep firm's companies will continue their existing relationships with three of the broadcaster's properties: WELI(AM) New Haven, Conn., is maintaining its representation by Banner Radio, and WHAS(AM)-WAMZ(FM) Louisville, Ky., are maintaining their representation by Christal Radio.

Eleven of the Clear Channel stations that are now represented by Katz Radio Group have discontinued their relationships with Interep's HNW. Those stations that are now represented by KRG's Christal Radio are WOAI(AM)-KAJA(FM), both San Antonio, Tex.; KAKC(AM)-KMOD-FM Tulsa, Okla.; KPEZ(FM) Austin, Tex.; KTOK(AM)-KJYO(FM)

Oklahoma City, and WQUE-AM-FM New Orleans. KRG's Katz Radio now represents KALO(AM)-KHYS(FM) Port Arthur, Tex. Clear Channel properties KTAM(AM)-KORAFM Bryan, Tex., remain without representation.

With the exception of Oklahoma City, said Swetz, Katz Radio Group will continue to represent other stations in all of the new markets involved in the deal. Christal Radio currently represents KONO(AM)-KITY(FM) San Antonio; KSKS(AM) and KBEZ(FM), both Tulsa, and KVLTV-FM Owasso, all Oklahoma; WQXY(FM) New Orleans, and KBTS(FM) Killean (Austin), Tex. Katz Radio will continue to represent Texas stations KFMK(FM) Houston, KLVI(AM) Beaumont and KYKR(FM) Port Arthur. □

Journalism

NBC makes its cable debut with CNBC

Service launches to mixed reviews; fears that it would be similar to FNN, CNN are eased

NBC launched its Consumer News and Business Channel last week amid the typical new-service hoopla and on-air mistakes that characterize such ventures. The ser-

vice, launched in some 13 million homes, according to CNBC, with initial costs of \$60 million, got a cautiously optimistic response from the cable industry, at least from those who had seen it or were giving it carriage.

Save for some audio problems and snafus with the stock ticker that characterized day

one, cable operators reported that the service looked graphically in tune. Several others BROADCASTING contacted had not had the time to view much or any of the programing, even though the service had launched on some of their systems.

The consumer press across the country touted NBC's launch into the cable business, but in one of the few early reviews, CNBC received less than critical acclaim. *USA Today* said the pace was "dull," the reporters "bland" and "uninspiring" and the financial news "drier-than-dry...CNBC bore scant resemblance to NBC News or any network news operation."

The early service kinks are still to be worked out. Michael Eskridge, CNBC president, was quoted as saying: "Frankly, I don't want everybody in America watching us on day one" because of the problems associated with start-up ventures.

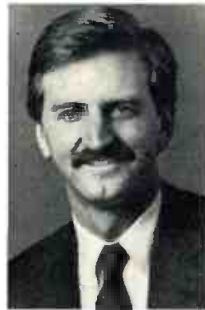
Alan Gerry, chairman of Cablevision Industries, an early supporter of CNBC, said last week he had not yet had the chance to view the programing and was hopeful NBC's expertise in programing would be exhibited on CNBC. But he also said CNBC needs to find its niche.

Fears CNBC would tilt heavily in the direction of FNN or CNN, at least in the first week, appeared groundless. FNN President David Meister, after seeing CNBC programing, said: "Our niche is that much more secure." Indeed, one of the daytime segments involved a chicken recipe; coupled with CNBC executive comments about targeting the younger and female demographics, it appeared CNBC would go after soap opera or Lifetime viewers as much as FNN viewers in daytime.

Meister said FNN did not suffer large dislocations with the launch of CNBC and could point to areas where FNN was dropped, then replaced, in a matter of days. Mary Alice Bauchman, marketing manager for Prime Cable's Las Vegas systems, said FNN was replaced after the service received



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CNBC's Neil Cavuto and Kathleen Campion

over 500 phone calls or letters about dropping FNN. Of all the moves it has made, said Bauchman, raising rates, dropping service, etc., the reaction to this move "was the worst." The system added CNBC on Monday and reinstated FNN in its 3 a.m. to 2 p.m. position on a shared text channel. There were also reports that the Cox Cable system in Santa Barbara, Calif., also received several hundred complaints about dropping FNN.

VH-1 also seemed to bear some of the brunt of CNBC's launch, being dropped by TC1 in Pittsburgh. Early reports from there indicated phone calls "were negligible."

There were also some scheduled CNBC launches that did not happen last week. CNBC announced Jones Intercable was one of many MSO's to sign a charter affiliation agreement, but Jones said last week that although it is close to a deal, it had not signed and had yet to carry the service

anywhere. The delay may help to give them a chance to see the service before committing, something several other MSO's that have not signed have found to be to their benefit.

On the programming front, CNBC was putting together last weekend's programming at the end of last week. "CNBC Weekend" will be composed of various consumer news segments seen from 10 a.m. to noon and from 2 p.m. to 3:30 p.m. The rest of the weekend will be filled with repeats or "composite" programs, similarly themed reports from the previous week.

Saturday segments, tentatively titled, include "Real Estate Reports," "Sports Business," "Your Working Life" and "Consumer Speakout." Sundays will include *KTV*, a "serious kids' show" hosted by Michael Young; *Money and Emotions*, hosted by Dr. Judy Kuriansky; *Home and Family*, and *Women At Work*. □

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WMKW-TV	\$ 7,000,000
WEKS-FM and WAAF/WFTQ . . .	\$22,000,000*
WNSL/WQIS	\$ 2,950,000
WYGC-FM	\$ 2,187,500
WJMT-TV	\$ 1,625,000
WATM-TV	\$ 3,300,000
WETO-TV	\$ 2,100,000
TOTAL	\$58,161,579

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The Media

Hearst TV production, cable, syndication consolidated

The Hearst Corp. announced a reorganization of the company's entertainment and syndication operations last week, in a move bringing closer together the company's syndication operations and its participation in the Lifetime and Arts & Entertainment cable networks.

Raymond Joslin, president of Hearst's Cable Communications Division, was named head of the company's new Entertainment and Syndication Group, which will serve as an umbrella for the company's operations in television production and distribution, cable networks, cable systems, print syndication and electronic publishing. The reorganization does not affect Hearst Broadcasting—one of the company's four other operating groups—which oversees six television stations and seven radio stations.

Included in the new division will be Hearst/ABC Video Services, a joint venture with ABC Video Enterprises that owns two-thirds of Lifetime and 78% of A&E; Hearst Cablevision of California, a 60,000-subscriber MSO; television production and dis-

tribution units King Features Entertainment and King Phoenix Entertainment, and newspaper syndicator King Features Syndicate.

Previously, King Features and King Phoenix had been under the control of King Features Syndicate, while the separately operated cable communications division had overseen cable operations. King Features and King Phoenix will now report directly to Joslin.

"In a much, much smaller way, we're doing the same thing as Time and



Joslin



Paisner

Warner," Joslin said. "We're putting these different resources into one arena."

Bruce Paisner, president of King Features Entertainment, was named deputy group

head of the new Entertainment & Syndication group. Replacing him as King Features president will be the company's executive vice president, William Miller. Group finance and

administrative officer for the new group will be Richard Cunningham, currently assistant treasurer and director of financial planning for the Hearst Corp. □

Changing Hands

WSSH(AM) Boston and WSSH-FM Lowell, both Massachusetts □ Sold by Noble Broadcast Group to Griffin Entertainment for \$39 million. **Seller** is San Diego-based group headed by John Lynch, chairman and CEO, and Norman Feuer, executive vice president, and chief financial officer. It also owns WAVZ(AM)-WKCI(FM) New Haven, Conn.; WGBB(AM)-WBAB(FM) Long Island, N.Y.; XTRA-AM-FM Tijuana, Mexico (San Diego); KBEQ(FM) Kansas City, Kan.; KBCO-AM-FM Denver; KYOK(AM)-KMJQ(FM) Houston, Tex.; KMJM(FM) St. Louis; WMHE(FM) Toledo, Ohio, and KIXI(AM)-KMGJ(FM) Seattle, Wash. It purchased WSSH-FM for \$19.5 million in 1986 ("Changing Hands," Aug. 3, 1986), and WSSH(AM) in 1987 for \$3.7 million. **Buyer** is group headed by Merv Griffin, chairman, and Michael Nigris, president. It also owns WPOP(AM)-WIOF(FM) Hartford, Conn.; WTRY(AM)-WPYX(FM) Albany, N.Y., and WHJJ(AM)-WHJY(FM) Providence, R.I. WSSH is fulltimer on 1510 khz with 50 kw, and WSSH-FM operates on 99.5 mhz with 32 kw and antenna 600 feet above average terrain. *Broker: Blackburn & Co.*

WTEN(TV) Albany, N.Y., and wcdc(TV) Adams, Mass. □ Sold by Knight-Ridder Broadcasting Inc. to Young Broadcasting Inc. for \$32 million. **Seller** is Miami-based group that put its station on the block last year (BROADCASTING, Oct. 10, 1988). It purchased stations in 1978 as part of four-station deal for \$49.6 million ("Changing Hands," Jan. 9, 1978). **Buyer** is owned by Adam Young, Vincent Young and Ronald Kwasnick. It also owns WTVO-TV Rockford, Ill.; WLNS-TV Lansing, Mich.; WKBT(TV) La Crosse, Wis., and KLFY-TV Lafayette, La. WTEN is ABC affiliate on ch. 10 with 200 kw visual and 30 kw aural, and antenna 1,000 feet above average terrain; wcdc is ABC affiliate on ch. 19 with 538 kw visual, and 53 kw aural, and antenna 3,688 feet above average terrain.

WPVA(AM)-WKHK(FM) Colonial Heights, Va. □ Sold by ABS Communications Inc. to ABS Richmond Partners LP for \$8.1 million. **Seller** is principally owned by Kenneth Brown and John Sinton, who also own WRON(FM) Bowling Green, Ohio. It purchased station in 1988 for \$7 million ("Changing Hands," Oct.

3, 1988). **Buyer** is owned by ABS Communications Inc., general partner, 1%; EBF Inc., general partner, 1%; Jon B. Sinton, limited partner, 24%; Kenneth A. Brown, limited partner, 24%, and EBF Partners, limited partner, 50%. WPVA is daytimer 1290 khz with 5 kw, and WKHK operates on 95.3 mhz with 25 kw and antenna 300 feet above average terrain.

WTAT(TV) Charleston, S.C. □ Sold by Charleston Television Ltd. to ACTV of Charleston S.C. Inc. for \$5 million. **Seller** is owned by ACT III Communications, Atlanta-based group of seven TV's headed by U. Bertram Ellis. It purchased station in 1987 for approximately \$3.5 million ("Changing Hands," July, 27, 1987). **Buyer** is owned by American Communications, 80%; and Charleston Television Ltd., 20%. ACTV has interest in KOOG-TV Ogden, Utah, and WTGS-TV Hardeeville, S.C. WTAT is Fox affiliate on ch. 24 with 5,000 kw visual, 497.5 kw aural and antenna 1,630 feet above average terrain.

KNZS(AM)-KMBY-FM Salinas-Monterey, Calif. □ Sold by Cypress Communications Inc. to ADCOMM IV Inc. for \$3.6 million. **Seller** is principally owned by John B. Frankhouser, who has no other broadcast interests. **Buyer** is principally owned by Stephen Adams Jr., son of Stephen Adams, who owns Adams Communications, Clearwater, Fla.-based group of four AM's, six FM's and nine TV's. Station is first purchase. KNZS is fulltimer on 1540 khz with 10 kw, and KMBY operates on 107.1 mhz with 910 w and antenna 1,570 feet above average terrain. *Broker: Katil & Co.*

KJRB(AM)-KEZE-FM Spokane, Wash. □ Sold by Alexander Broadcasting Co. to Apollo Radio Ltd. for \$3 million. **Seller** is owned by Lester Smith, who also owns KXL-AM-FM Portland, Ore. He also owns Broadcast Programming, international radio consulting and programing service, and Kaye-Smith Productions, corporate film and television commercial production company. **Buyer** is newly formed company owned by former president and chief executive officer of the Radio Advertising Bureau, William Stakelin, and former Viacom executives Terrence A. Elkes, Kenneth F. Gorman and George C. Castell. Stations are their first purchase. KJRB is fulltimer on 790 khz with 5 kw, and KEZE-FM operates on 105.7 mhz with 100 kw and antenna 1,190 feet above average terrain.

WAXA(TV) Anderson, S.C. □ Sold by Mary R. Kupris, individually and as executrix of estate of Anthony C. Kupris, to WLOS TV Inc. for \$2 million. **Seller** has no other broadcast interests. **Buyer** also owns WLOS-TV Asheville, N.C. It is subsidiary of Anchor Media, St. Petersburg, Fla.-based group that also owns KOVR(TV) Stockton, Calif.; KORK(AM)-KYRK(FM) Las Vegas; KZSS(AM)-KZRR(FM) Albuquerque, N.M.; wsyx(TV) Columbus, Ohio.

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and KLDD(AM)-KZEW(FM) Dallas. WAXA is independent on ch. 40 with 2,570 kw visual, 257 kw aural, and antenna 1,050 feet above average terrain. *Brokers: R.A. Marshall & Co., and Henry Ansbacher Inc.*

KJIM(AM) Thornton, Colo. (Denver) □ Sold by Sudbrink Broadcasting Co. to Genesis Broadcasting for \$1.47 million cash, plus assignment of KRZN(AM) Englewood, Colo., currently owned by Genesis. **Seller** is owned by Robert W. and Marion Sudbrink. It also owns WXTL(AM) Jacksonville Beach, Fla.; WAWA-TV Rome, Ga., and WCEE-TV Mount Vernon, Ill. It put station on air in 1987. **Buyer** is wholly owned by Booth American Co., which is principally owned by John L. Booth, his wife, Louise Booth, John L. Booth II, and Ralph H. Booth II. It also owns WZPL-FM Greenfield (Indianapolis), and WZZP-FM South Bend, both Ind.; WIOG-FM Bay City, WJLB-FM Detroit, and WSGW(AM) Saginaw, all Michigan; WSAI(AM)-WWNK-FM Cincinnati, WRMR(AM)-WLTF(FM) Cleveland, and WTOD(AM)-WKKO(FM) Toledo, Ohio. Through wholly owned Genesis Broadcasting, it also owns KMIJ-FM Denver; KSMJ-AM-FM Sacramento, Calif.; KBTS(FM) Kileen, and KONO(AM)-KITV(FM) San Antonio, both Texas. KJIM is fulltimer on 760 khz with 5 kw day and 1 kw night. It holds CP for 50 kw day. *Broker: William B. Schutz Jr.*

WPTX(AM)-WMDM-FM Lexington Park, Md. □ Sold by Sconnix Broadcasting to Emmet Broadcasting Company Inc. for \$1.2 million cash. **Seller** is Vienna, Va.-based group headed by Theodore Nixon, Scott McQueen and Randall Odeneal. It also owns WMXJ(FM) Pompano Beach, Fla.; WLLR(FM) East Moline and WMRZ(AM) Moline, both Illinois; WIBC(AM)-WKLR(FM) Indianapolis; KFKA-AM-FM Kansas City, Kan.; WBMD(AM) Baltimore, WQSR(FM) Catonsville, both Maryland; and WLNH-AM-FM Laconia, N.H. It purchased stations last year as part of deal that included WBMD(AM)-WQSR(FM) Baltimore, for \$25 million ("Changing Hands," Nov. 7, 1988). **Buyer** is owned by Greenville T. Emmet III, who also owns WAGE(AM) Leesburg, Va. WPTX is fulltimer on 920 khz with 5 kw day and 1 kw night, and WMDM operates on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Kozacko-Horton Company.*

KJJQ(AM)-KKQQ(FM) Volga, S.D. □ Assets exchanged by Sioux Valley Broadcasting for **KLIZ-AM-FM Brainerd, Minn.**, owned by CD Broadcasting Corp. Par value for exchange is assessed at \$910,000. **Sioux Valley** is principally owned by Robert Ingstad, who also owns KGFX-FM Pierre, S.D.; KDHL(AM)-KOCL(FM) Faribault, Minn.; and has interest in KBUF(AM) Holcomb, and KKJQ-FM Garden City, both Kansas; KRRZ(AM)-KZPR(FM) Minot, N.D.; KKOA(AM)-KKPR(FM) Kearney, Neb., and KFKA(AM)-KSQI(FM) Greeley, Colo. **CD Broadcasting** is owned by Christopher T. Dahl, 75%, and Russell Cowles II, 25%. It also owns KLIZ-AM-FM Brainerd, KKBJ(AM) Bemidji, KLGR-AM-FM Redwood Falls, all Minnesota. At same time, **KQHT-FM Crookston, Minn.** □ Sold by KDeZ Inc. to CD Broadcasting Corp. for \$507,500. **Seller** is owned by Robert Ingstad. Also at same time, **KRRZ(AM)-KZPR(FM) Minot, N.D.** □ Sold by Dakota Radio Inc. to CD Broadcasting Corp. for \$507,500. **Seller** is owned by Robert Ingstad. KJJQ(AM) is fulltimer on 910 khz with 500 w day and 1 kw night, and KKQQ operates on 102.3 mhz with 3 kw and antenna 234 feet above average terrain. KQHT-FM operates on 96.1 mhz with 100 kw and antenna 442 feet above average terrain. KRRZ is fulltimer on 1390 khz with 5 kw day and 1 kw night, and KZPR operates

on 105.3 mhz with 100 kw and antenna 579 feet above average terrain. *Broker: Johnson Communications Properties Inc.*

WMYJ-FM Edinboro, Pa. (Erie) □ Sold by G A M Inc. to WinCapp Broadcasting Inc. for \$900,000. **Seller** is principally owned by J.R. McClure, John Meade, and Richard Gailard. McClure has interest in KKKK-FM Odesa, Tex.; WFAM(AM) Augusta, Ga.; WMAX(AM) Kentwood, Mich., and New FM Schoharie, N.Y. **Buyer** is owned by Robert M. Winters, Philadelphia-based broadcaster with no other broadcast interests. WMYJ-FM operates on 97.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Hickman Associates.*

WECK(AM) Cheektowaga, N.Y. □ Sold by Quid Me Broadcasting Inc. to LWB Allentown Corp. for \$800,000. **Seller** is principally owned by Chester Musialowski, and his wife Ralfa. Chester owns interest in WSR(AM) Winter Haven, Fla. **Buyer** is headed by Robert L. Williams, Allentown, Pa.-based broadcaster who just purchased WJYE-FM Buffalo, N.Y., for \$6 million ("Changing Hands," March 27). WECK is fulltimer on 1230 khz with 1 kw. *Broker: Al Dick Brokerage.*

KDRS(AM)-KLQZ(FM) Paragould, Ark. □ Sold by KDRS Inc. to SAS Communications for \$450,000 cash. **Seller** is owned by Tim Rand and Carol Rand Herget, who have no other broadcast interests. **Buyer** is owned by John J. Shields, his son, John W. Shields, and James R. Adkins, Truman, Ark.-based broadcasters. Shieldses also own KXRQ(AM) Truman. KDRS is fulltimer on 1490 khz with 1 kw, and KLQZ operates on 107.1 mhz with 1.9 kw and antenna 410 feet above average terrain. *Broker: Charles C. Earls & Associates.*

System serving Colorado Springs, Colo. □ Sold by Citizen's Cable Inc. to Colorado Springs Cablevision Inc. **Seller** is owned by Kevin Hyman, David Jenkins and John Venezia, who have no other cable holdings. **Buyer** is joint venture of American Television & Communications Corp. (ATC) and Century Communications Inc. ATC is Stamford, Conn.-based MSO serving approximately 4.1 million subscribers in 31 states. Century is New Canaan, Conn.-based MSO serving 700,000 subscribers in 20 states. System passes approximately 12,000 homes and serves approximately 6,400 subscribers. *Broker: Daniels & Associates.*

System serving Camden, Central Square, Mexico, Pulaski and Sylvan Beach, Oneida and Oswego Counties, New York □ Sold by Cable TV of Central New York to First AmeriCable Corp. **Seller** is affiliate of Joseph S. Gans, Hazleton, Pa.-based MSO serving approximately 52,000 subscribers in four states. **Buyer** is Columbus, Ohio-based MSO that serves subscribers in four states. System serves approximately 4,130 subscribers. *Broker: Daniels & Associates.*

Systems serving Douglass, Conway Springs, and Oxford, all Kansas □ Sold by Wheat State Telecable to Falcon/Capital Cable Partners LP. **Seller** is Udall, Kan.-based company that owns system in Udall. **Buyer** is affiliate of Los Angeles-based MSO serving approximately 600,000 subscribers in 19 states. Systems pass approximately 1,594 homes and serve approximately 905 subscribers. *Broker: Communications Resources Unlimited Inc.*

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Arbitron found guilty of fraud; ordered to pay \$5.8 million

Two Alabama TV stations prevail in case over ADI listing

Arbitron Ratings Company was ordered to pay \$5.5 million to an Alabama television station last week after a federal jury found Arbitron had committed fraud and breach of contract in connection with an agreement involving that station and another Alabama broadcaster.

WDBB(TV) Tuscaloosa and WNAL-TV Birmingham (Gadsden), both Alabama, successfully argued that Arbitron had reneged on a 1986 lawsuit settlement that put the two stations' combined viewership in the ratings book of the Birmingham ADI. The two stations broadcast "substantially" the same programming, according to their lawyer, Jim Gewin, of Bradley, Arant, Rose & White.

In four ratings books after that settlement was reached, the two stations' viewership was reported together in the 47th-ranked Birmingham ADI. But in accordance with a new ratings methodology implemented after the February 1987 ratings period, Arbitron moved WDBB's listing to the 185th-

ranked Tuscaloosa market. Fox affiliate WDBB had alleged that being listed in the larger Birmingham market was essential to its survival.

After a two-week trial in U.S. district court in Alabama, Arbitron was ordered to pay WDBB \$500,000 in compensatory damages and \$5 million in punitive damages. After initial deliberations the jury awarded the stations damages for their fraud claim but not for breach of contract. However, Judge Robert Propst told the jury that its findings were inconsistent, and he instructed the jurors to "harmonize their positions," Gewin said. After deliberating further, the jury awarded the stations damages for fraud and breach of contract.

An Arbitron spokesman commented, "It's not over yet. We have a number of options; we are evaluating those options, but it is not over."

The conflict at the heart of the trial is indicative of the difficulties WDBB has faced in its efforts to be included in the Birmingham market, according to WDBB's communications counsel, Howard Weiss, of Mul-

lin, Rhyne, Emmons and Topel. Central to those efforts was the Tuscaloosa-licensed station's construction of a 2,000-foot tower at a new transmitter site on the border of the Tuscaloosa and Birmingham ADI's in late 1985. Birmingham independent WTO(TV) filed a petition to deny WDBB's tower construction permit and unsuccessfully petitioned for reconsideration of WDBB's license renewal, Weiss said. Sources said CBS affiliate WBMG-TV Birmingham sued Arbitron for putting WDBB in the Birmingham book, but lost the case. NBC affiliate WVTM cancelled its contract with Arbitron in 1986 after WDBB was put in the Birmingham book, sources said.

"We still aren't in the ratings book and that's obviously a very, very important matter to us," said David DuBose, president of the company that owns and operates WDBB. He said the company was considering filing complaints on the matter with the FCC, Federal Trade Commission or other federal agencies that might have jurisdiction in the matter.

DuBose said a four share in the WDBB book might be worth \$1.5 million to \$1.8 million in annual revenues. The two-station Tuscaloosa market, he said, has about \$3 million in local and national revenues annually. □

FCC broadcast lottery is long shot

Chances for approval diminish with resignation of Patrick, AWRT's legal challenge, and NAB, FCBA opposition

The FCC's three-month-old proposal to use lotteries to award licenses for new broadcast stations is in serious trouble.

The proposal is losing its most powerful proponent, FCC Chairman Dennis Patrick. He plans to leave the agency upon the swearing in of his yet-unnamed successor. That is expected within the next few months, long before the proposal is ready for a final vote.

The other two commissioners who voted for the proposal have little enthusiasm for it. Indeed, Commissioner James Quello told a group of New York communications attorneys last month he will probably vote against adopting it.

And the proposal is under legal assault. American Women in Radio and Television has been joined by the Federal Communications Bar Association and the National Association of Broadcasters in challenging the proposal on the ground that it violates legislation barring the agency from taking any action that would eliminate preferences for

women and minorities in the award of broadcast licenses.

But even if the lottery proposal goes nowhere, it has opened a debate on ways of reforming the comparative hearing—the method the FCC now uses to choose among competing applicants for new stations. Almost everyone agrees it needs to be fixed.

Commissioner Patricia Diaz Dennis, who is far from convinced that the lottery is the best way to go, said she looks forward to the debate and the ideas it will generate. The proposal "will invigorate the bar to come up with some ideas that will improve the system," she said. "They've had their faces shoved up against a radical idea."

When more than one entity applies for a new station, an FCC administrative law judge holds a hearing in which he compares the applicants using criteria which were adopted nearly 25 years ago and have evolved over the years. The criteria favor those applicants that promise "integration" of ownership and management and foster diversification in broadcast ownership. All else being equal, applicants with minority or female ownership will get the license.

Congress authorized the FCC to use lotteries to award spectrum for any service in 1982, but said the agency bore an "extremely heavy burden" in justifying their use for full-service broadcast stations. The FCC has employed lotteries for low-power television and for cellular telephone service.

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In proposing the lottery for full-service stations, the FCC argued that it was far superior to the comparative hearing process. Lotteries constitute a "fairer, more efficient and less onerous system" for applicants and would "expedite service to the public considerably and would ameliorate many of the problems that are inherent in the existing comparative hearing process," it said.

As proposed, the lottery is weighted to give minority-owned applicants a greater chance of winning. Commissioner Dennis argued for a similar edge for applicants owned by women, but did not prevail.

Members of the Washington communications bar have been voicing opposition to the lottery ever since the news that the FCC was considering it first emerged in early January. Some FCC proponents have suggested that the lawyers' opposition springs from their interest in perpetuating the litigation of the comparative hearings that generates ample legal bills if nothing else. But the lawyers contend that their opposition stems from fear that the public policy goals of the comparative process would be swept away by a torrent of speculative applications.

The same week the FCC proposed the lottery, the FCBA formed an ad hoc committee to study the proposal and to draft the association's response. Richard Zaragoza, committee head, said the committee has gone beyond merely drafting arguments against the lottery to developing recommendations for reforming the comparative process.

Among the reforms being looked at: limiting settlement payments to competing applicants to "prudent and legitimate expenses" to discourage those who are more interested in settlement money than in acquiring stations; eliminating the policy that requires the FCC to weigh the comparative attributes of those who "control" an applicant rather than those who own it, and lengthening the period the winning applicant must hold its license, from one to three years.

On a completely separate track, the AWRT requested that the FCC immediately

terminate the lottery proceeding, arguing that it "contravenes" the FCC appropriations legislation for the current fiscal year barring the FCC from reexamining any existing policies aimed at expanding minority and women's ownership in broadcasting.

In the lottery proceeding, the FCC "is attempting to do indirectly what it could not do directly," AWRT said. "When the commission earlier tried to eliminate its preference policies for minorities and women, Congress foreclosed such action in appropriations legislation... Now the commission is trying to eliminate its preference policies for minorities and women by eliminating the entire hearing process."

As now proposed, the lottery "would eliminate the preference now accorded to women in comparative hearing proceedings," AWRT said. "Furthermore, a lottery mechanism would diminish the minority ownership credit now given because there is no assurance in a lottery system that a minority will prevail."

The FCBA and the NAB have submitted supporting comments. "The AWRT position is cogently stated and persuasive," the FCBA said. The NAB said that the FCC must address the question raised by the AWRT before it proceeds any further. If it does not, the NAB said, "the public and the commission could waste valuable resources commenting on proposals that could not legally be effectuated."

In case the FCC decides to proceed with its rulemaking, the FCBA has cleared the way for individual law firms to file comments with the FCC. At the request of the FCBA and after "a thorough discussion," the ethics committee of the Washington bar ruled last week it "would be appropriate" for firms to make recommendations in the proceeding that would, if adopted, "adversely affect" the firms' clients.

The ruling is tentative and will not become official until it is put in writing and put to another vote. For that reason and others, the FCBA has asked for, and expects to obtain, a 30-day extension of the deadline for the initial round of comments in the proceeding. Comments are now due May 8. □

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Dial-a-porn case yields little for those following indecency proceeding

Supreme Court consideration of telephone case draws interest of those looking for clues to high court's leaning on broadcast indecency

Communications lawyers trooped to the Supreme Court last week to hear arguments in the telephone case in which the government was defending its right to ban so-called "dial-a-porn." Not all of the lawyers represented such services. Rather, many were interested in the signals the justices might give as to their views about the government's equally determined effort to banish indecency from radio and television on an around-the-clock basis. Could such bans—designed to protect children—withstand

First Amendment challenge? The signals, though, were not clear, and the reading of them was mixed.

Both Sable Communications of California and the government were seeking relief from the decision of a U.S. district court in California. The court had agreed with Sable that the flat ban on indecent speech was overly broad. But it said obscene speech is not protected by the First Amendment. The statute at issue was enacted in 1988, as a successor to a more limited one that had been passed by Congress four years earlier. But the justices appeared to be seeking a resolution short of an up-or-down decision on the First Amendment's implications.

Justice Sandra Day O'Connor, for instance, several times focused on the feasi-

bility of regulations the commission had adopted in attempting to maneuver the original anti-dial-a-porn act past the U.S. Court of Appeals for the Second Circuit. It had proposed prior credit card payment as a defense to prosecution, the use of access codes and a method for scrambling the messages. These techniques were designed to enable adults to make use of the sexually oriented telephone services while denying them to children. Congress, persuaded that nothing less than a flat ban would be sufficient to deny children access to the service, enacted the second statute shortly after the commission's proposals became effective. "Barring adults" from the dial-a-porn services, O'Connor said, "is more than a congressional concern; it's a Constitutional concern." She asked whether the total ban was "the least restrictive" method for dealing with the issue.

Justice Anthony Kennedy appeared to be interested in the mechanical screening devices as well. "Can we interpret this record as saying the FCC made a determination that blocking [another technique the commission had considered, but rejected] and access codes will be reasonably effective in blocking the calls to minors?" The government's counsel, Richard G. Taranto, assistant to the solicitor general, said he did not think it could be interpreted in that manner. "Even if they [the commission] thought those means reasonably effective?" asked Chief Justice William Rehnquist.

Sable, which in previous rounds of the fight with the commission had found fault with its proposed restrictions, appeared to have changed its approach. Laurence H. Tribe, the noted constitutional scholar who represents the company, said that a "flat ban" on the service would be constitutionally permissible, "unless less restrictive methods were available." And he expressed the view the commission's proposed restrictions would work, even if they were not foolproof. He said it was unlikely that minor children could be "so enterprising that they could beat these safeguards."

The link between the telephone and broadcast indecency cases was indicated early in the argument, when Taranto said the ban on indecency is supported by the facts relied on in *FCC v. Pacifica Foundation*. That Supreme Court decision, handed down in 1978, affirmed the FCC's authority

to regulate indecency in broadcasting as a means of protecting children. Now the commission is looking to *Sable Communications of California Inc. v. FCC* as providing guidance for the U.S. Court of Appeals in Washington in its consideration of the broadcast indecency issue. The commission told that court a decision in *Sable* would be relevant "in the broadcast context."

The justices' questions led several communications attorneys to speculate that the court would rule that the government could, under the First Amendment, regulate dial-a-porn services—as the commission had intended—but not ban them completely. One attorney saw the court as holding that the government could assist parents in supervising their children by requiring the means of denying them access to the services. But even assuming the accuracy of that forecast, translating it into a judicial determination in the broadcast indecency case was another matter. Like its solution to the dial-a-porn issue, Congress's answer to broadcast indecency last year was to ban such programming on radio and television on a "round-the-clock basis. There would be no "safe harbor" for such material.

Timothy Dyk, lead counsel for 16 media and public interest groups challenging the statute, was not making any predictions. But he was hopeful of a *Sable* victory. "If *Sable* wins," he said, "it should be extremely helpful in the broadcast indecency case." Not all broadcast industry lawyers were as sanguine. One noted that while the government could require "mechanical" means for restricting children's access to telephone services, no such means are available with respect to radio and television. So the result, he said, could be judicial support for the 24-hour ban. (A cable television attorney noted that cable systems, if necessary, could plead "lock boxes" in arguing against an indecency ban.) The commission's general counsel, Diane Killory, said it was too soon to make predictions. "Both the [court's] conclusion and rationale have to be considered in determining the precedential impact on other cases," she said.

Tribe during his argument stressed what he said was the overbreadth of the law: "It's as broad as you can imagine." He said, "It puts pressure on companies to leave on the cutting room floor protected

material in order to avoid prosecution." "This creates a big chill?" asked Rehnquist? "A very big chill," Tribe answered. Indeed, at one point, he suggested that the court's decision could have an adverse impact on other media. He said the court would have trouble distinguishing the ban on recorded telephone messages from a ban on records or tape used in mass media.

Among the justices, Antonin Scalia appeared the least inclined to accept Tribe's arguments. Toward the close of his argument, Tribe contended that, if protected speech is involved, drawing lines between acceptable and unacceptable speech is "a treacherous enterprise under the First Amendment"—it creates the danger of permitting only speech that is fit for children. But when he said that "one man's trash is another man's solace," Scalia shot back, "I've never believed that for a minute."

But Tribe's answer indicated he had not been indulging in a tired aphorism. He was citing the report last year of the Institute for Medicine, which he said concluded that, in the age of AIDS, the kind of telephone talk at issue in the case might be important as a substitute for potentially dangerous sex.

And while the government had contended that report was not conclusive, Tribe said, "When in doubt, don't suppress." □

Metzenbaum introduces cable bills

As anticipated, Senator Howard Metzenbaum (D-Ohio) introduced two bills last week. One, S. 833, would restore city authority to set cable rates and another, S. 834, would force vertically integrated cable companies to make their programming available to all cable companies and competing technologies (such as wireless cable) on "fair terms." The second measure is also aimed at curbing the growing concentration of ownership within the industry by barring cable systems from serving more than 25% of subscribers across the nation. Metzenbaum announced his legislative ambitions at a hearing he convened two weeks ago as chairman of the Senate Antitrust Subcommittee (BROADCASTING, April 17).

His statement accompanying the measures exemplified his frustration with the cable industry and with what he called an "imbalance of power" between the industry and consumers. The senator has been an ardent critic of cable since last year and has vowed to see his legislation enacted.

Metzenbaum postponed the measure's introduction until last week to enlist co-sponsors. Freshman Senator Joseph Lieberman (D-Conn.) signed on to both measures, while Senator Larry Pressler (R-S.D.) is sponsoring S. 834, which is similar to legislation he has also offered. Lieberman is a former attorney general of Connecticut, which joined in a court challenge of the FCC's definition of what constitutes effective competition.

The rate bill (S. 833) contains a far more



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stringent standard than the FCC's three over-the-air signals. It would mandate that all cable systems be subject to rate regulation unless "comparable video programming is available to at least 67% of all homes in the cable community" from a competing cable system, wireless cable, DBS, home satellite or other competing multi-channel

delivery service. Furthermore, the number of homes subscribing to such competing delivery systems must exceed 30% penetration of television households for cable operators to avoid rate regulation.

"The cable industry bears much responsibility for stifling the development of competition in the market for delivery of cable

programming. But the FCC bears full responsibility for denying cities any ability to control the rates charged by the cable monopolies," said Metzenbaum.

Wireless cable operators and the National Satellite Programming Network, which represents the private cable (SMATV) industry, back Metzenbaum's legislation. □

Technology

HDTV transmission standard delayed

Testing of proposed systems postponed from next fall until January 1990

Further delay in FCC adoption of a high-definition television transmission standard was announced last week by the FCC's advisory committee on advanced television services (ATS). Testing of proposed systems—scheduled to begin Oct. 1—has been postponed until Jan. 2, 1990. The main roadblocks to starting testing are difficulties the proponents are having in developing their systems and snags in prepared testing plans by the ATS committee.

Announcement of the delay came during a meeting of the ATS committee's parent "blue ribbon" committee, which met in Washington last Monday (April 17) to review the group's second interim report. (The first such report was released last June.)

The report includes reasons why an HDTV test plan has been so hard to devise. Two main reasons: 1) controversies over how many channels of digital audio should be required of each system, and 2) how to prepare identical video software for each system for purposes of comparison during testing. It is hoped those problems will be resolved within the next two months.

ATS Committee Chairman Richard Wiley, partner in the Washington law firm of Wiley, Rein & Fielding, set the next blue ribbon committee meeting for July 19 for the purpose of approving the test plan. Wiley emphasized the need to meet the July 19 and Jan. 2 deadlines. "The deadlines are essential. They've got to be maintained if we're going to complete the work of this advisory committee so that the FCC is in a position to determine a new standard in the 1992 time frame," he said.

Another date before the ATS committee is Sept. 30, when its two-year charter runs out. The current FCC is believed to be in favor of rechartering the group for another two years. But the FCC's attitudes on HDTV transmission could be different by next fall since Chairman Dennis Patrick has announced his intention to step down.

Mass Media Bureau Chief Alex Felker predicted that "regardless of who's on the commission and who's the chairman, the desire to move forward on the project is going to be strong here at the FCC. I would anticipate that the advisory committee will

be rechartered. I think it wouldn't make any sense at all to cut it off at this point." At the same time, Felker said that the conditions involving a petition to allocate UHF-TV spectrum for land-mobile use in eight major TV markets have not changed and

that the freeze on that proceeding would continue for the foreseeable future.

Joseph Flaherty, chairman of the ATS planning subcommittee and vice president, CBS Engineering and Development, was disappointed that his group could not agree

Advanced TV update

Dates for the fourth international conference on advanced television systems, also known as HDTV '90 Colloquium, have been set for June 25-29, 1990, in Ottawa, Ontario. The gathering is being co-sponsored by the Canadian Government's Department of Communications, Canadian Broadcasting Corp. and the National Film Board and Telesat Canada. During the last HDTV Colloquium in Ottawa in October 1987, the first international satellite transmission of Muse-E HDTV system was performed by Japan's NHK network and HBO.

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on a specific minimum number of audio channels for each transmission proposal. Ultimately, the group decided that audio channel details should be left to individual proponents. "That is not completing the task, that is failing to complete the task. We were asked specifically to pick a minimum number," he said.

Wiley, in the executive summary to the interim report, asked the FCC for guidance on the audio channel issue. Consultant Jules Cohen, vice chairman of the planning subcommittee's working party on spectrum utilization, protested that it is inappropriate for the ATS committee to request guidance from the FCC on a technical matter. "I believe this committee should be advising the commission on those points," he said.

The problem of choosing fair source materials for all proponents has "bedeviled our planning subcommittee and our testing laboratories," Wiley said. Flaherty said that a number of alternatives have been examined, including shooting all materials in the formats that best suit each proposed transmission system. That would involve stacking cameras on top of each other in a way that would give each approximately the same angle on all subjects. Such a plan could be difficult to carry out, Flaherty said. Another suggestion was to produce all

New link for NBC

NBC has signed a five-year, \$4 million agreement with Hughes Aircraft, which will install and operate a two-way satellite data communications network interconnecting the network with its 210 affiliates. Hughes Communications will provide Ku-band satellite capacity and access to its Brooklyn, N.Y., shared hub. Another Hughes subsidiary, Hughes Network Systems, will provide very small aperture "personal earth stations."

The new network will feature E-Mail data communications and scheduled to become operational by "summer 1989."

source materials in the same format and convert them with a standards converter. However, standards converters for some proposed HDTV video formats have not yet been built.

Barry Diller, chairman and chief executive officer of Fox Broadcasting Co., asked about the feasibility of producing test materials in film and then converting them to the appropriate video format. Flaherty said that film parameters can also be controversial. While some proponents would prefer film shot at 70 frames per second (fps), others would prefer 30 fps. The current world standard of 24 fps is not suitable because it results in motion artifacts when transferred to video, Flaherty said.

The group that will perform much of the actual testing, the Advanced Televi-

sion Test Center (ATTC), was represented at the meeting by its chairman, Joel Chaseman, chairman of the Post-Newsweek Stations, and its executive director, Peter Fannon. Both emphasized the need for increased contact with other labs that will be involved in transmission system testing. The most important of those facilities is Cable Laboratories Inc. (Cable Labs), Boulder, Colo. ATTC and Cable Labs are working out agreements on three topics, Fannon said: joint test procedures, joint cost-sharing arrangements and a joint deadline schedule.

As for ATTC's set-up of its own facility, Fannon said that more than \$1 million in equipment has been ordered for the lab, which is to be located in the Washington area. □

Cablecastings

Fiber fight

The California Cable Television Association is gearing up to fight a proposal before the state public utilities commission that would modify the regulatory structure under which telephone companies operate.

Pacific Bell has put forth a proposal that would freeze domestic ratepayer rates for four years, raise business rates between 70% and 1,300% and allow the telco to provide competing cable service. The plan would allow PacBell to charge ratepayers up to \$750 million over the next six years to install fiber optics in new and rebuild areas. (To wire all of PacBell's area with fiber would

cost an estimated \$16 billion.)

The PUC is holding hearings on the proposal this month and next, and is expected to make a decision by the end of summer. Spencer Kaitz, president of the CCTA, said the proposal "would open the door for the monopoly to finance its entry into cable television and other competitive businesses at the expense of ratepayers."

CCTA said it does support streamlining the regulatory process, but it is proposing that the PUC adopt a productivity index to determine what telcos can charge and to make sure accounting methods between monopoly business and competitive business are kept separate.

The association points out that PacBell received approval for rate increases in the early 1980's to upgrade copper plant, which would lead to reduced costs. "Now PacBell proposes laying fiber optic cable at ratepayer expense just when consumers would begin to enjoy the lower rates promised by PacBell," said Kaitz.

California appears to be the furthest along in looking at proposals to deregulate the phone company. In Florida, Bell South has pitched the state PUC to allow it to accelerate depreciation schedules so it can install fiber optics more quickly. The state cable association is watching the situation to see what role video transport may play in Bell South's plans.

Several other states, Texas, Wisconsin and North Carolina among them, have proposals pending to alter the regulatory structure of phone companies, but none directly affecting cable.

On wireless

MetroTen, the wireless cable operator in Cleveland, continued its carriage of the SportsChannel program service while it negotiated a permanent contract with Cablevision Systems, owner of the service and also the major cable operator in Cleveland.

The situation, indicative of cable programmer and noncable operator

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relations over the past several years, took center stage two weeks ago in Washington during a hearing before the Senate Antitrust Subcommittee (BROADCASTING, April 17). Ohio Senator Howard Metzenbaum (D) was sharply critical of cable rates and cable programmers' positions on selling to third-party packagers. The wireless cable industry has long battled for access to cable programming.

Although there had been an April 18 trial period deadline in Cleveland for completing negotiations—or the service would be dropped—MetroTen President Jim Theroux said that April 28, the start of the NBA playoffs, appears to be the more realistic target. MetroTen carries both the SportsChannel American NHL playoffs and games of the NBA Cavaliers, which will be in the playoffs. "All we want is to pay the same price as anybody else," said Theroux.

Another wireless operator, Microband in New York, has battled with cable programmers, including Cablevision, with some success in gaining access to programming.

Relief request

Viacom Cable said it has gone to 14 suburban Milwaukee communities to seek relief from franchise commitments made nearly 10 years ago that have cost the company nearly \$20 million since 1980.

Brad Anderson, general manager for the systems that serve 41,000 subscribers, said "the proposed modifications will allow the system an opportunity to earn a reasonable return while providing lower customer rates and additional high interest programming by eliminating many of the uneconomical or under-used facilities required in the original franchise agreements."

Viacom wants to eliminate 30 basic channels from the 108-channel systems, eliminating the entire "B" cable in the process, and transfer the community programming to public access channels. Viacom also said it would reduce basic rates through next year and at the same time add both SportsChannel America and TNT.

Parry and thrust

The pretrial maneuvering between Home Shopping Network and GTE Corp. continued last week, with an HSN release contending GTE violated federal securities laws, drawing a strong rebuke from GTE.

HSN, which is alleging in its suit that GTE sold it defective equipment, filed a written complaint with the Securities and Exchange Commission charging that GTE has not told its shareholders or the investing public "of the potential material adverse effects of HSN's lawsuit against GTE."

GTE responded by saying HSN's claim "is totally unfounded." GTE said its 10-K forms filed in 1987 and 1988 discuss the HSN suit, saying it believed it

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had "meritorious defenses," and that "our management believes that this action will not have a material effect on GTE's consolidated financial position."

HSN is asking for \$1.5 billion in total damages. The trial is scheduled to start June 5.

Sports down south

Turner Broadcasting System, Tele-Communications Inc. and American Television & Communications officially announced the startup of a regional sports operation in the Southeast, to be titled the Southeastern Sports Network.

The basic service will be targeted to systems in Alabama, Georgia,

Mississippi, North Carolina, South Carolina and Tennessee. The parties said they anticipated launching the six-to-eight-hour-a-day service by Jan. 1, 1990. The programming will consist of a mixture of collegiate and other sports.

CNN keynote

United Nations Secretary General Javier Perez de Cuellar will deliver the keynote address at CNN's first conference for countries participating in its *CNN World Report*. The conference, to be held May 3-6 in Atlanta, will bring together 180 executives, representing 70 news organizations that send reports each week to CNN. The

reports are carried each Sunday.

Also slated to appear at the conference will be former President Jimmy Carter and the Rev. Jesse Jackson. Carter will address the conference at 11:30 a.m. May 4; de Cuellar will speak at the luncheon that day. Jackson will be the luncheon speaker May 5.

The conference, entitled "The Power of Television News on a Shrinking Planet," will focus on state propaganda, television's role in development, and newsgathering and television technology in the next century. *CNN Report* has carried programs from 112 countries in its 18-month existence.

Saving the planet

Turner Broadcast System announced it will join with DIC Enterprises to produce *Captain Planet*, an animated series in which five youngsters battle to save the planet ("Closed Circuit," Nov. 21, 1988). TBS plans to order 26 episodes of the half-hour series. In addition to domestic use, Turner plans international distribution.

New bounce

ESPN signed an exclusive four-year agreement with Atlantic Coast and Big East basketball conferences to televise *The ACC-Big East Challenge Week*. Each year in December, eight Big East teams will play eight ACC teams in four doubleheaders, one each night, Monday through Thursday. Team pairings, site announcements and a corporate sponsor will be announced in early June.

MII makeover

C-SPAN said its changeover to the MII tape format will be completed by May 1, making it the first broadcast or cable network to complete conversion to that format. NBC is using MII extensively and will complete its conversion later this year, but C-SPAN's relatively smaller size allowed it to convert more quickly and thus stake its claim.

The Panasonic conversion includes 48 studio and portable field decks, said Brian Lockman, vice president of operations.

Top 10 advertisers

Arbitron has released its list of the top 10 cable advertisers in 1988, with Procter & Gamble again leading the list with over \$30 million in spending, up 27% from the year before. It was followed by Philip Morris, at \$23 million, up 12%; Anheuser-Busch, at \$21.4 million, down 7%; Time at \$21.2 million, up 29%, and General Mills, at \$20 million, up 8%. Rounding out the top 10 were RJR Nabisco, Eastman Kodak, Clorox, Mars and Chrysler. Eastman Kodak, Clorox and Chrysler were new to the top 10, replacing Coca-Cola, General Motors and Thompson Medical. The data are based on reports from CBN, CNN, ESPN, MTV, WTBS(TV) Atlanta and the USA Network.

Lawmaker says RBOC's role in cable should be settled first

House Telecommunications Subcommittee member Jim Cooper (D-Tenn.) has more than a party and a state in common with Senator Albert Gore (D-Tenn.), for whom Cooper stood in as speaker at last week's luncheon of the Federal Communications Bar Association. It became clear from Cooper's speech that he, like Gore, is no fan of cable television and a strong proponent of satellite television.

Cooper said he disagreed with the intention of his two fellow subcommittee members, Al Swift (D-Wash.) and Tom Tauke (R-Iowa), to introduce legislation that would remove oversight of the regional Bell operating companies from the U.S. District Court of Judge Harold Greene and free the telcos to enter "information services" other than cable. The cable lobby has successfully persuaded Congress to put off the question of whether telcos should be allowed into cable until "another day," he said. But, he said, the cable question should be addressed first. Cable is the issue his constituents are "hottest about," he said.

Cooper said he stands with Gore and Billy Tauzin (D-La.) in favor of legislation to strengthen the home satellite industry and its ongoing effort to insure home dish owners cable programming at reasonable prices. The demand for home dishes and satellite programming in his semi-rural district is "incredible," he said. "I hope we can get fairer treatment for those folks."

Cooper conceded that proponents of the home satellite industry have not reached "the critical mass" needed to get a bill passed. But, he said, it is "getting closer."

In planning for high-definition television, policymakers are focusing on terrestrial TV whose radio towers are becoming as obsolete as "medieval bell towers" while the rest of the world plunges "headlong into satellite transmission—the option least considered in this country." Addressing other topics, Cooper suggested the government ought to consider imposing fees on users of the radio spectrum. "To me, it's at least worth looking into," he said. Broadcasters could pay fees in exchange for freedom from "the shackles of regulation." Broadcasting could "pay its way to freedom" and become "more of a free-market player," he said.



Cooper

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For the Record

As compiled by BROADCASTING from Apr. 13 through Apr. 19 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

■ KDVR(TV) Denver, CO (TEMP890406: CH 31; 5000 kw-V; HAAT: ANT 1,038ft)—Seeks assignment of license from BMA Corporation to Chase Communications Inc. for \$12 million (BROADCASTING, March 20). Seller is Business Man's Assurance, which previously sold KTXL(TV) Sacramento, CA. Buyer is headed by Roger M. Freedman, chairman, and also owns WPTY-TV Memphis, TN; KGLD(AM) St. Louis, WRBQ(FM) Granite City, IL;

WTIC-AM-FM-TV Hartford, and WSTC(AM)-WJAZ-FM Stamford, both Connecticut. Filed April 6.

■ WGTO(AM) Cypress Gardens, FL (BTC890403EE: 540 khz; 50 kw-D, 1 kw-N, DA-1)—Seeks transfer of control from Florida Media Inc. to Harry M. Lowell for \$87,800. Buyer is owned by Howard L. Hoffman, David C. Brown, Morton A. Goldberg, and Harry M. Lowell, who have no other broadcast interests. Filed April 3.

■ KQHT-FM Crookston, MN (BALH890331HO: 96.1 mhz; 100 kw; Ant 442 ft.)—Seeks assignment of license from KDEZ Inc. to CD Broadcasting Corp. for \$507,500. Seller is owned by Robert E. Ingstad, James D. Ingstad, and Joyce Hagen. Robert owns KGFX-FM Pierre, SD; KDHL(AM)-KQCL(FM) Faribault, MN; and interest in KBUF(AM) Holcomb, and KKJQ-FM Garden City, both Kansas; KRRZ(AM)-KZPR(FM) Minot, ND; KJJQ(AM)-KKQQ(FM) Volga, SD; KKOA(AM)-KKPR(FM) Kearney, NE, and KFKA(AM)-KSQI(FM) Greeley, CO. Jan Ingstad, Robert's wife, owns interest in New FM Sleepy Eye, MN. James Ingstad owns KNUJ(AM)-KNLP(FM) New Ulm, MN; and interest in KOVC-AM-FM Valley City, ND; KWAD(AM)-KKWS(FM) Wadena, MN, and KFKA(AM)-KSQI(FM) Greeley, CO. Buyer is owned by Christopher T. Dahl, 75%, and Russell Cowles II, 25%. It also owns KLIZ-AM-FM Brainerd, KKBJ(AM) Bemidji, KLGR-AM-FM Redwood Falls, all Minnesota. Filed March 31.

■ KVOX-AM-FM Moorhead, MN (AM: BAL890406EC: 1280 khz; 5 kw-D, 1 kw-N, DA-2; FM: BAPLH890406ED: 99.9 mhz; 100 kw; Ant 400 ft.)—Seeks assignment of license from KVOX Radio Inc. to KVOX Inc. for \$1.6 million ("Changing Hands" April 10). Seller is owned by The Ogden Newspapers, Wheeling, WV-based group that also owns WTON-AM-FM Staunton, VA; WGSN(AM)-WNMB(FM) North Myrtle Beach, SC, and WCCF(AM)-WQLM(FM) Punta Gorda, FL. Buyer is owned by David L. Nelson, 76%; Robert A. Holtan, 8%;

Elmo W. Reed, 8%, and Keith Jones, 8%. Nelson, Holtan and Jones are shareholder directors and officers of Central Communications Inc., licensee of WAYY(AM) Chippewa Falls, and WAXN(FM) Eau Claire, both Wisconsin. Nelson is also officer of licensee of KIRN(AM)-KRXL(FM) Kirksville, MO. Nelson, Holtan, Jones and Reed are shareholders, director, and officers of licensee of KFJB(AM)-KXIA(FM) Marshalltown, IA. Filed April 6.

■ KWTO-AM-FM Springfield, MO (AM: BAPL890405EA: 560 khz; 5 kw-U, DA-N; FM: BALH890408EB: 98.7 mhz; 100 kw; Ant 600 ft.)—Seeks assignment of license from Summit-Springfield Broadcasting Corp. to Cole Media Inc. for \$5.25 million ("Changing Hands" April 10). Seller is subsidiary of Summit Broadcasting, Atlanta-based group headed by James W. Wesley Jr., president and CEO, principally owned by trusts for Gordon Gray family. It also owns KLZ(AM)-KAZY(FM) Denver; WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; KFOR(AM)-KFRX(FM) Lincoln, NE; WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio; KMEZ(AM)-KJMZ(FM) Dallas. It is purchasing WFYR-FM Chicago, and WRKS-FM New York from RKO General pending FCC approval. Buyer is owned by Richard Cole, Atlantic Highlands, NJ-based businessman with no other broadcast interests. Filed April 5.

■ WTEN(TV) Albany, NY and WCDC(TV) Adams, MA (WTEN: TEMP890331: ch 10; 200 kw-V; Ant 1,000ft; WCDC: 890331: ch 19; 538 kw; Ant 3,688ft)—Seeks assignment of license from Knight-Ridder Broadcasting Inc. to Young Broadcasting Inc. for \$32 million. Seller is Miami-based group that put its stations on the block last year (BROADCASTING, Oct. 10, 1988). Buyer is owned by Adam Young, 66%; Vincent Young, 33%, and Ronald Kwasnick, 1%. Young Broadcasting Inc. also owns WTVO-TV Rockford, IL; WLNS-TV Lansing, MI; WKBT(TV) La Crosse, WI, and KLFY-TV Lafayette, LA.

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KANSAS CITY

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Bill Lytle

SALT LAKE CITY

801/753-8090
Greg Merrill



■ **WECK(AM)** Cheektowaga, NY (BAL890406EB; 1230 khz; 1 kw-U)—Seeks assignment of license from Quid Me Broadcasting Inc. to LWB Allentown Corp. for Stiktktk. Seller is owned by Chester M. Musialowski, Ralfa Musialowski, John P. Robshaw Jr., Anne Fisher Ford, Joseph L. Catalano. Chester Musialowski owns interest in WSIR(AM) Winter Haven, FL. Buyer is headed by Robert L. Williams, president. It has no other broadcast interests. Filed April 6.

■ **WSCM(AM)** Cobleskill, NY (BAL890406EA; 1190 khz; 1 kw-D; HAAT:)—Seeks assignment of license from Bruce M. Lyons to B-BE Media Inc. for S207.416. Buyer is owned by Robert W. Evans, 61%; Barbara J. Evans, 30%; Kara A. Evans, 3%; Kristin L. Evans, 3%, and Ann N. Haskell, 3%. It has no other broadcast interests. Filed April 6.

■ **WCCS(AM)** Homer City, PA (BTC890123EA; 1160 khz; 5 kw-D; 250W-N, DA-2)—Seeks transfer of control from Ray Goss to Mark E. Harley for \$375,000. Seller is equally owned by Mark Harley and Ray Goss, who have no other broadcast interests. Filed Jan. 23.

■ **WTAT(TV)** Charleston, SC (TEMP890407; ch 24; 5,000KW-V; ANT 1.630 ft.)—Seeks assignment of license from Charleston Television Ltd. to ACTV of Charleston SC Inc. for \$5 million. Seller is owned by ACT III Broadcasting. Atlanta-based group of seven TV's headed by U. Bertram Ellis. Buyer is owned by American Communications, 80%; and Charleston Television Ltd., 20%. ACTV has interest in KOOG-TV Ogden, UT, and WTGS-TV Hardeeville, SC. Filed April 7.

■ **KQRO-AM-FM** Cuero, TX (AM: BTC890404ED; 1600 khz; 500 kw-D; FM: BTCH890404EE; 97.7 mhz; 3 kw; ANT 296.6 ft.)—Seeks transfer of control from Cuero Broadcasting Inc. to Rudy Perez for \$289,000. Seller is owned by Paul Dudeck, 49%, and Mary Dudeck, 51%. They have no other broadcast interests. Buyer has no other broadcast interests. Filed April 4.

■ **WPVA(AM)-WKHK(FM)** Colonial Heights, VA (AM: BAL890104GS; 1290 khz; 5 kw-D; FM: BALH890104GT; 95.3 mhz; 25 kw; ANT 300 ft.)—Seeks assignment of license from ABS Communications Inc. to ABS Richmond Partners LP for \$8.1 million. Seller is principally owned by Kenneth Brown and John Sinton, who also own WRQN-FM. Buyer is owned by ABS Communications Inc., general partner 1%; EBF Inc., general partner 1%; Jon B. Sinton, limited partner, 24%; Kenneth A. Brown, limited partner 24%, and EBF Partners, limited partner 50%. Filed Jan. 4.

■ **WCVA(AM)-WCUL-FM** Culpeper, VA (AM: BAL890407EC; 1490 khz; 1 kw-U; FM: BALH890407ED; 103.1 mhz; 3 kw; ANT 300 ft.)—Seeks assignment of license from Culpeper Broadcasting Corp. to Culpeper Media Inc. for \$171,000. Seller is owned by Marvin Bates, Charles Ryan, William D. Cannon Jr., Michael F. Gummer, J. Carlton Clore, J.W. Gallagher Jr., George P. Beard, Taylor Gore, and Elizabeth Ryan. Buyer is principally owned by Otis Lee Burke, 20%; William D. Cannon Jr., 20%; John J. Davics III, 5.5%; Charles H. Ryan, 3%; Eric Scott Johnson, 7%; Elizabeth H. Ryan, 6%; William M. Yowell, 5%, and Norman B. Martin, 6%. Cannon is also director and stockholder, 13.3%, of Culpeper Broadcasting Corp. Charles Ryan is also vice president and stockholder, .61%, of Culpeper Broadcasting Corp. Elizabeth Ryan, is stockholder, 6.66%, of Culpeper Broadcasting Corp. Filed April 7.

Actions

■ **WBYE(AM)** Calera, AL (BAL890217EC; 1370 khz; 1 kw-D)—Granted app. of assignment of license from Laura R. Leighton, executrix of Estate of Thomas Ellsworth Leigh to WBYE Broadcasting Co. for \$100,754. Seller has no other broadcast interests. Buyer is owned by Benjamin H. Franklin, who has no other broadcast interests. Action April 10.

■ **KKAL(AM)** Arroyo Grande, and **KZOZ-FM** San Luis Obispo, both California (AM: BAL890203EC; 1280 khz; 5 kw-D, 2.5 kw-N, DA-2; FM: BALH890203ED; 93.3 mhz; 29.5 kw; HAAT: ANT 1,470 ft.)—Granted app. of assignment of license from David Y. Farmer, Receiver to KZOZ Radio Inc. for \$2 million. Seller has no other broadcast interests. Buyer is equally owned by Anthony S. Brandon, and Rogers Brandon. Anthony S. Brandon, has interest in KERN(AM)-KQXR-FM Bakersfield, CA; WWWQ(AM) Rochester, NY; KVOQ-FM Lorenzo, KLLF(AM) Wichita Falls, KGEE-FM Monahans, all Texas; WMSR-FM Manchester, TN; WYDE(AM) Birmingham AL. Action March 31.

■ **WJBX(AM)** Bridgeport, CT (BAL890223EB; 1450 khz; 1 kw-D, 250W-N, DA-1)—Granted app. of assignment of license from Mammoth Connecting Inc. to Radio Cumbre Broadcasting Inc. for \$550,000. Seller is owned by Jonathan Hoffman and Elizabeth Hoffman. They also

own WMJY-FM Long Branch, NJ. Buyer is principally owned by Jose Lugo, 37.5%; Felix A. Meizoso, 37.5%, and Pablo de Jesus Colon, 25%. It has no other broadcast interests. Action April 10.

■ **WSLE(AM)** Bremen, GA (BAL880829EH; 1440 khz; 2.5 KW-D)—Granted app. of assignment of license from Regional Broadcast Services Inc., debtor-in-possession to Roger D. Kimball for \$32,000. Buyer has no other broadcast interests. Action April 6.

■ **WCLB(AM)** Camilla, GA (BAL890208EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Donald E. White and Sons to McMinn Communications Inc. for Stiktktk. Seller is owned by Donald White, his sons Donald F. White, and Jerry E. White. Jerry and his wife Cindy own interest in WTUF(FM) Boston, GA. Buyer is owned by Edward McMinn, 66.6%, and Jerry White, 33.3%. and has no other broadcast interests. Action April 6.

■ **WHNE(AM)** Cumming, GA (BAL890221EA; 1170 khz; 1 kw-D)—Granted app. of assignment of license from Howard Rowe & Associates Inc. to Lanier Broadcasting Inc. for \$150,000. Seller is owned by Evelyn P. Rowe, David K. Rowe, and Phillip Castleberry, who have no other broadcast interests. Buyer is principally owned by Amy E. Rives. Rives has interests in limited partnership interests in Wyse Broadcasting LP, Homewood, AL; Heller Broadcasting Group LP, Verona, WI, and D.V.D. Broadcasting LP, Lexington-Fayette, KY. Action April 10.

■ **WFBR(AM)-WLIF-FM** Baltimore, MD (AM: BTC890221GI; 1300 khz; 5 kw-U, DA-1; FM: BTCH890221GJ; 101.9 mhz; 13.5 kw; ANT 960 ft.)—Granted app. of assignment of license from JAG Communications Inc. to Infinity Broadcast Corp. for \$32 million. Seller is New York-based company headed by John A. Gambling, and is selling WFOG(FM) Suffolk, VA (see below). Buyer is New York-based group that also owns KROQ-FM Pasadena and KOMA(FM) San Jose, both California; WQYK-FM St. Petersburg and WQYK(AM) Seffner (St. Petersburg), both Florida; WJJD(AM) and WJMK(FM) Chicago; WBCN(FM) Boston; WOMC(FM) Detroit; WJIT(AM) and WXRK(FM) New York; WYSP(FM) Philadelphia; KVIL(AM) Highland Park, KVIL-FM Highland Park-Dallas and KXYZ(AM) Houston, all Texas; and WJFK(FM) Manassas, VA. It is headed by Mel Karmazin, president and CEO. Action April 11.

■ **WDLW** Waltham, MA (BAL890224EA; 1330 khz; 5 kw-U; DA-2; HAAT:)—Granted app. of assignment of license from Acton Communications of Massachusetts to The Boston Radio Group Inc. for \$1.15 million. Seller is Woburn, MA-based MSO serving approximately 60,000 subscribers in three states. Buyer is headed by James Larmerca, president, and has no other broadcast interests. Action April 10.

■ **KTOZI(AM)** Springfield, MO (BAL890222EC; 1060 khz; 500W-D; HAAT:)—Granted app. of assignment of Dixon Broadcasting Inc. to Lawrence J. Heyne for \$310,000. Seller is owned by Larry Campbell, who recently sold KTOZ-FM Marshfield, MO ("In Brief" Dec. 5, 1988). Buyer is station's general manager, with no other broadcast interests. Action April 6.

■ **KQDI-AM-FM** Great Falls, MT (AM: BAPL890215EB; 1540 khz; 1 kw-U, DA-1; FM: BAPLH890215EC; 106.1 mhz; 100 kw; ANT 84 ft.)—Granted app. of assignment of license from Lockhart Industries Inc. to Q Radio Inc. for \$290,000. Seller is owned by E.H. Lockhart and M.D. Lockhart, who have no other broadcast interests. Buyer is owned by Lyle A. Courtnage, who has no other broadcast interests. Action April 10.

■ **KCHG(AM)** Somerset, TX (BAL890223EA; 810 khz; 2.5 kw-D)—Granted app. of assignment of license from Fundamental Christian Broadcasting to A.G.A. Inc. for \$476,000. Seller is not for profit corporation equally owned by Catherine Seldon, Myron Wade, and Mary Wade. Buyer is owned by E.O. Allen, Ronald D. Allen, and Dewey E. Gardner, who have no other broadcast interests. Action April 10.

New Stations

Applications

■ **Walpole, NH** (BPED890321MR)—Granite State Educational Fellowship Inc. seeks 91.7 mhz; 100 w; 44 m. Address: Route 63, Hinsdale, NH 03451. Principal is equally owned by Alice Allen, Etta Dodge, Ernie Jenkins, Verne Vittum, and Eloise Vittum. Filed March 21.

Actions

AM's

■ **Micanopy, FL** (BP890126HG)—Returned app. of Carl

Fazio Jr. for 1200 khz. **Address: 4812 Brookwood, Lyndhurst, OH 44124.** Principal has no other broadcast interests. Action April 5.

■ **Odessa, FL** (BP890126AF)—Returned app. of Randall H. Blair for 1190 khz. Address: P.O. Box 43513, Washington, DC 20036. Principal is equal partner of CR Investment Partners Inc. ("CR"). Equal Shareholders of CR are Randall H. Blair and Carl Fazio Jr. Action April 7.

■ **Springfield, MO** (BP890126AI)—Returned app. of Battlefield Broadcasting Co. for 870 khz. Address: 2613 Craig Ave., Concord, NC 28025. Principal is headed by York David Anthony, who has no other broadcast interests. Action April 5.

■ **Paw Creek, NC** (BP890126AH)—Returned app. of Paw Creek Broadcasting Inc. for 820 khz. Address: 2613 Craig Avenue, Concord, NC 28025. Principal is owned by York David Anthony, who has no other broadcast interests. Action April 7.

■ **Buckley, WA** (BP860313AB)—Granted app. of Family Stations Inc. for 740 khz. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonprofit corporation headed by Harold Camping. It also owns WBFR(FM) Birmingham, AL; KPHF(FM) Phoenix; KPJO(FM) Avalon, KECR(FM) El Cajon, KFNO(FM) Fresno, KEFR(FM) Le Grand, KFRN(AM) Long Beach, KXFR(FM) Redding, KEBR(AM) Rocklin, KEAR(FM) San Francisco, KCRN(FM) Santa Rosa, KFTL(TV) Stockton and KPRR(AM) Ukiah, all California; KPFR(FM) Pueblo, CO; WCTF(AM) Vernon, CT; WFDA(FM) Arcadia, WJFR(FM) Jacksonville and WWFR(FM)WYFR (shortwave) Okeechobee, all Florida; WFRM(FM) Columbus, GA; WJCH(FM) Joliet, IL; KDFR(FM) Des Moines and KYFR(AM) Shenandoah, both Iowa; KFRK(FM) Hutchinson, KS; WFSI(FM) Annapolis, MD; WBMA(AM) Dedham, MA; WBYF(FM) Bay City, WGRF(FM) Rockford and WMMI(FM) Sebewing, all Michigan; WKDN-FM Camden and WFME(FM) Newark, both New Jersey; WFBF(FM) Buffalo, WFRS(FM) Smithtown, WFNY(FM) Syracuse and WFRW(FM) Webster, all New York; WAHD(FM) Wilson, NC; WCNF(FM) Cincinnati, WCUE(AM) Cuyahoga Falls, WOTLI(FM) Toledo and WYTN(FM) Youngstown, Ohio; KCOO(FM) Coos Bay and KQFE(FM) Springfield, both Oregon; WFRJ(FM) Johnstown and WFAQ(AM) Nicholson, both Pennsylvania; WFCH(FM) Charleston, SC; WKNL(AM) Knoxville, TN; KTXB(FM) Beaumont, New FM Bridgeport, all Texas; KUFRR(FM) Salt Lake City; KARR(AM) Kirkland and KJVB(FM) Longview, both Washington; and WMWK(FM) Milwaukee. Action April 3.

FM's

■ **Inverness, FL** (BPED870107MI)—Returned app. of Alkalodge Inc. for 90.1 mhz; 4.5 kw H&V; 108 m. Address: Rural Rte. 1, Box 888, Webster, FL 33597. Principal is owned by Roberta R. Johnson, Patricia C. Thompson, and Marian Toll, who have no other broadcast interests. Action April 6.

■ **Ocala-Belleview, FL** (BPED860721MH)—Returned app. of West Ocala Educational Foundation for 90.1 mhz; 3 kw-H&V; m. Address: P.O. Box 605, Lady Lake, FL 32659. Principal is owned by Sharon Washington, 66%; Michelle D. Washington, 23%; Tamara Johnson, 5%, and Tamira Johnson, 5%. Action April 6.

■ **Champaign, IL** (BPH880628MA)—Dismissed app. of Goodrich Theatres Inc. for 100.3 mhz; 17.9 kw H&V; 118 m. Address: 3565 29th St. SE, Kentwood, MI 49508. Principal is owned by Robert E. Goodrich. It also owns WVIC-AM-FM East Lansing, WSNX-AM-FM Muskegon, both Michigan; WXLPM(FM) Moline, IL, and KSTT(AM) Davenport, IA. Action April 6.

■ **Frederick, MD** (BPED880419ME)—Dismissed app. of Hood College for 88.1 mhz; 0.035 kw H&V; 321 m. Address: Rosemont Ave., Frederick, MD 21701. Principal is owned by Lois S. Harrison, Martha E. Church, Barbara Hetrick, Joseph A. Pastore, and Roxanna S. Teryar. It has no other broadcast interests. Action April 7.

■ **Clyde, NY** (BPH880519NW)—Dismissed app. of Wayne County Professional Broadcasters for 93.7 mhz; 2.3 kw H&V; 111 m. Address: 601 Jefferson St. Ext., Newark, NY 14513. Principal is equally owned by John M. Tickner and Anne M. Tickner, who have no other broadcast interests. Action April 6.

■ **Clyde, NY** (BPH880519OI)—Granted app. of Katharine Ingersoll et al dba KIC Radio Ltd. for 93.7 mhz; 3 kw H&V; 100 m. Address: 1735 Birchwood Dr., Farmington, NY 14425. Principal has no other broadcast interests. Action April 6.

■ **Bayamon, PR** (BPCT860508KG)—Returned app. of Bayamon Christian Network for ch. 36; 148 kw-a; 148 kw-a; 895 m. Address: Ave. Castiglioni Eso Calle 21 - Urb. Bayamon Garden, Bayamon, PR 00619. Principal is equally owned by Wilfredo Diaz, David Perez, and Luciano

■ Welch, WV (BP1871229M)—Granted app. of Pocahontas Broadcasting Co. for 102.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 949, Welch, WV 24801. Principal is owned by Sami Sidote, 46.2%; Howard King, 38.5%; Mary Sidote, 10.3%; and John Sidote, 5%. It also owns WELC(AM) Welch, WV. Action April 3.

Facilities Changes

Applications

AM's

■ Johnston City, IL, WDDD 810 khz—March 28-Application for CP to change night power to 400 w and make changes in antenna system.

■ Quebradillas, PR, WORR 960 khz—March 30-Application for CP to increase power to 5 kw, DA-1 and change TL to: E of Rte. 423, 2.3 km SW of Hato Arriba, PR; 18 20 37N 67 02 29W.

■ Plano, TX, KSSA 1600 khz—March 30-Application for Mod of CP (BP880205AH) to change city of license to Cockrell Hill, TX.

FM's

■ Idyllwild, CA, KATY-FM 101.3 mhz—March 08-Application for Mod of CP to change ERP: .078 kw H&V; HAAT: 480 m H&V; TL: .6 km E of Idyllwild Panoramic Hwy. in Riverside County, CA.

■ Riverside, CA, KGGI 99.1 mhz—March 21-Application for CP to change ERP: 2.56 kw H&V; HAAT: 561.9 m H&V; TL: Hears Peak, 4 km SE of Lake Arrowhead, CA.

■ Victorville, CA, KVVQ-FM 103.1 mhz—April 07-Application (BP1881109C) for CP to change ERP: .094 kw H&V; HAAT: 437 m H&V; TL: Atop Quartzite Peak, 8.6 km N of Victorville, CA, reinstated nunc pro tunc.

■ Colorado Springs, CO, KRCC 91.5 mhz—March 24-Application for CP to change ERP: 6 kw H&V.

■ Key West, FL, WKRY 93.5 mhz—March 20-Application for CP to change ERP: 31.5 kw H&V; HAAT: 35 m H&V; TL: McDonald Ave., Stock Island, FL; class: C2; per Docket 88-77.

■ Lehigh Acres, FL, WOQJ-FM 107.1 mhz—March 20-Application for Mod of CP (BP1881025IG) to change ERP: 25.5 kw H&V; HAAT: 216 m H&V; TL: Rt. 41, 2 mi SSW of Bonita Springs, CA.

■ Kailua-Kona, HI, KLUA 93.5 mhz—March 13-Application for Mod of CP (BP8821216AD as Mod) to change ERP: 6.6 kw H&V; HAAT and class to C1.

■ Lahaina, HI, KLHI-FM 101.1 mhz—March 21-Application for CP to change HAAT: 60 m H&V; TL: 2.86 km at 62.9 degrees from Keohea, HI.

■ Aurora, IL, WKKD-FM 95.9 mhz—April 06-Application (BP1810611AH) for CP to change antenna system; Transmitter; Antenna; ERP: .99 kw H&V; HAAT: 510' H&V; TPO, is forfeited.

■ Eureka, IL, WCRI 98.5 mhz—March 17-Application for Mod of CP (BP8870430MY) to change ERP: 1.95 kw H&V; HAAT: 123 m H&V; TL: 1.18 km W of Eureka, IL, .28 km N of US Hwy. 24.

■ Lansing, MI, WJIM-FM 97.5 mhz—March 16-Application for CP to change ERP: 45 kw H&V; HAAT: 158 m H&V; TL: 3200 Pine Tree Road, Lansing, MI.

■ Anoka, MN, KQQI, 107.9 mhz—March 14-Application for CP to change HAAT: 595 m H&V; changes in DA.

■ Batesville, MS, WBLE 95.9 mhz—April 06-Application (BP1840123AH) for CP to replace antenna; ERP: 3 kw H&V; HAAT: 300' H&V; 34 18 13N 89 58 59W, is forfeited.

■ Poughkeepsie, NY, New FM 88.7 mhz—March 08-Application for Mod of CP (BPE1860908PD) to change ERP: .23 kw V; HAAT: 393 m V.

■ Oswego, NY, WSGO-FM 105.5 mhz—March 16-Application for Mod of CP (BP8870217IB) to change ERP: 1.8 kw H&V; HAAT: 127 m H&V.

■ Grifton, NC, WVVY 99.3 mhz—March 06-Application for Mod of CP (BP8850712WR) to change ERP: 99.5 mhz; ERP: 16.5 kw H&V; HAAT: 257 m H&V; class: C2; TL: 1.3 km NE of junction of State Rte. 55 and County Rd. 1425, Jasper, NC.

■ Winston-Salem, NC, WFDD 88.5 mhz—March 28-Application for Mod of CP (BPE1810309BA) to change HAAT: 108.7 m H&V.

■ Kent, OH, WNIR 100.1 mhz—March 20-Application for Mod of CP (BP8870127IC) to change HAAT: 119 m H&V; ERP: 1.97 kw H&V.

■ Edmond, OK, KOKF 90.9 mhz—March 22-Application for CP to change ERP: 100 kw H&V; HAAT: 140.1 m H&V; TL: 2333 E. Britton Rd., Oklahoma City, OK; class: C1.

■ Corozal, PR, WORO 92.5 mhz—March 22-Application for CP to change HAAT: 365 m H&V.

■ Brookings, SD, KGKG 94.3 mhz—March 21-Application for CP to change ERP: 31 kw H&V; HAAT: 150 m H&V; TL: County Hwy. 9, 2.8 km N of US 14, Brookings, SD; FREQ: 93.7 mhz; class: C2.

■ Snyder, TX, KSNY-FM 101.7 mhz—March 09-Application for CP to change HAAT: 90 m H&V; TL: Corner of Sandra Drive and Avenue "O."

■ Cedar City, UT, KBRE-FM 94.9 mhz—March 22-Application for CP to change ERP: 55 kw H&V; HAAT: -37 m H&V; TL: Existing tower of KBRE(AM), 9 km N of Cedar City, UT.

■ Deer Park, WA, KAZZ 107.1 mhz—March 13-Application for CP to change ERP: 50 kw H&V; HAAT: 63.9 m H&V; class: C2; TL: NW 1/4 of Sec. 4, range 41 E, Township 29 N, a distance of 7.7 km and bearing 315 degrees from Deer Park, WA.

■ Goldenale, WA, KIVS 102.3 mhz—April 06-CP for new station (BP8850712X2) on 102.3 mhz is cancelled.

■ Othello, WA, KZLO-FM 97.7 mhz—March 09-Application for Mod of CP (BP8870320MB) to change ERP: .725 kw H&V; HAAT: 200 m H&V; TL: Saddle Mountains, 9.9 km SW of Othello, WA.

■ Reedsburg, WI, WNFM 104.9 mhz—March 14-Application for CP to change ERP: 1.6 kw H&V; HAAT: 137 m H&V; TL: On County Hwy. F, .1 km S of Old Townhall Rd, Winfield, WI.

TV's

■ Macon, GA, WGNM ch. 64—March 24-Application for Mod of CP (BPCT870212KF) to change ERP: 701 kw (vis); HAAT: 235 m; TL: 1 km E of US Hwy. 23 & State Rte. 87, .4 km S of Twigg County Line; ANT: Bogner-BU1-28-0(DA)(BT); 32 45 00N 83 33 35W.

■ Somerset, KY, WLCT ch. 16—March 27-Amendment of application (BMPCT871028KK) for CP to change ERP: 2371 kw (vis); HAAT: 439 m; TL: Cash Knob, 9.37 m, 36 degrees (true) to Mount Vernon, KY; ANT: Andrew/ATW30H4-HST-16(DA)(BT); 37 14 48N 84 26 29W.

■ Kalamazoo, MI, WLLA ch. 64—April 4-Application for CP to change ERP: 2500 kw (vis); HAAT: 305 m; TL: Corner of Mullins and Norris Roads at 5800 Norris Road, Denton, MI; ANT: Jampro/JSM-32/64-90JCR-2EP; 42 34 15N 85 28 11W.

■ Cincinnati, OH, WIII ch. 64—March 31-Application for CP to change ERP: 1148 kw (vis); HAAT: 286.5 m; TL: 2222 Chickasaw St., Cincinnati, OH; ANT: BASC/SG-30TF; 39 07 28N 84 31 18W.

■ Oklahoma City, OK, KMNZ ch. 62—Nov. 30, 1988-Amendment of BMPCT880722KN to change ERP: 1265 kw (vis); HAAT: 296 m, April 5-Amendment of BMPCT880722KN to change ERP: 200 kw (vis); HAAT: 480'; TL: 2040 Liberty Tower, Oklahoma City, OK; ANT: Bogner/B16UO(DA); 35 28 06N 97 31 51W.

■ McAllen, TX, KNVO ch. 48—March 29-Amendment of BMPCT881026KG) to change ERP: 5010 kw (vis); HAAT: 160 m; TL: 10.5 km SW of Weslaco, TX, 3 km N of Rico Grande; ANT: Andrew/ATW30H3-HSC-48(DA)(BA); 26 05 20N 98 03 44W.

Actions

AM's

■ South Lake Tahoe, CA, KJRC 1090 khz—March 29-Application (BMP880714AL) granted for Mod of CP (BP860922AE) to change TL: Hwy. 50 & Kingsbury Grade Rd., Stateline, NV; 38 57 46N 119 55 30W.

■ Thousand Palms, CA, KPSL 1010 khz—March 31-Application (BMP881129AF) granted for Mod of CP to modify day and night standard pattern.

■ Washington, DC, WWRC 980 khz—March 30-Application (BP880909AE) granted for CP to make changes in antenna system and change daytime operation from Non-DA to DA.

■ Bremen, GA, WSLI 1440 khz—April 6-Application (BP881220AD) dismissed for CP to change TL to Water Works Rd., .4 km NW of Bremen, GA; 33 44 31N 85 09 34W.

■ Edwardsville, IL, WRYT 1080 khz—April 3-Application (BMP870918AC) granted for Mod of CP (BP860428AA) to change hours of operation to unlimited by adding night with .337 kw; make changes in antenna system.

■ Chicopee, MA, WACE 730 khz—April 3-Application granted for CP to increase night power to 500 w; changes in antenna system and change to DA-N.

■ Dedham, MA, WBMA 890 khz—April 12-Application (BP890123AG) returned for CP to change city of license to Sherborn, MA; increase power to 3 kw50 kw and change TL to Hwy. 126, Sherborn, MA; 42 14 49N 71 25 30W.

■ Park Rapids, MN, KPRM 870 khz—April 3-Application (BP881101AB) granted for CP to increase day power to 25 kw and make changes in antenna system; change from Non-DA to DA; change night TL to 3.06 km E and 1.93 km S of Park Rapids, MN; 46 54 18N 95 01 04W.

■ Trenton, NJ, WBUD 1260 khz—April 7-Application (BP881216AC) returned for CP to increase night power to 1.7 kw.

■ Grants, NM, KMIN 1400 khz—April 3-Application (BP880922AB) granted for CP to change to 980 KHz and reduce night power to 250 w.

■ Newburgh, NY, WGNV 1200 khz—April 7-Application (BMP890127AH) returned for Mod of CP to increase night power to 2.5 kw ; TL: Rock Cut Rd., 1.4 km N of Rte. 17K, Newburgh, NY; changes in antenna system; 41 32 07N 74 06 41W.

■ Fayetteville, NC, WIDU 1600 khz—April 3-Application (BP881021AH) granted for CP to increase day power to 5 kw; make changes in antenna system; change from Non-DA to DA and change TL: 143m SW of intersection of Stubbs & Plantation Streets, Fayetteville, NC; 35 05 54N 78 53 12W.

■ St. Pauls, NC, WNCR 1080 khz—April 4-Application (BP880606AB) granted for CP to increase power to 50 kw/25 kw-CH; install DA-D; make changes in antenna system and change TL: Mill Rd., 1109' from intersection of Plank Rd., Hope Mills, NC; 34 56 30N 79 00 29W.

■ Bradford, PA, WESB 1490 khz—April 6-Application (BP890125AH) granted for CP to change TL to 1490 St. Francis 78 37 01W.

■ Atlantic Beach, SC, WMIW 1190 khz—April 4-Application (BMP880714AF) for Mod of CP (BP851223AG) to make changes in antenna system from DA to Non-DA.

■ Timmonsville, SC, WLRG 1180 khz—March 29-Application (BMP880826AG) granted for Mod of CP to change antenna system, increase critical hour power to 10 kw and



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change TL to: 1 km E of Quinby, SC. and N of Hwy. 358, Quinby; 34 14 18N 79 43 17W.

■ Claude, TX. KCLP 1180 khz—April 7-Application (BMP890105AA) returned for Mod of CP to change city of license to Amarillo, TX; reduce nighttime power to .24 kw; TL: Lakeside Drive, 1.3 mi N of Hwy. 136, Amarillo, TX.

■ Longview, TX. KLGTV 1280 khz—March 28-Application (BP881216AD) granted for CP to correct coordinates and tower height above ground: 32 26 58N 94 43 36W.

FM's

■ El Dorado, AR. KIXK 95.9 mhz—April 06-Application (BPH861217ME) dismissed for CP to change TL: 5.5 mi N of junction of Hwy. 82 and Hwy. 335, El Dorado, AR; ERP: .9 kw H&V; HAAT: 550' H&V; antenna system.

■ Payson, AZ. KRMM 101.1 mhz—April 06-Application (BMP881117II) dismissed for Mod of CP to change ERP: 100 kw H&V; HAAT: 315 m H&V; class: C2; per Docket 87-121.

■ Glendale, CA. KEDG 101.9 mhz—Jan. 19-Application (BPH851104II) granted for CP to change ERP: 2.36 kw H&V.

■ Rancho Mirage, CA. New FM 99.5 mhz—March 31-Petition for reconsideration filed 6-10-88 granted 3-31-89 and application reinstated *nun pro tunc*.

■ Washington, DC. WDJY 100.3 mhz—April 05-Application (BPH871106MJ) granted for CP to change ERP: 50 kw H&V; install DA.

■ Cocoa, FL. WLRQ-FM 99.3 mhz—April 06-Application (BPH881122ID) dismissed for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; class: C2; per Docket 87-257.

■ Micanopy, FL. WGGG-FM 97.7 mhz—March 29-Application (BPH881103IH) granted for CP to change ERP: 1.25 kw H&V; HAAT: 151 m H&V; antenna supporting-structure height.

■ Canton, IL. WBYS-FM 98.3 mhz—April 07-Application (BPH890217ID) dismissed for CP to change FREQ: 107.9 mhz; ERP: 25 kw H&V; HAAT: 100m H&V; TL: Hwy. 78, 1.6 km N of intersection with Hwy. 100, Canton, IL; class: B1; per Docket 86-489.

■ Chicago, IL. WUSN 99.5 mhz—April 03-Application (BPH890103IB) granted for CP to change ERP: 8.3 kw H&V; HAAT: 358 m H&V. Dismissal of 3-16-89 rescinded 4-3-89.

■ Chicago, IL. WXEZ-FM 100.3 mhz—April 06-Application (BPH890207IA) dismissed for CP to change ERP: 8.3 kw H&V; HAAT: 358 m H&V.

■ Chicago, IL. WBBM-FM 96.3 mhz—April 06-Application (BPH890214IA) dismissed for CP to change ERP: 8.3 kw H&V.

■ Rock Island, IL. WVIK 90.1 mhz—April 05-Application (BPE880928IA) granted for CP to change ERP: 11.2 kw H&V; HAAT: 334 m H&V; TL: 8 km E of Davenport, IA; .8 km S of Middle Rd.

■ South Bend, IN. WNDU-FM 92.9 mhz—April 06-Application (BPH881117IB) dismissed for CP to change ERP: 16 kw H&V.

■ El Dorado, KS. KBUZ 99.3 mhz—April 04-Application (BMP881104IE) granted for Mod of CP (BPH871021ID) to change FREQ: 99.1 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 8.7 km SW of Towanda, 5.1 km S of Rte. 254; class: C2; per Docket 87-596; Amended 2-8-89 to change TL: 37 48 11N 96 57 24W; ERP: 42 kw; HAAT: 157 m.

■ Corbin, KY. WKDP-FM 99.3 mhz—April 07-Application (BPH881123IF) granted for CP to change ERP: 25 kw H&V; HAAT: 216.1 m H&V; TL: along US 25E, 10 km E of Corbin, KY.

■ Manchester, KY. WWXL-FM 103.1 mhz—April 03-Application (BPH881206IE) granted for CP to change ERP: 2.64 kw H&V; HAAT 103 m H&V; antenna supporting-structure height: coordinates: 37 09 13N 83 46 26W.

■ Tisbury, MA. WMVY 92.7 mhz—March 29-Application (BPH890223IA) returned for CP to change HAAT: 100 m H&V; Other: W of Edgartown Rd., Tisbury, MA; 41 26 17N 70 36 47W.

■ Thief River Falls, MN. KSRQ 90.1 mhz—March 29-Application (BPE880830MI) granted for CP to change ERP: 3 kw H&V; HAAT: 91 m H&V; TL: 2.4 km E of city center on St. Hwy. Pennington, Thief River Falls, MN.

■ Warroad, MN. KKWQ 92.5 mhz—April 07-Application (BMP890119IC) granted for Mod of CP (BPH861002TI) to change HAAT: 141 m H&V; TL: Hwy. 12, .6 km W of Hwy. 30, 6.4 km SW of Warroad, MN.

■ Houston, MS. WCPC-FM 93.3 mhz—March 28-Application (BPH870227OJ) granted for CP to change TL: WCBI-TV tower, near Montpelier, MS; HAAT: 550 m H&V; changes in antenna system: 33 45 06N 88 52 40W.

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■ Leland, MS, WIQQ 102. mhz—April 06-Application (BPH8812161A) granted for CP to change TL: 3101 Hwy. 82 E, Greenville, MS: 33 23 50N 91 00 33W.

■ Gainesville, MO, KMAC 99.7 mhz—April 06-Application (BMPH8812151B) dismissed for Mod of CP (BPH870601MD) to change ERP: 34.7 kw H&V; HAAT: 180 m H&V; TL: State Rte. 5. .7 km N of state line. Gainesville, MO.

■ Kirksville, MO, KTUF 93.5 mhz—April 07-Application (BPH8812191D) granted for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: County Rd. 245, 2.3 km E of Kirksville, MO; 40 11 16N 92 31 32W; FREQ: 93.7 mhz; class: C2; per Docket 87-469.

■ St. Louis, MO, KBDY 89.9 mhz—March 30-Application (BPED8903031A) dismissed for CP to change ERP: .01 kw H&V.

■ Billings, MT, KFBA 94.1 mhz—March 31-Application (BMPH8811221F) granted for Mod of CP to change HAAT: 310 m H&V; TL: 28.6 km SW of Billings, MT.

■ Lincoln, NE, KUCV 90.9 mhz—April 07-Application (BPED880411MB) granted for CP to change ERP: 16 kw H&V; HAAT: 225.5 m H&V; TL: 1.2 mi SE of Hallam, NE.

■ Lincoln, NE, KHAT-FM 106.3 mhz—April 06-Application (BMPH8901171A) dismissed for Mod of CP to change ERP: 3 kw H&V; HAAT: 65.5 m H&V; TL: Terminal Bldg., 10th & O Street, Lincoln, NE.

■ Carlsbad, NM, KCDY 104.1 mhz—March 31-Application (BMPH8711061F) granted for Mod of CP (BPH8405171E) to change TL: 1 1/2 mi N of Carlsbad on Canal St.; HAAT: 151.3 m H&V; 32 28 16N 104 13 34W. This grant rescinds the previous return of this application. Amended 880503 to change TL and HAAT.

■ Buffalo, NY, WFBF-FM 88.1 mhz—March 29-Application (BMPED8806081C) granted for Mod of CP (BPED861028MA) to change HAAT: 20 kw (sic) H&V.

■ Marlow, OK, KFXI 92.1 mhz—April 03-Application (BPH8810141J) granted for CP to change ERP: 50 kw H&V; ERP: 50 kw H&V; HAAT: 118.2 m H&V; class: C2; per Docket 87-359.

■ Lobelville, TN, WIST 94.3 mhz—March 23-Application (BPH8801091B) granted for CP to change FREQ: 94.5 mhz; ERP: 50 kw H&V; HAAT: 80 m H&V; TL: Dumony Ridge, 7.2 km W of Lobelville, TN; class: C2; changes in antenna; per Docket 88-22.

■ Cameron, TX, KCRM 103.1 mhz—April 05-Application (BPH8811211D) granted for CP to change FREQ: 103.9 mhz; ERP: H&V; HAAT: 150 m H&V; TL: .88 km NE of intersection of Texas Hwy. 435 and Old Providence Church Cemetery; class: C2; per Docket 87-209.

■ Tyler, TX, KTYL-FM 93.1 mhz—March 30-Application (BMPH8902211F) returned for Mod of CP (BPH870302MR) to change HAAT: 100 kw H&V.

TV

■ Lexington, KY, WLKT ch. 62—March 30-Application (BMPCT881201KV) granted for Mod of CP (BMPCT871102KF) to change ERP: 5000 kw (vis); HAAT: 313 m; TL: 1 km W of Clintonville Rd., 2.2 km S of intersection with Kentucky Hwy 57; ANT: SWR IncTM-33; 38 03 53N 84 16 56W.

■ Denton, TX, KDTN ch. 2—April 7-Application (BMPET890224KE) granted for Mod of CP (BPET558) to change HAAT: 430 m; ANT: ERI/1083TV-7H-SP: 32 35 22N 96 58 10W.

Allocations

■ FM Allocations Rules. Commission has revised its intermediate frequency minimum distance separation requirements for all classes of FM broadcast stations. adjusted distances were calculated to provide uniform level of receiver protection from IF interference. (MM docket 86-144 by Third R&O [FCC 89-62] adopted Feb. 15 by Commission).

■ University of North Carolina. Affirmed decision granting renewal of license, subject to Equal Employment Opportunity reporting conditions, to University of North Carolina for nine public TV stations in North Carolina. (By MAO [FCC 89-99] adopted March 27 by Commission).

■ Transfers of Control of Licensed Non-Stock Entities. Initiated inquiry seeking comments on guidelines for identifying when transfer of control of certain types of licensed non-stock entities is deemed to occur, and on procedures to be followed when seeking FCC consent to such transfers. Comments are due June 1, replies June 16. (MM docket 89-77 by NOI [FCC 89-90] adopted March 16 by Commission).

Call Letters

Applications

Call Sought by

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WWWD(AM) WVWZ WV Broadcasting Inc., Schenectady, NY
 WOLZ(AM) WYOM Keymarket of NEPA Inc., Wilkes Barre, PA
 KTMR(AM) KVOJ H.Z. International Corp., Edna, TX

FM's

WLAZ(FM) WRGI H&D Communications LP Inc., Naples, FL
 KSJJ(FM) KSJJ Redmond Broadcasting Group Inc., Redmond, OR

TV

WFXQ(TV) WGNM New South Macon Inc., Macon, GA

Grants

New FM's

WYVC(FM) Yvonne R. Carter, Camden, AL
 KTBA-FM Western Indian Ministries Inc., Tuba City, AZ
 KWTY(FM) Michael L. Benson, Cartage, CA
 KPOR(FM) Central California Broadcasting, East Porterville, CA
 KIFM(FM) KIFM Broadcasting Limited Partnership, San Diego, CA
 WHIJ(FM) Marion Community Radio Inc., Ocala, FL
 WSGC(FM) Battlefield Broadcasting, Ringgold, GA
 WRVY-FM Tri-County Broadcasting Corp., Henry, IL
 WMCI(FM) Cromwell Group Inc., of Illinois, Mattoon, IL
 KCVS(FM) United American Broadcasting Inc., Salina, KS
 KCIJ(FM) Burwell Broadcasting, North Fort Folk, LA
 WUCX-FM Central Michigan University, Bay City, MI
 WLEL(FM) Pyramid Communications Ltd., Leland, MI
 KSCQ(FM) Aulila Beach, Ltd., Silver City, NM
 WQLS(FM) Rizzi, Rizzi, Wiggins and Chapin, Arlington, NY
 WOTH(FM) BBL & M Broadcasters, Surgainville, TN
 WZST(FM) LBS Broadcasting, Appomattox, VA
 WZRT(FM) H&D Communications LP, Rutland, VT
 KMJY-FM James and Helen Stargel, Newport, WA
 WWIS-FM WWIS Radio Inc., Black River Falls, WI

AM's

WLPR(AM) WGRR Mobile Broadcast Service Inc., Prichard, AL
 KBFN(AM) KBLX Inner City Broadcasting Corp., Berkeley, CA
 KXPT(AM) KIEZ Radio Ventura Inc., Ventura, CA
 KBXG(AM) KBPI Boulder Broadcasting Corp., Denver, CO
 WKIQ(AM) WWLB Starship Communications Inc., Eustis, FL
 WZIP(AM) WTRU Robert B. Taylor, Jupiter, FL
 KVGK(AM) KGVV Gary and Virginia Infante Brill, Templeton, GA
 WKJN(AM) WNFO Southern Communications Inc., Baton Rouge, LA
 WTOW(AM) WWGN J.R. & P. Enterprises Inc., Washington, NC
 WURD(AM) WFLN Philadelphia Christian Radio Inc., Philadelphia, PA

WKXC(AM) WNEZ CSRA Broadcasting, Inc., Aiken, SC
 WCCP(AM) WBES Tri-County Broadcasting Corp., Clemson, SC
 WPCI(AM) WMRB Paper Cutters Inc., Greenville, SC
 WEZI(AM) WEZI Ardman Broadcasting Corp., Memphis, TN
 KKUL(AM) KBSR Greater Billings Radio Broadcasting Co., Corpus Christi, TX
 WSKO(AM) WSPV Tschudy Communications Corp., Buffalo Gap, VA

FM's

KMTB(FM) KJKK Mediatronics Broadcasting Inc., Murfreesboro, AR
 KZLR(FM) KZLR-FM Southern Starr of Arkansas Inc., Pine Bluff, AR
 KIZS(FM) KSJQ Calvalley Radio Limited Partnership, Manteca, CA
 KLOA-FM KFIO Roy William Mayhugh, Ridgecrest, CA
 WWBA(FM) WOOP Ed Winton, Madison, FL
 WYLL(FM) WTWW New Age Broadcasting Inc., Des Plaines, IL
 WABT(FM) WCFM Atlantic Morris Broadcasting Inc., Dundee, IL
 WCKD(FM) WCKP WCND Inc., Shelbyville, KY
 WKJN-FM WKJN Southern Communications Inc., Baton Rouge, LA
 WKCD(FM) WYCD Outreach Communications LP, Kittery, ME
 WCQL-FM WQMI-FM Windward Communications Group Inc., York Center, ME
 WAMX(FM) WPAG-FM Washtenaw Broadcasting Co. Inc., Ann Arbor, MI
 WNYP-FM WOKW Sun Radio Broadcasting Inc., Cortland, NY
 WKOJ(FM) WKGL Wickham Group Inc., Middleton, NY
 WRNQ(FM) WLMS Duchess Communications Corp., Poughkeepsie, NY
 WEZC(FM) WRLX Keymarket of Charlotte Inc., Hickory, NC
 WWWB(FM) WOJY Radio Station WGLD Inc., High Point, NC
 KSJJ(FM) KPRB-FM Redmond Broadcasting Group Inc., Redmond, OR
 WRKT(FM) WHYP-FM Rinaldo Communications Inc., North East, PA
 WQTR(FM) WGFQ-FM Florence County Broadcasting Co., Lake City, SC
 KBST(FM) KWKI-FM David W. Wrinkle, Big Spring, TX
 KKUL-FM KBSR-FM Greater Billings Radio Broadcasting Co., Corpus Christi, TX
 KMXR(FM) KSTE Twin W Communications Inc., Corpus Christi, TX
 WSKO(FM) WSPV Tschudy Communications Corp., Buffalo Gap, VA
 WOLX-FM WILV Shockley Communications Corp., Baraboo, WI
 WUSW(FM) WQXN ODon Communications Group I LP, Neenah, WI

TV's

WGFL(TV) WHSE Budd Broadcasting Co., Hot Springs, FL
 WSEC(TV) WJPT West Central Illinois Educational Telecommunications Corp., Jacksonville, IL
 WMEC(TV) WIUM-TV West Central Illinois Educational Television Corp., Macomb, IL
 WSEC(TV) WJPT West Central Illinois Educational Television Corp., Macomb, IL
 KBSD-TV KTVK KBS License Corp., Ensign, KS
 KBSL-TV KLOE-TV KBS License Corp., Good Land, KS
 KBSH-TV KAYS-TV KBS License Corp., Harp, KS

Grant of call sign for FM station KLUW assigned to School District 4J Lane been set aside.

land mobile radio until determination has been made that UHF channels in question will be needed for broadcasting high-definition systems. During April 17 meeting of FCC's advisory committee on advanced television service. FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that it did not foresee change in near future (See "High-Definition Television").

Mergers and Acquisitions

■ Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of \$10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Justice Department said April 6 that it would not oppose merger on anti-trust grounds. To preserve tax benefits of merger set-up, companies amended their agreement in mid-April: preliminary stock-swap preceding merger completion will take place only if third party buys or makes offer for certain amount of stock of either company. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Merger completion expected this fall.

□ MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September 1988. Under that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stocks. United Cable stockholders would have option to receive either cash or unit of stock and right to sell that stock to Tele-Communications Inc. at specified times in future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own majority of newly formed UAE. Companies have filed revised proxy materials at SEC.

□ Jack Kent Cooke signed letter of intent in January to sell 700,000-subscriber Cooke Cable Vision to consortium of seven operators for estimated \$1.47 billion. In late March, Cooke said he had terminated sale process, but representative of buyer group said deal was still in negotiations. Buyers, assembled by San Francisco-based Inter-

Media Partners working with broker Daniels & Associates, plan to split up among themselves systems in 19 states. Purchasing group includes Robin Cable TV, partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; Hawk Cable, joint venture of Goshawk Corp. and Adelphia Communications Corp.; Falcon Cable; Chambers Communications, and Rock Associates.

Must Carry

■ Broadcast and cable industries appear to be at impasse on must carry. National Association of Broadcasters President Eddie Fritts is urging Congress to reregulate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must-carry language which they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Public Broadcasting

■ PBS and NAPTSS held annual public TV meeting April 9-12 in San Diego where consensus formed around proposal to create 'czar' at PBS with more centralized authority over most of public TV's national programming money. NAPTSS board expects to endorse one proposal next fall to CPB, which must report to Congress next January on efficiency of national program funding processes.

CPB asked House April 18 and Senate March 17 to provide full \$265 million authorized for fiscal 1992, plus remainder of \$200 million authorized for replacement of satellite due to expire in 1991. Administration would cap CPB funding at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million.

Towery asked Congress on March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programming or other budget items unnecessary. Board also adopted \$254,339,038 FY 1990 budget.

PBS board adopted \$26,228,658 FY 1990 budget April 12, representing 6.09% increase over 1989. NAPTSS board adopted \$2.1 million FY 1990 budget same day. NPR board Feb. 7-8 set tentative \$20.3 million FY 1990 member dues level ceiling. Current plans call for July start-up of expanded newscasts. In January, board appointed 10-member working group of "citizen leaders"

to advise NPR on strategic plan for 1990's.

Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Turner Broadcasting System withdrew appeal.

TV Marti

Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in start-up funds for proposed service, and two weeks ago House Foreign Affairs Committee adopted legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programming at what operators feel are equitable rates. Wireless pioneers charge that programmers' recalcitrance is due to pressure from conventional operators, programmers' principal customers and, in some cases, their owners. Programmers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

Classified Advertising

See last page of Classified Section for rates closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Entrepreneur: East Coast broadcasting company with great potential is in need of legitimate entrepreneur to rebuild operations while current management steps aside. You must be results driven, have street smarts, be a leader and motivator, have a high energy level and most of all, possess a burning desire to succeed. Must be familiar with Hasi Fung management style. Salary, benefits, and equity participation to be set by entrepreneur. Only if you have the above qualifications, submit your qualifications to Box C-16 EOE.

General manager for KKCM 1530AM with Inspirational format in Shakopee Minneapolis Minnesota. Successful sales background a must. Send resumes to Mark McNeil American Sunrise Communications, 16742 Gothard St. Suite 201, Huntington Beach, CA 92647 EOE

National program sales coordinator for a seven station group with inspirational formats. Successful sales background and working contacts with NRB members a must. The position also involves coordinating individual station sales strategies as well. This is an upper management position working out of the corporate home office in Orange County, California. Send resumes to Mark McNeil, American Sunrise Communications, 16742 Gothard St., Suite 201, Huntington Beach, CA 92647 EOE.

General sales manager wanted for full-time Urban Gospel station in medium-sized Mid-Western market. Must be a street fighter, carry own list and build and direct own four-man crew. Honesty and stability a must. Send complete resume Box C-34 EOE

General manager seeking immediate equity. Take charge of full-time AM FM combo in Midwest market of 20,000. Well equipped satellite operation. Invest your future with our operation and we'll sell you 25% immediately at 1/3 of appraised value and carry the entire note. Option to purchase controlling interest after one year. Competitive salary plus 10% of cash flow. Sound too good to be true? Give us a try. Only proven sales oriented persons with small to medium management experience considered. Be ready to back up what you promise and expect a credit check. Contact Dave Winegardner Box K Neosho MO 64850 417-451-1420 EOE

Are you interested in exploiting a niche area with great potential? Boston broadcasters are searching for aggressive manager with extensive sales experience. The right person will assume responsibility of sales manager with small sales staff and administrative duties of station manager. Compensation to include equity. Send resume and references to: Hildreth Associates, Inc., Box 1624 Brookline, MA 02146 EOE.

Northeast: Group seeks two station sales managers who understand and enjoy selling and leading sales staffs. Upstate NY and western Pennsylvania. We're a group on the move and need strong, key people to grow with us. Replies confidential. EOE Box C-49

Station manager for small southern California desert station. Must have strong sales background and ability to motivate dedicated staff. Salary, commission on sales override. Write Box C-53 EOE

Come to sunny California's lovely Central Coast between Los Angeles and San Francisco. Outstanding recreational areas close by. Expanding group owner needs career oriented account executive heading for management. Opportunity limited only by your ability. Send resume, sales history references. KGDP PO Box 5457, Santa Maria CA 93456 EOE-M.F.

Sales manager: Not just a job but a career for a man or woman who wants to settle down to a long future leading to management and possible ownership in a perfect community to live and raise a family. Old established station where older owner wants to step aside to make room for an aggressive man or woman. No calls. Visit or write KVBR Brainerd MN 56401 EOE

General manager/general sales manager for FM in East Coast resort market. Outstanding record as leader and sales manager a must. Excellent future with growing company. \$60,000 base plus cash flow incentive. Earned equity possible. All replies acknowledged. Confidentiality assured. EOE Box C-66

Desperate! I need a GSM to manage sales and marketing for top-100 market Southern CT AM. Must be creative, aggressive, experience dealing with national sales, willing to relocate. Willing to pay for right person including equity kicker. Respond to Box C-68 EOE.

FM radio station: Defiance, OH. Seeks on air talent, radio advertising, sales consultants, and management positions. Reply in confidence to Mr. Jones, P O Box 7007, Defiance, OH. EOE.

Controller/business manager: WEAZ-FM/WFIL-AM Radio seeks an experienced, highly motivated and well organized person to head the business department. Responsibilities will include: Preparing all financial statements - including annual budgets, cash flow, and projected P&L statements - processing payroll, accounts payable, and personnel administration. Good people and management skills are essential. Broadcast computer knowledge a plus. PC related experience a must. Excellent benefits. No phone inquiries. Send resume and salary requirements to Marey N. Ross, EAZY 101, 10 Presidential Blvd., Bala Cynwyd, PA 19004. An Equal Opportunity Employer.

Regional FM New England Rocker seeks GSM with extraordinary skills for bringing in the bottom line, heavy emphasis on recruitment and training. If a beautiful place to live, excellent school systems, exciting year round recreation, an opportunity for big bucks, to profit share and Rock 'n Roll, are your priorities, send us your resume with compensation history, brief description of your sales philosophy and why you really want to do it all with us. EOE. Box C-87.

HELP WANTED SALES

Radio sales: Texas FM is looking for a strongly motivated creative thinker to add to our team. Must be aggressive and have local sales background. Contact Gary Vinson, KEZB-FM, 2501 N. Mesa, El Paso, TX 79902 915-533-9400 EOE.

Sales reps needed! to sell sales promotions to radio station managers. Must be a closer, radio sales experienced, love to travel, want to make excellent income (commission sales). Resume to American Promotions PO Box 210529, Nashville, TN 37221 EOE

Broadcast marketing rep: Top company serving broadcast industry seeks marketing representative for multi-state region. Experience in broadcast sales, news and or cable is required. Position involves extensive travel. Resume, references and salary requirements to Box C-58 EOE.

Dayton, Ohio's newest FM Rocker wants you! AOR property owned by major group offers unlimited potential for proven winners. Send resume with current billing to Sales Manager, 111 East Fourth St., Dayton, OH 45402 EOE.

Determined salesperson wanted to join aggressive radio team in north central Illinois. Full-time AM - Class A FM (Move to 25K this summer). We have the people and the experience to help make you successful. Send resume today to: JMcCullough, WLPO WAJK, PO Box 215 LaSalle, IL 61301. EOE.

WHOT AM/FM, Youngstown, Ohio currently has a sales opening for an enthusiastic, bright, energetic, creative street fighter. If you are an organized self-starter and a seasoned radio sales professional with two or more years of small or medium market experience, send resume and references to Sales Manager, WHOT Radio, 4040 Simon Rd., Youngstown OH 44512. An equal opportunity and affirmative action employer.

Territorial sales rep. Leading jingle producer offers high commission/great above average income. Must travel, understand concept advertising sales. Be enthusiastic self-starter. 1-800-368-0033

HELP WANTED ANNOUNCERS

Chicago/South Suburban FM seeks top 40 disc jockey. Excellent facilities and working conditions. Minorities encouraged to send resumes and aircheck to Mickey Milner, WBUS Radio P O Box 999 Bourbonnais, IL 60914 EOE.

Announcer. Southern Maryland Soft Contemporary FM. Production and copy writing skills helpful. Mail tape and resume. WMJS, Box 547 Prince Frederick MD 20678 EOE.

WWKI is looking for afternoon and evening personalities. Minimum of one year experience - with good production and remotes. An equal opportunity employer - minorities and females encouraged. T & R to Program Director, 519 North Main St., Kokomo, IN 46901 EOE

A premier Midwest News/Talk station is conducting a nationwide search for a talkshow host and a news anchor. If you're ready for an exciting challenge, our company provides great compensation, excellent facilities and a staff of dedicated professionals. Send samples (No tapes) of your work and a resume to Box C-85. Affirmative action/equal opportunity employer. M.F., H.V.

Positions open June. Early Bird announcer/news. Daytime announcer/news. Relate extra talents. Beginner considered. EOE. WMCR AM/FM, Oneida, NY 13421. EOE

HELP WANTED TECHNICAL

Chief engineer for FM/AM in Palm Springs, CA area. New construction plus studio and directional maintenance skills a must. Contact W. Dochtermann at Las Vegas Hilton during NAB or phone 619-323-1010 EOE.

Chief engineer: KUSC-FM, Los Angeles Classical format station, seeks highly qualified chief engineer to supervise maintenance of its 4-station group. Heavy emphasis on RF, microwave, and satellite technologies. Must have supervisory experience. Requires travel in southern California. Resume and salary requirements ASAP to Bill Kappelman, Director-Engineering and Operations, KUSC, Box 77913 Los Angeles, CA 90007 (Will attend NAB Hilton) EOE

Radio engineer, KBYR-AM/KNIK-FM in Anchorage, Alaska, is seeking a qualified radio engineer with hands-on experience in audio, automation, and RF. FCC General Class or SBE certification preferred. Good pay and benefits located in a beautiful area. Send resume to Director of Engineering, Northern Television, Inc., 1007 W 32nd Ave., Anchorage, AK 99503, or contact Duane Millsap at the Imperial Palace Hotel, Las Vegas, NV, between April 27 and May 3.

Immediate opening for chief engineer. Electronics eng. dgr and/or 5 years min exp in radio broadcast eng. Supervisory exp preferred. FCC General Class Radiotelephone license required. Supv eng staff maintenance and repair duties are req., including night and week-end emergency call duty. EOE. Write Box C-88

Professional broadcast engineer for University radio-TV facilities. Salary and benefits very competitive for an experienced, highly-qualified person. As chief engineer of FM station, will design and maintain studio and transmitter equipment. Modern studio equipment, news transmission system. Opportunity to help plan and build a new TV studio with new equipment. Congenial work environment in small-town, university setting. Start date: September 1, 1989. Screening begins June 15 and position remains open until filled. Application enter resume and three reference letters should be forwarded to Dr. Joe Oliver, Stephen F. Austin State University, Box 13048, SFA Station, Nacogdoches, TX 75962. Affirmative Action Equal Opportunity Employer. 409-568-4001

Jacor Communications, Inc., a group operator of 13 commercial radio broadcast stations in Cincinnati, Atlanta, Cleveland, Denver, Jacksonville, Knoxville, Nashville and Tampa, is updating its technical resume file. For consideration for future engineering technical positions, forward your resume along with salary history to James P. Wagner, VP Engineering, Jacor Communications Inc, 20 East 5th St., Suite 1300 Central Trust Center, Cincinnati OH 45202. All replies confidential. EOE MF

HELP WANTED NEWS

Fulltime reporter/anchor opening at full service combo near Washington and Baltimore. Must have excellent writing skills and experience at covering planning zoning issues. T&R to News Director, WFMD/WFRE, PO Box 151, Frederick MD 21701 EOE

Fulltime news director for Midwest small market CBS and state net affiliate. Must have experience and or J school. Tape and resume to John David KMPL/KSTG, PO Box 907, Sikeston, MO 63801 314-471-1520 EOE

News anchor: Akron's News Talk WNIR has opening for news anchor/reporter with award winning news department. Talk show hosting and television news can also be part of the package. Call Bill Klaus, 216-673-2323 EOE.

Medical/consumer reporter/producer. Immediate need for reporter with mid to large market experience to write, produce and voice medical and consumer news packages. Ideal candidate has extensive news background with some experience in public relations. Extensive travel. Major market location. Resumes and letters only. Respond to Box C-71 EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top-ranked central Jersey AC FM seeks a top flight program director. To be considered, applicants should possess a successful AC track record. Superior people skills, creative promotional ability and the desire and know how to maintain our station's position as an integral part of the community. Excellent benefits, beautiful surroundings. Submit resume to Box C-74 EOE

Operations manager/morning talent for top rated Country FM Live morning show satellite after Creative good production T & R to Bob Coker KPER Box 2276 Hobbs, NM 88240 505 393-551 EOE

Director of programing & operations: WKSU-FM Kent OH WKSU is looking for a top-flight director of programing & operations to work closely with management in the development and implementation of short and long-range objectives for the programing and operation of the station. Responsibilities will include program acquisition and scheduling development implementation and supervision of all programing and programing staff, insuring compliance with all rules regulations and contracts related to programing assisting with fundraising and promotion. Other duties as required. The successful candidate will have an extensive knowledge and/or appreciation of Classical New Age Blues and Traditional musics as well as news and public affairs and at least 3 years experience in public radio management. Must be knowledgeable in audience building techniques audience research promotion operations and national audio production distribution. Salary \$28,310.00 Deadline May 8 1989 Forward resume & 3 letters of reference to Deborah Woodson Director Finance & Personnel WKSU Radio Kent State University Kent OH 44242 Kent State University is an equal opportunity employer

SITUATIONS WANTED MANAGEMENT

Presently employed general manager ready to move into new opportunity. Medium or large market wanted. Aggressive Mature Goal oriented CRMCI produce results! And have records to prove it. Call me now at 901-794-7993 Your ratings and cash flow will be happy you did

General manager with twelve years experience in all phases of broadcasting. Sales programing & promotions oriented. Excellent leader and trainer. Bottom line management. Box C-37

Higher revenues, ratings and MARGINS. Major market operations manager seeking general management position with organization committed to winning and growing. Experienced successful leader and motivator. People and bottom line oriented. Please reply in confidence to Box C-39

Need a turnaround, or looking for a pro? Revenue motivated ratings driven bottom line GM. Top 50 market experience aggressive young energetic pro any format. West only. 505-293-1252

General managership sought. Revenue-and-results focused major market operations manager willing to trade market size for positive mutual growth opportunity. Startup specialist with substantial broadbased background. J Young 301-424-606*

Southeast general manager. Nine years GM experience. FM Longevity in top 100 market. Profitable sales and ratings track. Box C-50

20 years experience: General manager-sales manager, Small market radio sales team builder and leader. Box C-77

Looking for opportunity to work my way to the top! Great education BA Broadcast Production MBA MS Broadcast Administration 2 years major market experience budgeting financial computers marketing/audience research. Bright hard-working problem solver. How can I help your team? Robert Auman 617-244-6152

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting. Chicago Harold Bocock 3502 Ted Ave Waukegan IL 60085 312-623-6997

Looking for an honest announcer? Clean-cut black male with part-time college tenure radio experience seeks simple down to earth entry level radio station on East Coast. Norman 617 298-3437

I miss radio! Jock 8 years experience looking to return to a quality station. Let's talk. Kevin Hilley 3241 Hulmeville Rd B-48 Bensalem PA 19020 215-639-4676

27 years Easy Listening experience. Final career move. Bonneville or similar only! Neil Sher. 717-675-6982

Versatile announcer with 4 years experience in news & production. Start immediately. Dave 303-278-0106

7 year radio vet. Number one ratings in mornings afternoons. PD MD experience great production wants P2 in market position. Joe 205-837-8813

16 years experience. Program public service director. Dependable, stable, excellent references. All shifts. Mike 904-255-6950

SITUATIONS WANTED TECHNICAL

Experienced, capable broadcast/communications engineer. Excellent troubleshooting ability for your AM/FM/DA Studios transmitters antenna system. General SBE AS. Foreign/USA. Reply to Box C-38

SITUATIONS WANTED NEWS

Diligent, energetic, Sportscaster available for play-by-play or color commentary. We've been in all sports a levels of competition. Also, News anchor reporter. Willing to relocate. Cal Marc day or night at 201-287-3327

Sportscasting MVP candidate seeks crack with professional line-up. Creative. Excellent writer. Entertaining delivery. GREAT voice. PBP. Five AP Awards. Top references. Degree. 31 Hustler Hungry! Bill 812-853-9173

Sportscaster, 14 yr experience. 16 AP awards for sportscasts and PBP. Medium/major markets only. 303-241-6452

Diamond in the rough. Top notch PBP/sports anchor talent too big for small markets. Looking for challenge. Bob 201-546-5546

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

9 yr. pro AC Country PD. Excellent production, programing, promotion and people skills seeks stable small market PD position. Brad. 407 646-8853

10 year experienced team player seeks PD MD. On-air position. AC Country. Midwest markets preferred. Prod Awards. continuity exp. Greg 219-264-0217

MISCELLANEOUS

Make money in Voiceovers: One-day seminar covers marketing technique demo tapes, character voices, everything you need to do commercials and industrials. In NYC. Sunday May 21. Call toll free 1-800-333-8108. In NYC 212-369-3148. Berkley Prods. Box 6599-B, New York, NY 10128-991. EOE

Buy-out production music direct from the producer. Wholesale rates. Success proven Coast to Coast. 414-248-3707.

TELEVISION

HELP WANTED MANAGEMENT

Group programing director: Small growing group of independent stations is seeking a programing director. Position requires creativity, aggressiveness and some experience in independent TV. Experience in promotions also helpful. Send resume, references and salary history to Box C-22 EOE

Promotion manager: ABC affiliate in growing Topeka market seeks creative, energetic, experienced promotion specialist with strong on-air background, media selection and excellent community promotions skills. Resumes to Jack Donahue, General Manager, KTKA-TV, Box 2229, Topeka, KS 66601 EOE

GSM needed for sma. Midwest market affiliate. Prior sales management with local, regional and national a must. Excellent compensation for right individual. Send resume, compensation requirements and references to Box C-54 EOE. M.F.

Combination news director/anchor. Emphasis on local news, community involvement with positive what's Good in the News approach. Northwestern network affiliate. Exciting opportunity. Send resume, salary, and references to Box C-58 EOE

Chief engineer: Must have hands-on experience supervising studio and transmitter personnel. Prefer person with minimum 3-5 years in engineering management. Must have proficient budgeting skills and ability to lead cost effective department. Send resume and salary requirements to Gary R. Bolton, Vice President, General Manager, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773 EOE. M.F.

Group general manager: Rocky Mountain regional television and radio group seeks a general manager to lead this exciting, fast growing corporation in its next steps of development. Three network TV and two radio stations plus a VHF CP and lots of future plans. Need an experienced successful leader. Send resume to CBC Box 6516 Bozeman MT 59771 EOE

Station manager. Rocky Mountain group seeks station manager for S-2. Sales management experience a must. Send resume to Thom Curran Box 6516 Bozeman MT 59771 EOE

KXLF-TV has a career opportunity for a sales manager. Candidates with five years sales experience with at least two years in electronic media sales preferred. Must be aggressive, accomplish goals and be a motivator. Position will have agency direct account and vendor responsibilities. Send resume to General Manager, KXLF-TV, P.O. Box 3500, Butte, MT 59701 EOE

Sales manager to be working partner for local independent in growing seaport city. Write to P.O. Box 4815, DTS, Portland, ME 04112 EOE

Business manager: Eastern network affiliate a leader in its market desires ambitious professional and hands-on type manager to complement its management team. Accounting degree and minimum of 3-5 years broadcasting accounting experience required. Send resume to Box C-73 EOE

KREM-TV, a division of King Broadcasting Company is seeking a news director to provide journalistic direction to the news department that is consistent with station goals and insure that high journalistic standards for news programing are maintained. Demonstrated leadership experience in newsroom management required. Excellent planning, organizational and interpersonal skills. Ability to orchestrate a team toward common objectives. Knowledge of budgeting and ability to effectively utilize resources in the most cost effective manner. Qualified applicants send letter of introduction and resume to KREM-TV Personnel Department, 4103 South Rega, Spokane, WA 99223. KREM-TV is an equal opportunity employer

News director: Experienced and competitive manager who leads by example. 100+ market. Tough job. Need versatile news person. EOE. Write General Manager, Box C-89

HELP WANTED SALES

Sales-marketing opportunity, self starter with great deal of enthusiasm. Income commensurate with experience. Send resume no phone calls to WJET-TV, Mike George, 8455 Peach St., Erie, PA 16509. Affirmative action EOE

We're the number one Independent in the tenth largest market looking for an enthusiastic high-caliber account executive deserving of a top list. Four years or more of TV sales required. Send resume to Nancy McNeil, Local Sales Manager, KHTV, P.O. Box 630129, Houston, TX 77263-0129. Equal opportunity employer

Broadcast marketing rep: Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales news and/or cable sales required. Position involves extensive travel. Resume, references and salary requirements to Box C-59 EOE

Get on the cutting edge of broadcast marketing. The number one independent in the tenth largest market has an exciting opportunity for the right candidate in sales-marketing. Applicable college degree and/or work experience required. Send resume to John De Roche, General Sales Manager, KHTV, P.O. Box 630129, Houston, TX 77263-0129. Equal opportunity employer

Regional account executive: #1 station in market seeking a regional account executive who is highly self-motivated, good communicator and negotiator with strong presentation skills. Successful candidate will have agency direct account, vendor and marketing responsibilities. Send resume by May 5, 1989 to Box C-62 EOE

National sales: WLIG-TV, Long Island, NY, seeks experienced sales pro to expand national and regional sales. Must have station and rep experience. Solid NY agency contacts a plus. Outstanding growth opportunity. Full benefits. Resume to Marvin Chauvin, GM, WLIG, 300 Crossways Park Dr., Woodbury, NY 11797, 516-364-1500 EOE

Assistant marketing director: Oklahoma's #1 news station is looking for the best to help manage 6 person marketing department. Must have extensive knowledge of pre and post production and a desire to work with an aggressive and highly motivated marketing department. 2 years experience required. Send resume and tape to Rick Buchanan, Marketing Director, KWTW, 7401 N. Keely, Oklahoma City, OK 73111. No phone calls. EOE. M.F.

Marketing producer: Oklahoma's best is looking for the best to help promote #1 news department and station programs. If you think you've got what it takes, then let's talk! 1 year experience required. Send resume and tape to Rick Buchanan, Marketing Director, KWTW, 7401 N. Keely, Oklahoma City, OK 73111. No phone calls. EOE. M.F.

Local sales manager: Need energetic, take-charge person with demonstrated track record in new account development, training salespersons, and being totally responsible and accountable for local sales department. Terrific opportunity in Mid-America's #1 resort city. Plenty of opportunity for growth with new company. Strong commitment to TvB eagerness to develop and implement effective vendor and co-op programs from scratch are essentials. Person hired must have impeccable personal and professional integrity and honesty under all conditions. Letter and resume to Tom Scanlan, President, Scanlan Communications, 201 E. Front St., Traverse City, MI 49684 EOE. M.F.

Small market NBC affiliate seeking aggressive local national sales manager. Must have excellent organizational and motivational skills, strong personal sales ability, a proven track record in small market sales management, and desire for future promotion to station manager. KTGF, P.O. Box 1219, Great Falls, MT 59403 EOE

Account executive: Northern California CBS affiliate looking for enthusiastic, aggressive individual to handle partial list while developing new accounts. Two years experience local sales, plus knowledge of regional accounts. Resumes to: KMST, P.O. Box 1938, Monterey, CA 93940. EOE

National sales manager: Top 20 Independent looking for the best NSM in the nation. Only self-motivated, get-it-done individuals with 3-5 years or more independent national sales experience need apply. Send resume and salary history to Box C-84. Equal opportunity employer. M/F.

HELP WANTED TECHNICAL

Assistant chief engineer sought for TV ministry in Texas or California. Uplink experience a must. Five years experience. Call Personnel at 214-620-1586. EOE.

Electronics - AV-TV supervising engineer to lead technical team in support of AV/TV and micro-computer equipment in both academic and administrative programs. Requires engineering experience including maintenance and staff supervision, facilities design, and extensive knowledge of analog, digital, RF, micro-computer and satellite technologies. FCC General license is required. Women and minority candidates are encouraged to apply. Send resume by May 1, 1989 to Personnel Office, Dept. 141A, Bucks County Community College, Newtown, PA 18940. No tel. inq. EOE.

Operator/maintenance technician for UHF ABC affiliate. 3-4 years maintenance experience with a ACR-25 required. Send resume to Chief Engineer, WAND-TV, 904 Southside Dr., Decatur, IL 62521. AA/EOE.

Wanted: Chief engineer for growing up-state New York affiliate. Qualified candidate must have hands-on ability and good people skills. Great opportunity for ACE or supervisor to move up and grow with strong company. EOE, benefits. Resume to Box C-57.

Maintenance engineer: WNEM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

Television maintenance engineer needed for top UHF Independent in San Diego, CA. Must be hands-on, take charge engineer, with three or more years of UHF transmitter experience. Studio and microwave maintenance experience is helpful. Send resumes to: Richard Large, KUSI-TV, 7377 Convooy Ct., San Diego, CA 92111 or call 619-571-5151. EOE.

British Broadcasting Corporation: Senior engineer, New York. In the USA, the BBC is well known for its high quality television programs, ranging from classic drama to Monty Python. In the corporation's New York bureau BBC staff assist in the production of a wide range of television and radio programs for the UK, including news, current affairs, sports, science and general entertainment. Could you lead a small team responsible for the operation and maintenance of broadcast equipment in the New York bureau? Could you give advice to production staff about the most effective way of transmitting live programs from any part of the USA to the UK? Apart from being able to demonstrate your potential for leadership, you must have relevant experience with broadcast quality video and audio equipment. Knowledge of facilities offered by common carriers within the USA is essential. Send resume as soon as possible to: Jonathan Crane, Head of BBC, New York, 630 Fifth Ave., #2153, New York, NY 10111. EOE.

Satellite engineers: The University of Alabama is seeking qualified persons for start-up opportunity supporting its new satellite uplinking effort. The assistant director of broadcast services for engineering should have thorough understanding/experience in both the commercial satellite uplinking business and uplinking equipment maintenance/operation. A background in design and maintenance of post prod systems would be helpful. The satellite operations coordinator will have primary responsibility for operation of UA owned transportable earth station. Must have minimum 2 years experience in the commercial uplinking or satellite news gathering business. A background in remote and post production would be helpful. Submit resume to UA Employment Office, Box 870364, University of Alabama, Tuscaloosa, AL 35487-0364. AA/EOE.

Fox Television, KRIV in Houston is seeking a news ENG, microwave technician/photographer with 1-2 years previous experience in news microwave operations and minicam photography. Must hold a valid Radio-Television operators license, a valid drivers license and have a good driving record. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE.

Assistant chief engineer for WPCQ-TV, the NBC affiliate in Charlotte, NC. Must be hands-on leader with a minimum of 5 years experience in broadcasting maintenance and operations. Electronic Engineering degree or equivalent experience is preferred. The successful candidate will have proven supervisory and organizational skills, as well as a sound technical background in electronics and FCC regulations. We offer an excellent salary and benefits package along with the opportunity to be part of the exciting future of our station, which includes relocation into new facilities. Qualified applicants should send resume to: Hope Brown, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

TV maintenance engineer needed for Charlotte, NC network affiliate. Must have minimum two years experience in maintaining and troubleshooting broadcast systems and equipment. Must have valid FCC license. Send resume to Hope Brown, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

Maintenance technician: Immediate opening for studio maintenance technician in fast growing modern VHF television station in Northeast. Must have 3/4 and 1/2 inch tape experience. Grass 300, ADO, Chyron, Utah Betacart, and satellite experience also helpful. An EOE. Respond Box C-63.

KU SNG truck engineer: Opening soon for KU satellite SNG truck engineer at fast growing modern VHF television station in Northeast. Will chiefly be responsible for operation and maintenance of truck, but may also be used for studio maintenance. An EOE. Respond Box C-78.

Studio engineer. KTVA, CBS affiliate in Anchorage, Alaska, is seeking a qualified studio technician with maintenance experience on 1" and 3/4" videotape, studio and ENG cameras. Good salary and benefits in a beautiful area. Prefer SBE certification. Send resume to Director of Engineering, Northern Television, Inc., 1007 W. 32nd Ave., Anchorage, AK 99503, or contact Duane Millsap at the Imperial Palace Hotel, Las Vegas, NV, between April 27 and May 3. EOE.

HELP WANTED NEWS

SUCCESS-N-LIFE: TV ministry in Dallas expanding and seeking qualified personnel in all fields. Maintenance and operating engineers, field producers, writers, audio operators, production assistants, etc. Call Personnel at 214-620-1586 for information or write Robert Tilton Ministries, PO Box 819000, Dallas, TX 75381. EOE.

Weathercaster for Midwest market. Meteorologist preferred. AMS seal with experience considered. Excellent opportunity with group owned, network affiliate dedicated to excellent news operation. Send salary requirements and resume to Box C-56. EOE. M/F.

Top 50 Sunbelt affiliate looking for dynamic and aggressive weekend anchor. At least five years anchoring and reporting experience required. EOE. Box C-45.

Executive producer. Minimum six years experience in news producing. Good news judgement, eye for graphics and organizational skills a must. We're looking for someone who can lead by example. EOE. Box C-46.

Wanted: Director for evening newscasts. Are you a "Top Dog" in town, adding that "creative" touch to live news...but have run out of "growing room"? Top 25 market news-leader is seeking a director with these credentials. You'll need a 3 to five year track record in weeknight newscast direction, plus thorough EFX experience. If you've got what it takes, send your resume to Box C-23. We'll ask for your tape later. EOE.

O&O seeks weather producer/talent: Top twenty O&O seeks meteorologist to coordinate activities of four person weather staff. Will produce early evening weathercasts and present weather segment in midday newscast. Will establish systems to ensure consistency in forecasting and presentation. Creative use of weather computer required. Resume only to: C-72. EOE. M/F.

"Personality" weathercaster needed for Las Vegas. Must be strong on humor and creative weather features. Community involvement a must. Tape and resume to Richard Urvy, KTNV-TV, 3355 Valley View Blvd., Las Vegas, NV 89102. EOE.

Weekend anchor/reporter needed for Charlotte, NC NBC affiliate. College degree and prior experience as live reporter and anchor required. Send resume and non-returnable videotape to: Ken Middleton, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE.

Assistant news director: Will have day-to-day operational responsibility for entire news department, personnel and scheduling. Must have good news judgement and excellent people skills. Minimum of five years broadcast news experience necessary, with several years in a management capacity. Strong knowledge of TV equipment, facilities and satellite operations required. Familiarization with computer operations desired. Send resume, references, and detailed background to: Bob Feldman, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE.

Sports photographer needed for exciting Southeast. College degree preferred. Experience in commercial television news station and demonstrated knowledge of sports required. Send resume and non-returnable videotape to: Ken Middleton, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE.

Reporter: Equally comfortable with sports or news. Able to shoot your own story. Entry level considered. Tape to KECI-TV, Box 5268, Missoula, MT 59806. No calls. EOE.

Producers: Ready to produce a top flight broadcast in a top 15 market? Looking for 5PM and late evening producers. Must be producing a major newscast now with three years of commercial TV news producing experiences. Send resume, references, no tapes to Box C-86. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Supervisory TV marketing specialist: The US Information Agency has an opening in Washington, DC for an experienced TV marketing specialist in its Television and Film Service. Experience in managing all aspects of TV marketing including developing strategies for products, supervising creation of promotional materials, budgeting and analyzing marketing effectiveness and foreign TV film markets and festivals. Salary range: \$48,592 - \$63,172. Submit an application for Federal Employment (SF-171) to USIA, Office of Personnel, Room 518, 301 4th St., SW, Washington, DC 20547. Be sure to indicate announcement number PDP-223-89 on application. All applications must be received by 5/17/89. USIA is an equal opportunity employer.

Creative service manager needed to manage production and promotion departments. The right hands-on experienced pro will find excellent salary and benefits in an aggressive production/promotion station. Send resume, salary requirements to Box C-55. EOE. M/F.

Promotion manager: Top 100 Mid-Western CBS affiliate looking for a promotion manager to run a 2-person department. Experience necessary. Send resume and salary requirements to Box C-44. EOE.

Producer/host. Must have field production abilities, sharp interview techniques, studio skills and top-notch writing. Must also be well organized, creative, hard-working and able to enjoy both on-air and off-air work. News experience helpful. Tape and resume (no calls) to Michael Cascio, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. A CC/ABC, inc. owned station. EOE.

Television producer/director: The University of Texas Medical Branch at Galveston is seeking energetic, talented P/D to produce syndicated health news feature series. Experience in scripting, shooting, lighting and post-production required. Good organizational and people skills essential. Must have Bachelor's degree in television production, communications or related field. Send resume and videotape to: Job #408, Department of Human Resources, The University of Texas Medical Branch at Galveston, Box 148, UTMB Substation 1, Galveston, TX 77550. UTMB is an equal opportunity M/F/H/V affirmative action employer. UTMB hires only individuals authorized to work in the United States.

Commercial director: WKXT-TV, Knoxville Tennessee is looking for a creative commercial director who can also direct some news. Send resume and salary requirements to: Production Manager, WKXT-TV, P.O. Box 59088, Knoxville, TN 37950. EOE.

Master control switcher/tape operator. KTVA, Anchorage, Alaska, is seeking an experienced master control switcher/tape operator. Good pay and benefits, and you can't beat Alaska in the spring! Send resume to Director of Engineering, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

Media producer-director: The University of Georgia Continuing Education Center is accepting applications for two media producer-director vacancies. These positions involve creative work in the preparation and production of educational programs, overseeing filming and taping prior to and review after broadcasts, and supervising studio and film crews. Qualification requirements include a Bachelor's degree with major coursework in media broadcast production or equivalent and experience in media program production. Base salary is \$17,016 annually. To apply, send resume of qualifications to Betty Tull, Employment Department, University of Georgia, Athens, GA 30602. An EEO/AA Institution.

Managing editor/producer: One of the nation's top University radio-TV departments seeks a graduate assistant with commercial television news experience to help supervise the production of a daily television newscast on a PBS affiliate. Contact Ken Keller, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. 618-536-7555. Deadline May 1. AA EOE.

Associate producer/director: TV/audio productions. Fulltime TV position with growing in house media department at regional teaching hospital. Duties include broadcast-quality videography, editing, writing and producing for both TV and radio. Capable of news feature, instructional, PSA and Telethon production formats. Send resume and demo tape to Personnel Department, Medical College of Ohio P.O. Box 10,008, Toledo, OH 43699-0008. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

CEO-Mass Communications: I'm looking for a cause a challenge with unrealized opportunities, a sick company to cure, a languid company in a growth atmosphere. I enjoy an outstanding record of achievement in top leadership roles of administration, sales, finance, organization, strategic planning with results in impossible situations. Broad-based national/international background, an awareness of the environment. Thoroughly professional - no flaws. Let me know your needs. East Coast. Mid 6 figures. Box C-64.

Assistant business manager: Seven years broadcast television production, MBA accounting experience, applied for CMA exam. Ready to move into administrative offices behind business manager or financial officer. Call David Townsend, day 601-960-3629, home 601-366-0436, 203-C Dunbar St., Jackson, MS 39216.

SITUATIONS WANTED TECHNICAL

Technical EIC/video engineer: 15 years experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information 412-264-4756.

SITUATIONS WANTED NEWS

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Excellent sportscaster looking for a good station. 12 years experience, will consider any markets. 216-929-0131, or write Box C-1.

I want out of New York City! But, I won't leave news. Can shoot, write and edit - seeking reporter position in cable/small/medium market. Tom 201-984-5802.

I'll be your sportscasting MVP. 10 year veteran. Five AP Awards. Creative. Excellent writer. Proven professional background. Top references. Degree. 31 Hustler. Hungry Bill, 812-853-9173.

Experienced ND with hands-on record of upgrading casts. Ratings through people is my way. 913-451-1259. EOE.

Warm & sunny meteorologist: AMS seal. 15 years major market experience. Seeks M-F nightly position in top 40 market. Creative graphics, strong writing & educational skills, community involvement and much more! Box C-81.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Award winning electronic graphic designer; enthusiastic, creative, and hard working. Seeks a design or assistant art director's position. Wishes to relocate to a top 100 market. Background includes Production, set design, and print. Member BDA & BPME. Call 915-778-8462.

Cheap computer graphics! Freelancer with own equipment can provide quick turnaround on 3-D flying logos, effects, and simulations for your special projects. Rates are for TOPAS animation on S-VHS. Broadcast clients - \$295 per finished animated second, non-profit only \$195. Call for sample slides - Bruce Goren 818-769-4986.

MISCELLANEOUS

Primo People: The news director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli or Fred Landau, 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

Immediate openings nationwide! Television, radio, corporate communications. All fields/levels/regions. Call Media Marketing, and discover how The Hot Sheet can put your goals on target! 813-786-3603.

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape for reporters, anchors and photographers. Affordable cost. 312-328-3660.

Ready to move? Register with us for free placement. News directors, assistant news directors, executive producers, assignment editors, producers, writers. Ron Tindiglia Enterprises, 914-967-8472. Call now!

News directors: Save time. Avoid mistakes. We'll find the producers, writers, assignment editors, executive producers and assistant news directors you need. Ron Tindiglia Enterprises, 914-967-8472. Call now!

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Tennessee-Knoxville: Outstanding opportunity to join dynamic Department of Broadcasting as assistant professor. Ph.D. in Broadcasting or related field required. Evidence of successful teaching and potential to become productive researcher also required. Department of Broadcasting at UTK emphasizes management in its approach to curriculum and programs. The department operates a 50,000 watt commercial AM All News radio station along with a non-commercial FM station, and produces a weekly television program. We seek an energetic faculty member who is capable of teaching in a variety of areas. Send letter of application and CV by April 24 to: Dr. Sam Swan, Head, 295 Communications, UTK, Knoxville TN 37996. UTK encourages applications from minorities and women. Interviewing at BEA in Las Vegas. EOE.

Graduate assistantships available to qualified students studying in our M.A. program designed to develop advanced skills and knowledge for professional communication fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance. Write to: Dr. Joe Oliver, Graduate Program Advisor, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

Instructor/assistant professor for tenure-track position to teach TV production courses and supervise cable TV operations in a professionally-oriented undergraduate Radio-TV program. Opportunity to help in planning and design of new TV production facilities. Some graduate teaching possible. Ph.D. preferred. MA required. Professional experience and previous college teaching required. Salary competitive. Excellent fringe benefits. Start September 1, 1989. Screening begins June 15, 1989, and position will remain open until filled. Application letter, current vita, and three reference letters may be forwarded to: Dr. Joe Oliver, Chairman, Search Committee, Stephen F. Austin State University, Box 13048, SFA Station, Nacogdoches, TX 75962. Affirmative action/equal opportunity employer.

Coordinator of Industry Relations: Instructor in School of Telecommunications, Ohio University. Responsible for internships, placements, public relations, and visiting professionals program. Master's degree, experience in telecommunications-related field preferred. 12-month appointment, beginning July 1, 1989. Salary \$21,000-\$24,000. Send letter of application, resume and names of three references by May 15 to Charles Clift, RTVC, 253B, Ohio University, Athens, OH 45701, 614-593-4870. Ohio University is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000, Ext. TV-7833.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. TELEPROMPTER. Learn from former ABC Network News correspondent/New York local reporter. DEMO TAPES. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

On-camera video instruction tape. This tape has benefited everyone from entry level to network. Send 49.95 to: The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151.

MISCELLANEOUS

Broadcast talent: Entertainment Law Firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

WANTED TO BUY EQUIPMENT

Wanting 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.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

FM antenna(s) Will buy used FM broadcast antenna(s) - Any make - Any model - Call 806-372-4518.

Cash or equipment trade for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243.

Class A FM needs everything! Autogram console, ITC 99 RAC/play, ITC Delta I or Triples, Moseley MRC-1600 and PCL606, Orban optomod, reel recorders, antenna (107.7 Mhz), transmitter/exciter 1,000 watts. Low price needed! Kidd Communications, 916-961-6411.

5KW AM needs transmitter and more! Must be Continental Power Rock or Harris MW5. Also need Moseley MRC-1600 and PCL 606. Orban 9100, plus studio equipment. Kidd Communications, 916-961-6411.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM Transmitter **CSI T-25-F(1985)** RCA BTF20E1 (1975, 1978, 1974) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

1KW AM Transmitters ** Collins 820D (1981) ** CSI T1A (1981), Sparta SS1000 (1981) ** Collins 20V3 (1967) ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

Nautil 1985, AMFET-5, 5KW AM transmitter like new condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klytrode transmitter. Bill Kitchen, Television Technology, 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E24TF4A1. Good condition available immediately. Bill Kitchen 303-665-8000, ext 101.

FM antennas. CP antennas, excellent price quick delivery. from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Betacam, 3/4" & 1" blank videotape. Broadcast quality guaranteed and evaluated. Betacam - \$5.99. 3/4" - 20 minutes \$4.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji or Ampex. Free shipping. For more info call toll free, 1-800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497.

Hitachi HR-200B, new heads, \$14,000. Sony BVW-40s, \$16,500. Sony BVU-110s, with time code, \$1800. Ampex ACE 200, \$33,900. Call now for your used equipment needs. Media Concepts, 919-977-3600 or FAX 919-977-7298.

Rent our multi-camera remote production truck! Serving the Eastern U.S. - Call Media Concepts, 919-977-3600 or FAX 919-977-7298.

Ampex VPR-1C one inch type C VTR's. 2 avail. good condition. \$6995.00 each. Maze Broadcast, 205-956-2227.

Mobile production van. 42 foot Lufkin with G.V. 1600-7K switcher, Ampex cameras. Just did network shoot. Complete less VTR's. Maze Broadcast 205-956-2227.

Marconi 25KW UHF hi band transmitter on channel 62. Less klystrons and exciter. \$25,000.00. Maze Broadcast, 205-956-2227.

Grass Valley 1600-7K 24 X 3 switcher system with Mark II dual channel digital effects. Available immediately. Price negotiable. Maze Broadcast, 205-956-2227.

RCA TK-46 studio cameras. 3 systems available. Complete with peds, heads, ccu's, etc. Just removed. Best offer. Maze Broadcast, 205-956-2227.

Grass Valley 1600-7K production switcher 24 X 3 with Mark II digital effects. Ready for pick up. FOB West Coast \$42,500. Maze Broadcast 205-956-2227.

Kline tower 645 ft with two platforms, has been dismantled. 205-322-6666. WBRC-TV.

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205-322-6666. WBRC-TV.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

Sony BVT 800 TBC. \$6000. Sony BVU 50 recorder \$2500 214-401-0683.

Used-new AM, FM TV transmitters. LPTV, antennas, cable, connectors, STL equipment, Etc. Save thousands Broadcasting Systems. 602-582-6550.

AM stereo - Complete chain. Motorola C-Quam + CRL AM-4 system Includes 1300 C-Quam exciter with day night two transmitter option 1310 C-Quam modulation monitor. CRL SPP-800 stereo preparation processor, two CRL SEP-400A spectral energy processors, and CRL SMP900 AM stereo matrix processor. Four years old, good condition. Removed 289; changed to Newstalk format. \$10,000 OBO. W.O.C.A. Ocala, FL. 904-732-8000.

For sale: Three TC50 camera systems with lenses, ITE tripods and cam heads 5K each. Call 219-424-5555. Ask for Glenn.

For sale: Used Varian Gen 1 C-band satellite transmitter with new Klyston installed. In excellent condition. Call 804-582-2736.

For sale - COMTECH: 5.5 X 2.4 Meter OFFSAT transportable satellite antenna with one Port feed. Excellent condition. Call 804-582-2736.

Sony BVT 800 TBC. \$6000. Sony BVU 50 recorder \$2500. 214-401-0683.

Broadcast Audio Console System 20. Like new condition. 12 stereo inputs, tone OSC, full range EO on each channel. 3 stereo outputs assignable, redun. power supply, 5 remotes incl. Prices negotiable. Contact Mike Graziano, 413-732-4546.

Crystals: Save a bundle on guaranteed T12A or BH8 vacuum types in stock, trade-ins taken. Also new or replacement crystals for even type holders for AM, FM and TV transmitters. 54 years in business! Eidson Electronic Co., 817-773-3901.

Harris FM 20-K 9 years old, \$29,000 like new Collins 21-E, 5KW AM, \$7,000. Jerry, 315-673-9049.

RCA TTU-30C 30KW UHF TV transmitter, excellent, on-air, \$75,000. Jacques, 315-488-1269.

RADIO

Help Wanted Management

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Help Wanted Management Continued

OWN YOUR OWN STATION

Small market group operator is looking for successful small market manager to become co-owner/manager of their own station. No cash investment required. Earn your equity. Let's talk at NAB convention. Call 1-800-735-2112. Confidential. EOE.

NEW OPPORTUNITY!

THE SOUTH'S NEXT GREAT RADIO STATION IS BEING BUILT. WE'RE LOOKING FOR A GM TO HELP BUILD IT. IF YOU'RE GOT STREET SAVVY, ARE A SELF STARTER, AND HAVE ALWAYS WANTED TO BUILD A WINNING TEAM

RUSH RESUME, PHOTO,
AND CAREER OBJECTIVES TO
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P.O. BOX 11457
HUNTSVILLE, ALABAMA, 35814
EOE.

General Sales Manager for WGFX-FM Nashville

WGFX is a Classic Rocker ready to explode in one of the hottest radio markets in the Southeast. Minimum two years sales management experience with success in achieving budgets, inventory control, and increasing rates. Must be experienced in sales training, motivating, and leading by example. Must be willing to mix it up in a super-competitive radio environment. Sales staff is 8 to 10 people. Benefits include one of the finest radio facilities in the Southeast, a hot new morning show, and all the sales support necessary, plus providing upward mobility in Capital Broadcasting. It's a hero situation.

Send resume and sales philosophy to
Michael S. Crusham,
WGFX,
3100 West End Avenue,
Suite 1200,
Nashville, TN 37202-5246
EOE, M/F

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If you're a seasoned professional with a solid track record, here is a lucrative opportunity.

A rapidly expanding radio network is seeking a top sales management executive.

Extensive background in affiliate sales and national network experience a must.

Negotiable salary plus bonus plan.

Send resume in complete confidence.

Box C-80

EOE

Will you be our new production manager? (Read this, it's a great job!)



North Central Illinois full-time AM and class A FM (soon to be 25K) knows the value of top-flight commercial production. We've installed "major market" multi-track production studio to prove it.

You'll find all the tools and toys you'll need to fill the shoes of our award-winning production manager (who is moving up to the #13 market!).

Show us your creativity and attention to detail with your resume and cassette to: JMcCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301.

Help Wanted Announcers

ATTENTION

Play-by-play announcer
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Send resume to Box C-41.

EOE

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NEWS-TALK
WYNN MOORE, CREATOR OF
THE TOP RATED WWDB PHILA.

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California Broadcasters Association

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A 47 year old pro with 30 years in radio, 20 years management experience seeks GM GSM position with a Southeastern Mid-Atlantic station offering long term growth and stability. A proven winner who can sell program and lead your firm to success in the market place.

CALL (912) 232-4789.

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Free Lance PBP Wanted for 1989 basketball & football

Top PBP from 18 yr. Veteran
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Please reply to Box C-31

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I DIDN'T WANT TO LOSE HIM BUT...

MULTI AWARD—WINNING NEWS SPORTS DIRECTOR READY FOR LARGER MARKET PRIMARY INTEREST IS IN SPORTS WITH EMPHASIS ON BASKETBALL FOOTBALL BASEBALL PBP COVERED HUNDREDS OF GAMES HARD WORKER

HIS NAME IS TOM ROEHL.

CALL ME - I'LL TELL YOU ABOUT HIM.

JACK SCOTT, PRESIDENT/GM, WENT: 518-725-7175.

TELEVISION

Help Wanted Technical

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5 Years experience desired maintaining broadcast digital equipment e.g. ADO, Paint Box, Quantel SS, Chyron, in addition to standard studio cameras, VTR's, switchers.

Send resume to:

Don Hain,
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Miami, FL 33137.
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Rapid growth is forcing us to expand our staff. Young aggressive, high-energy cable network needs some great sales talent.

Affiliate Sales -- requires 2-3 years experience.

Ad Sales -- cable and radio experience preferred.

If you're on a fast track and are looking for a new challenge, send us your resume. No calls please.

NCTV
114 Fifth Ave.
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Attn: Human Resources
EOE.

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TURNER ON-AIR PROMOTION WANTS TOP MANAGERS, PRODUCERS, ANNOUNCERS.

Can you handle Sports?
Movies? Entertainment? News?

We want to see your reel...
then your resume.

We believe in top management,
unlimited creativity,
hard work, quality spots
and having fun.

Send reel and resume to:



PROMOTION

c/o Bill Keith
1050 Techwood Drive
Atlanta, GA 30318

Help Wanted News Continued

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THIS IS IT!
A UNIQUE CABLE NETWORK
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INNOVATIVE HOSTS, FROM
ALL REGIONS, WHO ARE:

- ON THE CUTTING EDGE
- READY WITH YOUR OWN POINT OF VIEW
- FUNNY (DOES THE REST OF THE WORLD LOOK AT YOU WITH A RAISED EYEBROW)?
- A BIT LEFT OF CENTER AND ABLE TO HANDLE ANYTHING THAT COMES ALONG.

JUST THINK OF SITTING
BEHIND A DESK THAT IS
NOT REALLY THERE.

IF YOU THINK YOU'VE GOT THE STUFF, AND
HAVE ON-AIR EXPERIENCE AND ARE
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Research Department invites television researchers to consider joining our bright, dedicated, youthful organization as Associate Director. Position involves management of all national audience data. PBS's station carriage (line-ups) system, and an ongoing opinion survey of station program managers. Works with programming department stations and producers. Prepares regular and custom reports and analyses. Candidates must possess strong research and writing skills, a graduate degree (with some statistics) in broadcasting or communications, personal computing (including spreadsheet) skills, and a minimum of 5 years experience in broadcast audience research. PBS offers a salary commensurate with experience and a competitive benefits package. Interested candidates should respond with a letter of interest, resume, and salary requirements to:



PBS is an equal opportunity employer.

PBS

Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314

Help Wanted News

NEWS MANAGER WANTED

Growth market news director needs strong "Number Two" for day-to-day operations. Sunbelt VHF affiliate on the move. Leadership skills, successful track record and newsroom savvy are musts for this position. No beginners need apply.

Send resume and salary history to:
Box C-65
EOE, M/F

ONLY THE BEST

Anchor team needed for upcoming Live at Five news effort. Sunny medium-market affiliate with journalistic credentials wants anchors with same. No beginners please!!! Previous experience is absolutely positively mandatory.

Send resume and salary history to:
Box C-70
EOE.



CNN/HEADLINE NEWS RESEARCH PROJECT MANAGER

Turner Broadcasting System has an opening in its Research Department for a Project Manager specializing in CNN and Headline News. Position requires the management of research projects dealing with ratings and audience analysis for the two news services. Emphasis is on programming, scheduling, promotion, and marketing. **Qualifications:** Experience in TV/Media research, preferably audience and programming research, a strong analytical background, and the ability to identify and solve problems. Must be able to take the initiative, conceptualize, and execute projects. Need quantitative skills; PC knowledge and experience, and creative writing ability. Understanding of/interest in news and news programs a must.

Absolutely No Calls. Send Resume and Salary Requirements to:

CNN/HLN Project Manager
TBS Research Dept.
One CNN Center
P. O. Box 105366
Atlanta, GA 30348-5366

EOE

PLEASE NOTE:

When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does NOT forward tapes to Blind Boxes.

ALLIED FIELDS
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Nation's most dynamic and fastest growing single-source consumer information company is looking for a select few media professionals to fill regional manager positions. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company (we're making our fourth move in three years).

send your resume to:
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at Impact Resources
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Westerville, Ohio 43081.
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Western based communications brokerage firm seeks energetic, experienced broadcast broker with financial background. If you desire unlimited earnings potential and are a self-motivated professional, with a high degree of integrity and a record of performance send a letter and resume with references to:

Box C-75

All resumes kept strictly confidential
Firm is an equal opportunity employer

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**Lum and Abner
Are Back**

... piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

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Get the first word on the best jobs with MediaLine. A daily phone call puts you in touch with the freshest job openings in television. For more information call:

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in CA: 408-296-7353

MediaLine
THE BEST JOBS ARE ON THE LINE
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Business Opportunity

**STATION OWNERS
DOUBLE
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Columbia School of Broadcasting has developed a program which makes your broadcast property serve a double purpose and produce a new profit dividend. Get the details on the exclusive license for your market and tap into a major profit center! Call our License Director at
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or write to:



**5858 Hollywood Blvd.
Hollywood, CA 90028**

Public Notice

PUBLIC NOTICE
The Board of Directors
of National Public Radio

will meet in open session on Saturday, May 20, beginning at 1:30 p.m. Pacific Time at the St. Francis Hotel, 335 Powell Street, San Francisco, California. Subject to amendment, the agenda is: Chair's Report, President's Report and Committee Reports, FY 1990 Budget, The Audit, Development, Membership and Programming Committees will meet on Thursday, May 18; the Distribution/Interconnection and Finance Committees will meet on Friday, May 19; and the Planning and Priorities Committee will meet on Saturday, May 20 at the same location.

Consultants

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For new drop-ins or upgrades. \$150 each.
New station applications too. Fast service.

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We purchase Accounts Receivable
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BY APPT. ONLY -

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312-272-4970

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DEBT FINANCING**

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CALIFORNIA

Powerful fulltime News/Talk.
Reasonable.

Reply with full facts about self.
Family, financial, desire and photo.
Box C-83.

**CLASS A-FM STEREO
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NORTH MISSISSIPPI
CASH OR TERMS
PRICED TO SELL
REPLY TO BOX C-780
CLEVELAND, MS 38732**

FLA - GA - VIRG. IS.

AM 5 KW N. FLA.	\$495,000
AM 10 KW E. COAST FL	\$500,000
AM/FM COASTAL	\$2,750,000
AM/FM SOUTH GA	\$450,000
FM U.S. VIRG. ISL. 50 KW	\$1,300,000
FM N. FL. (CASH FLOW)	\$2,200,000

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**TWO MAKES A COMPANY, BUT
THESE THREE WOULD MAKE
A GREAT GROUP**

OKLAHOMA LARGE MARKET C1 FM
Good cash flow and billing
in sound military base market

NW ARKANSAS RESORT CLASS A FM
Fastest growing tourist market in Arkansas
Brand new facilities just four years old
asking just \$360,000

NEW FLORIDA CLASS A FM WITH C2 UPGRADE
Only FM in market of 30,000
valuable real estate goes with the sale
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WILLIAM W. JAMAR OR PAUL MAYES JAMAR
512-327-9570

R. E. Meador & Associates

MEDIA BROKERS

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LAS VEGAS HILTON
Suite 310**

Ralph E. Meador
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Lexington, MO 64067
816-259-2544

Randy Meador
Kansas City, MO
816-455-0001

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Best cash offer above \$600,000.

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- * Fulltimer. Big Mississippi city. Good real estate. \$120,000. Terms.
- * 100,000 watts in large Montana city. \$700,000. Terms.
- * Many AM/FMs and Class Cs nationwide.
- * See you at NAB - by appointment only.

 Broadcast Communications Division
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MOTIVATED SELLER

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BOX C-76

ATTENTION

**FIRST TIME RADIO STATION OWNERS
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Low Price - Terms Available
Well-equipped - State-of-the art
Must see - Inspection invited

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Top 100 Mkt.
Top rated in keytime periods.
Geraldo & Oprah recently renewed
Excellent upside.
State-of-the-art equip.
Revenues \$3.750 mil range
Cash price under \$12.5.
Box C-64

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RADIO**

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Box C-67.

Protect Yourself.
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Contact via LV Hilton hotel
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NAB ADDRESS:

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Media Brokers • Consultants

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BROADCASTING CORP.**
Price
\$5 MILLION

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MEDIA BROKERS • CONSULTANTS

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Area Code (818) 988-3201

See Us —

At the NAB Convention
April 29 - May 2

The Las Vegas Hilton - Suite 319
Dick Paul / Tom Snowden

SNOWDEN Associates

Media Brokers 919-355-0327



NORTHWEST COMBOS

Top technical facilities
profitable medium market
make offer now
to owners splitting up
Include financing references
for \$2.1 million cash or more
Some terms available
Reply Box C-82

**NAB CONVENTION
FOR APPOINTMENT CALL
800-237-3777**

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CA	AM/FM METRO	\$4,600,000
CA	FM METRO	\$4,200,000
HI	AM/FM C/F	\$3,000,000
NW	AM/FM METRO	\$2,400,000
CA	FM MED	\$1,500,000
CA	FM MED	\$1,400,000
NW	FM SM	\$650,000
NW	AM/FM SM	\$500,000
NW	AM MED	\$495,000

CLIFF HUNTER
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- * Profitable NE Stereo AM/W/real estate \$650 terms.
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- * SC FM Class A in premier resort mkt-\$700/terms.

RON HICKMAN
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Newton, NJ 07860
In Las Vegas at NAB call 634-6777!
Office 201-579-5232.



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Brokers and Consultants to the Communications Industry
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NEW YORK STATE COMBOS

Two fast-growth AM/FM properties in attractive metro and small markets. Offered separately or in package for \$2.5 million for both combos. **Details available from Keith Horton or any associate at our Suite 1710 - Las Vegas Hilton during the NAB convention.**

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Resort market cash flow FM
High ratings, asking \$2.5 million
Please direct all inquiries to:
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Nationwide Media Brokers
Chapman Associates

San Francisco office:
415/937-9088

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This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

Use our practical guidebooks and manuals to advance your career in the Fifth Estate

BROADCASTING BOOK DIVISION

Write for a brochure:
Broadcasting Book Division
1705 DeSales Street, N.W.
Washington, DC 20036

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods will be run if all information is not included. No personal ads.**

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

NBC's John Miller: Singing the network's praises

As a member of two international champion barbershop quartets, and with parents who were musicians, John Miller, NBC senior vice president, responsible for all entertainment, news, sports and corporate advertising and promotion activities, might very well have made his career in front of the camera.

"I went to Kansas University as a theater major, with the intention of becoming an actor, and after a while, I decided I was going to make a minor course correction by going into TV journalism. I found that I had a knack for production as well as an enjoyment for it. I figured that if I ever had the chance to cross back in front of the camera, I would. So far, that hasn't happened," he said.

After a year or so of freelance production work following graduation, Miller joined WMAQ-TV Chicago as a production assistant. One of his first duties at the NBC O & O was overseeing the production of the early morning inspirational message and meditation at the station's sign-on. "There were times that the crew would literally fall asleep during the meditation segment."

In the year following his joining WMAQ-TV, and his being named associate producer, Miller moved from production to on-air promotion director. "Bob Walsh, the station manager at the time, said: 'We need you to give promotion a try.' I found that I liked it and was given a lot of freedom to produce and create things with promotion as well as getting shows launched."

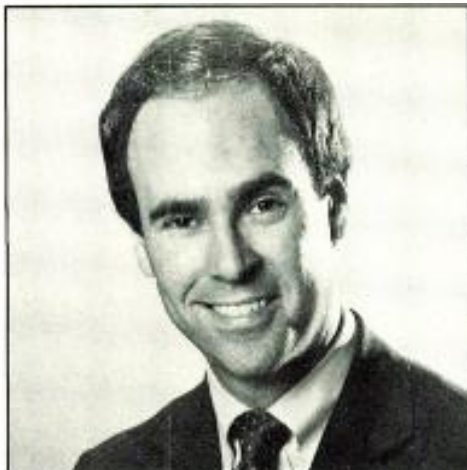
Apparently, Miller took to his new responsibilities quickly, because in 1976, six months after taking over as promotion director for the station, Miller was offered the on-air promotion manager's job at WBBM-TV, the CBS station in the market. "The CBS station noticed what I was doing, and after four years at WMAQ it was time to move on," he said. After two years as the on-air promotion manager, Miller was named the station's promotion director.

Following his four-year stint at WBBM-TV, Miller was hired by Steve Sohmer, then vice president of advertising and promotion for CBS, to be director of affiliate promotion services in Los Angeles. In his new position, Miller reported directly to Sohmer. The working relationship with Sohmer was one that would continue until 1985, when Sohmer left NBC.

"I consider that I got my promotional master's degree through my working with him [Sohmer]," says Miller. "Having worked with him, I learned a lot from his successes as well as his failures; he's a bigger-than-life personality."

A year later, in 1981, Miller went to New York as director of advertising and promotion for CBS News.

"1981 was a trying year for CBS; it was



JOHN DOUGLAS MILLER—senior vice president, NBC, and member of NBC Program Development Group, Los Angeles; b. Oct. 7, 1950, Chicago. BA in public communications, Syracuse University, 1972. Freelance producer, 1972-73; production assistant, associate producer, on-air promotion manager, WMAQ-TV Chicago, 1973-76; on-air promotion manager, WBBM-TV Chicago, 1976-78; promotion director, WBBM-TV 1978-80; director, affiliate promotion services, CBS, Los Angeles, 1980-81; director of advertising and promotion, CBS News, New York, 1981-82; VP, affiliate promotion services, NBC, Los Angeles, 1982-83; VP, advertising and promotion, NBC West Coast, 1983-84; VP, advertising and promotion, NBC Entertainment, 1984-85; VP, advertising and promotion, NBC corporate communications, 1986-89; current position since March 1989: m. Sharon Worsham, July 4, 1981; children—Bobby, 19, and Jason, 14, from wife's previous marriage, and Justin, 5, and Jon-Michael, 2.

the year that Cronkite left and Dan Rather took over, and Ed Joyce also came in. Initially, in the news division, the attitude was: 'We know that we have to do this promotion thing, but we really don't want to be aware of it or dirty our hands with this promotion and advertising business.' And then when Ed Joyce came in, it was: 'Come on, where's the promotion?' It was a major switch from doing a job that was shunned to one that was given higher visibility."

In 1982, Miller joined NBC as vice president, affiliate promotion services, Los Angeles, in the process going from the top-rated network (CBS) to the third-place network (NBC). In coming to NBC, Miller says, "we did look at what NBC had done in the past, and try to make some changes, but the biggest thing we did, and it's something that I have tried to maintain because I think it's vital to our success, is to never do things the way you did them yesterday."

"Back when I joined NBC, the network was not just in third place, but it was described in the media as a 'dismal' third

place. It was really depressing to call in for the numbers each morning; there was a lot of indigestion seeing those 18 shares for shows that we felt had a lot of promise."

Miller remembers the discouragement of that time. "We felt that we had sort of reinvented the promotional wheel, that that by itself would generate some movement. We learned that you can't just be clever, you have to tell the people what the show is about," a reference to promotional spots that garnered a lot of attention for going after the competition but left viewers without a clear idea of what the NBC alternative was.

"The low point," he says, "was in the fall of 1983, when we had nine new shows, and by mid-season they were gone." NBC's fortunes began to change following that disastrous fall. Several of the network's mid-season replacements that season, namely *Night Court* and *TV's Bloopers and Practical Jokes*, began to catch on, and in 1984, with the addition of *The Cosby Show*, the network was positioned to win its first prime time ratings race.

Promoting a first-place network is markedly different from promoting the last-place network, according to Miller. "When you're the underdog, [promotional spots that go after the competition] can work for you; if you're considered the top dog, and you go after a weak show, then you're just sort of looked at as a bully, and it doesn't work, so you really have to pick your spots to do that kind of competitive advertising."

In August 1985, Miller was named to oversee all of the network's advertising and promotion efforts following Sohmer's exit to join Columbia Pictures as its president. Just last month, Miller was named senior vice president and joined the NBC Program Development Group, which is chaired by Brandon Tartikoff, president, NBC Entertainment.

In the almost four years since taking over, Miller says that the business of promoting a network has changed almost as much as the networks themselves. "Now I'm looking for more unusual avenues to exploit what we do. Three years ago, we hadn't put promos on videocassettes, we didn't do direct mail... Those are the things that have been additive to the basics that we have maintained, but that's what makes this job interesting and unusual, looking for those new promotion forms."

After having spent so much time performing before audiences in barber shop quartets, and coming from a family with a performance background, it's not surprising that Miller's philosophy toward promotion contains a strong element of showmanship with no reluctance for taking chances. "The biggest promotional successes are things that have no right to work but somehow they do," he said. "But if there's a failure, it's not so much in taking a risk, it's in not taking the risk."

Media

Appointments at Nationwide Communications Inc. (NCI), Columbus, Ohio: **Charles L. Fuellgraf Jr.**, board member of NCI and parent Nationwide Insurance, named chairman. Fuellgraf replaces retiring board chairman **Wendell H. Weller**. NCI is group owner of 16 radio and four TV stations.



Fuellgraf



Pahigian

Cary Pahigian, VP, operations, Sconnix Broadcasting Co., Vienna, Va.-based group owner, six AM and seven FM stations, resigned to form consultancy.

Joseph A. Wyant, director of marketing, Viacom Cablevision of Dayton Inc., Ohio,

joins TKR Cable Company as general manager of Warwick, New York, system.

Jerry Smithwick, VP and station manager, WJHG-TV Panama City, Fla., named VP and general manager. Smithwick succeeds **Ray Holloway**, who retired April 1.

Craig R. Ghiotti, assistant to president, Times Mirror Broadcasting, Greenwich, Conn., joins Times Mirror-owned KTVI(TV) St. Louis as controller and treasurer.

Jeanette M. Greer, business manager, KFDM-TV Beaumont, Tex., will retire June 1. Greer has been with KFDM for 43 years and has been member and officer of American Women in Radio and Television since 1933.

Ron Carter, VP, sales, KIRO(AM) Seattle, joins KMBZ(AM)-KMBR(FM) Kansas City, Mo., as VP and general manager.

James Corwin, general sales manager, WHJY(FM) Providence, R.I., named VP and general manager, WHJJ(AM)-WHJY(FM). Both stations are owned by Hartford Conn.-based Griffin Group.

Marjon van den Bosch, general manager, noncommercial WEVO(AM) Concord, N.H., resigns effective April 28.

New York, named executive VP; **Ezra Helfand**, account supervisor. New York, elected senior VP; **Mary Beth Williams**, account supervisor, New York, named VP; **Cindy Bokhof**, creative director, Chicago, named VP; **Virginia Washburn**, producer, Chicago, named executive producer; **Kristin Keramidas**, media planner, Chicago, named media supervisor.

Gwyn Kaufman and **Ronald Von Urff**, associate media directors, J. Walter Thompson, New York, named senior VP's.

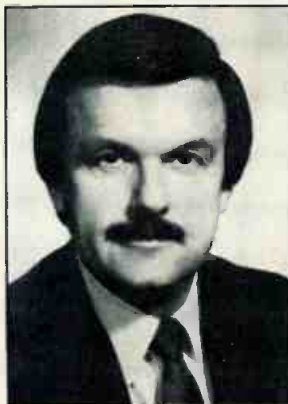
D. Daniel Michel, president of marketing, Columbia Pictures, Los Angeles, joins Tracy-Locke/Los Angeles, as general manager.

Appointments at Seltel: **Bruce Marks**, account executive, KTTV(TV) Los Angeles, joins Seltel there in same capacity; **Bruce Reinheckel**, account executive, Independent Television Sales, New York, joins Seltel there in same capacity.

Appointments at Katz Communications Inc.: **Bob Turner**, manager, Katz Radio's Houston office, named sales manager, Katz Radio Group Network, New York; **Tony Santino**, sales manager, Katz Independent Television, San Francisco, named sales manager; **Ginger Hollinger**, VP and media director, The Dakis Concern, Orinda, Calif., named sales executive, Katz Independent Television, San Francisco; **Richard Goodsell**, sales executive, WAGA-TV Atlanta, joins Katz Continental Television there in same capacity; **John Brejot**, account ex-

Marketing

Appointments at DDB Needham: **Kent DeFelice**, director of corporate development,



Ondrick



Russel



Tash

'Broadcasting' names three to sales posts

The advertising staff of BROADCASTING was augmented last week by the addition of regional sales managers in the New York and Hollywood offices and the promotion of a third regional sales manager in Washington, it was announced by Kenneth W. Taishoff, vice president of sales and marketing.

Joseph E. Ondrick, marketing director of Burson-Sant Andres Productions (a division of Burson-Marsteller), New York, joined the magazine as East Coast regional sales manager. John R. Russel, regional sales manager for Claster Television, Timonium, Md., joined as regional sales manager for the West Coast, based in Hollywood. Robert (Skip) Tash, who had been Southern sales manager, was named regional sales manager for the Midwest and Southern areas.

Also last week, it was announced that David Berlyn, senior sales manager in New York, would retire in June after more than 40 years service with BROADCASTING. Tim Thometz, who had been Western sales manager, resigned to pursue business interests in the Pacific Northwest.

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- Send your people (salespeople and managers or prospective managers) to AMTC in NY for a customized program.
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Any of these plans is an investment in the future of your station and one that will deliver benefits year after year. Call for more information.



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ective, Katz Radio, Houston, named sales manager; **Gary Deserrano**, account executive, KZZB-AM-FM Beaumont, Tex., joins Katz's Republic Radio, Houston, as sales manager; **Linda Ogden**, sales executive, KTXA(TV) Fort Worth, joins Katz American Television, Dallas, in same capacity; **Jamie Smith**, senior media buyer, N.W. Ayer, Los Angeles, joins Katz's Christal Radio there as account executive.



Kager



French



Connors

Appointments at WWOR(TV) Secaucus, N.J.: **Christopher T. Kager**, national sales manager; **Robert French**, New Jersey sales manager, and **Timothy J. Connors**, local sales manager, named VP's.

Ronni Brand, consultant, joins Radio Advertising Bureau, San

Carlos, Calif., as Western regional director.

Karen Zollman, director of advertising sales, Nickelodeon/Nick at Nite, New York, named director of advertising sales, Eastern region, for co-owned MTV.

Donald Ershow, Eastern region sales manager, The Weather Channel, New York, named VP, director of ad sales.

Appointments at KVIA-TV El Paso: **Dan Overstreet**, national sales manager, named general sales manager; **Larry Bracher**, account executive, named local sales manager.

Patrick J. Mullen, general sales manager, WXMI(TV) Grand Rapids, Mich., named VP.

Joan Martin, account executive, M & M Syndication, Philadelphia, and **Dennis Merritt**, manager, MMT Sales, Charlotte, N.C., join WHNS(TV) Greenville, S.C., as marketing specialists.

John Wolfe, general sales manager, WTZA(TV) Kingston, N.Y., joins WXXA-TV Albany, N.Y., as account executive.

Programming

Stephen P. Taylor, VP and corporate controller, Paramount Pictures Corp., New York, named senior VP, finance, Los Angeles.

William B. Klein, VP, business affairs, CBS Entertainment, Los Angeles, named senior VP, business affairs.

David Van Valkenburg (r), former president of KBLCOM Inc., joined Cablevision Industries today as president. Van Valkenburg resigned from KBLCOM last week, as part of changes within the company relating to its purchase of Rogers Cablesystems.

Cablevision Chairman and Chief Executive Officer Alan Gerry will be handing over the presidency title to Van Valkenburg, said Gerry, and Van Valkenburg will take on the functions of that title. Cablevision has grown rapidly in recent years, and the private cable company is bearing down on the one-million-subscriber mark.

Don Jordan, chief executive officer, and Jack Greenwade, chief operating officer, will continue in those capacities at KBLCOM. The company, a subsidiary of Houston Industries, based in that city, also owns 50% of Paragon Cable, a joint venture with American Television & Communications, which serves 735,000 subscribers. The Rogers systems added 550,000 subscribers to that count.

Van Valkenburg had shifted from Paragon to KBLCOM last August to assist in integrating the Rogers properties into the company. That acquisition was completed on March 14.



Betsy Newman, manager, comedy development, Columbia Pictures Television, Los Angeles, joins Republic Pictures Productions Inc. there as director of television development.

Howard Grafman, chairman, Century National Entertainment, Chicago-based production company, will assume additional duties of president and CEO. Grafman replaces Lynn A. Christian, who resigned to become senior VP of radio for National Association of Broadcasters (BROADCASTING, April 10). Grafman will remain in Chicago temporarily before relocating to CNE's new Los Angeles offices.

Appointments at Arts & Entertainment Cable Network, New York: **Carole Kealy**, director of affiliate marketing, named director of community development. Kealy will be responsible for developing and implementing community marketing programs. **Ted Yorio**, executive director, marketing, Vision Cable Communications, Englewood Cliffs, N.J., named director, affiliate marketing.

Thomas Russo, director, program analysis and development, MCA TV, Los Angeles, joins Universal Television, Universal City, Calif., as director, long-form programming.

Chris Gerondale, research analyst, Columbia Pictures Television, Los Angeles, named manager, syndication research.

Nancy Alspaugh, executive producer, *Evening Magazine*, WBZ-TV Boston, joins Group W Productions, San Francisco, as

executive producer of *This Evening*; **Abby Melamed**, producer, Group W's *This Evening*, and national producer, *PM Magazine*, named executive producer of *PM Magazine* and senior producer of *This Evening*.

Appointments at ESPN, Bristol, Conn.: **Mike Lennhoff**, program pricing analyst, named manager, program pricing; **Mo Dav-enport** and **John Wildhack**, producers, named coordinating producers; **Neil Goldberg**, producer, named senior producer.

News and Public Affairs

Appointments at NBC News: **Shelley Lewis**, senior producer, *Mainstreet*, children's TV show, New York, named executive producer; **NBC News at Sunrise**, New York; **Henry Champ**, Pentagon correspondent, Washington, named Congressional correspondent.

Greg Neubacher, newscast and special projects producer, WDIV(TV) Detroit, joins WXYZ-TV there as 11 p.m. newscast producer.

Melvin Coffee, 5 p.m. news producer, KUSA-TV Denver, joins KXAS-TV Fort Worth as 10 p.m. news producer.

Appointments at WITN-TV Washington, N.C.: **Lloyd Williams**, reporter, WECT(TV) Wilmington, N.C., named reporter; **Frank Blacklocke**, photographer, WCBD-TV

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Christian, S.C., named photographer; **Vernon E. Bryant**, promotion director. WDHN(TV) Dothan, Ala., named photographer.

Derick Moore, correspondent and producer, Washington News Network, independent television news bureau, Washington, resigned April 1 to become freelance correspondent and producer in Washington.

Odetta Rogers, weekend anchor and reporter, WLVI-TV Cambridge, Mass., joins WFSB(TV) Hartford, Conn., as anchor and reporter.

Allied Fields



Vierra



Burchill



Wynne

Gerdy Lenfest, president, Lenfest Communications, and **John Hendricks**, president, The Discovery Channel, elected board members.

Laurence Tisch, CBS chairman, will receive honorary doctorate from Technion-Israel Institute of Technology on May 18 at dinner in New York.

Charles F. Rule, head of Justice Department's Antitrust Division, joins Washington law firm of Covington & Burling as partner.

Ray Schonbak, partner, Media Venture Partners, broadcast brokerage firm, San Francisco, resigned effective May 1 to pursue other interests.

Appointments at Burkhardt/Douglas & Associates Inc., Atlanta-based media consulting firm: **Greg Gillispie**, media consultant, named executive VP, production development; **Gary Burns**, media consultant, named executive VP, client services.

Steve Seidmon, VP, research, MTV Networks, New York, joins Decision Research

Elected officers, Cabletelevision Advertising Bureau, New York: **Fred Vierra**, president, United Cable TV, elected chairman; **Tom Burchill**, president, Lifetime, elected vice chairman; **John Wynne**, chairman, The Weather Channel, elected treasurer; **Gerdy Lenfest**, president, Lenfest Communications, and **John Hendricks**, president, The Discovery Channel, elected board members.

Corp., Lexington, Mass., as research consultant and director of entertainment division.

Jenny Attiyeh, producer and arts reporter, noncommercial KCRW(FM) Santa Monica, Calif., awarded 1989 Asian American Journalists Association National Award for Asian American Issues for radio documentary *The Nisei, What Do We Owe?* Program dealt with responses of Japanese-Americans in Los Angeles to reparations bill signed by President Reagan authorizing payment of \$20,000 apiece to internees of World War II detention camps.

Technology

Curtis Chan, VP, marketing and development, Centro Corp., fixed and mobile teleproduction facilities designers, Salt Lake City, joins Ampex Corp., Redwood City, Calif.-based broadcast and video equipment manufacturer, as senior product manager.

Rex Porter, director, CATV sales, Pyramid Industries, Phoenix, joins Midwest CATV, cable equipment distributor there, as VP, Western region.

Eugene E. Bormann, senior account executive, satellite services, Compact Video Group, Burbank, Calif., joins Atlantic Satellite Communications, Northvale, N.J., as consultant.

Gabrielle Snyder, manager, traffic and facilities, Private Satellite Network, satellite services provider, New York, named director of operations.

Mike Peyton, VP, operations, United Video, Tulsa, named senior VP, satellite resources and transmission services.

Denny K. Fussell, freelance engineer, joins World Sports Enterprises, production company, Atlanta, as director of engineering.

Perry Priestley, regional sales manager, Varian TVT, Dallas, broadcast product manufacturer, joins EEV Inc., Elmsford, N.Y., as sales manager, UHF TV klystrons.

Steven R. Hopkins, VP, Tower Structures Inc., San Diego, named president and CEO. Hopkins succeeds **Ben R. Hopkins**, who will continue as chairman of board of directors. **R.C. "Chuck" Forrest**, sales manager, named VP.

Deaths



Poole

John B. Poole, 76, lawyer, broadcasting executive and former chairman, Poole Broadcasting, died April 14 of arteriosclerotic cardiovascular disease at his home in Miami Beach, Fla. Poole graduated from Detroit College of Law in 1936. From 1945 to 1955 he was secretary, VP and general counsel of Storer Broadcasting, Detroit. In 1960 Poole joined Capital Cities Communications, New York, as director and chairman of executive committee. In 1964 he founded Poole Broadcasting, owner of WJRT-TV Flint, Mich., WTEN(TV) Albany, N.Y., and WPRI-TV Providence, R.I. Poole sold company to Knight-Ridder in 1978. Poole served on boards of Knight-Ridder Newspapers Inc. and Capital Cities/ABC Inc. Survivors include his wife, Evelyn, daughter, Leah, and son, Michael.



Cahan

Herbert Cahan, 74, former general manager, WJZ-TV Baltimore, and board member of Westinghouse Broadcasting, died April 12 in Baltimore of heart attack while playing tennis. Cahan graduated from Pennsylvania State University in 1939 and joined

Transradio Press in Philadelphia as reporter and later advertising manager. After World War II Cahan joined WFIL-TV Philadelphia as news writer and editor. In 1948 he joined WAAM-TV (now WJZ-TV) as program operations manager. Cahan went to WBZ-TV Boston as program manager in 1956, remaining there until 1961. He then returned to WJZ-TV as general manager and later area VP for Baltimore. Cahan was also active in educational television in Baltimore in 1960's. In 1966 he was named chairman of Maryland Educational Cultural Broadcasting Commission. Cahan was also chairman of ABC TV Affiliates Board of Governors and served on National Association of Broadcasters Liaison Committee with Corporation for Public Broadcasting. He retired from WJZ-TV in 1974. Cahan is survived by his wife, Jane, son and daughter.

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Bernard Shaw: CNN's anchoring reporter

"Imagine yourself walking a plank in space," says CNN principal anchor Bernard Shaw about his decision to join the 24-hour cable news service at its inception in 1980. At the end of the plank could loom a black hole or *terra firma* (the network was not yet on the air and was far from a sure thing). Nine years later, Shaw and CNN are on solid footing. CNN is now regularly included in references to the network news fraternity (putting Shaw in the heady company of Brokaw, Rather and Jennings).

"The early days were wild," says Shaw. "We were building something, so we worked extremely hard. We worked on the weekends. We worked whenever we had to work. It was exciting. We were working on something that nobody else had, or had done, or was doing. We felt we were pioneers. That was one of the big enticements in coming to CNN. I thought CNN was the last frontier in television."

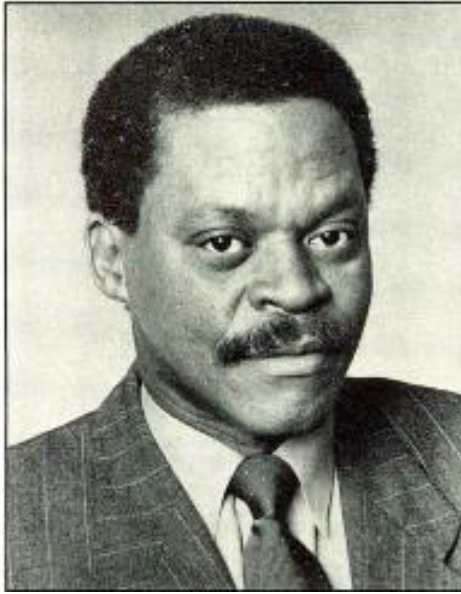
Shaw's decision was not an easy one. At the time, the country was in a recession, inflation was around 21%, and he was negotiating a contract with ABC. He received calls and invitations from CNN. "They made an offer, more money than ABC was willing to offer me, and I had to consider it." Shaw also had to consider his wife, Linda, and their two children. But it was Linda, he says, who convinced him to do it. After watching him pace the dining room floor for two weeks, she said: "If you don't do it and CNN takes off, I won't be able to live with you."

The 24-hour news network has indeed taken off. Recently, one of Shaw's two co-anchors, Mary Alice Williams, was wooed to an anchor position at NBC News. But Shaw feels there is still challenge there. "I especially like the presidential campaign seasons," he says. "What we did last year was just intoxicating. *Inside Politics* was a half-hour, five-day-a-week program, with nothing but politics as the subject."

And on that subject, last year Shaw moderated the second presidential debate held in October in Los Angeles, and co-moderated the April 1988 Democratic presidential candidate debate.

Still, Shaw's preference is the breaking story: "That is when I really love this business," he says, "when there are no scripts, when it is not a prepared newscast...when it's happening and it's you against the world. It is exhausting, and draining mentally, but that, to me, is the consummate challenge."

A challenge, Shaw believes, that can only come after paying some dues. "I think before you sit before a network television audience you must have had as much experience as you could get, locally, nationally and internationally, so that you can understand and anchor better," he says, adding:



BERNARD SHAW—anchor, Cable News Network, Washington; b: May 22, 1940, Chicago. Studied history, University of Illinois, Chicago, 1962-64; anchor-reporter, WNUS(AM) Chicago, 1964; news writer, WFLD(TV) Chicago, 1965-66; reporter, WIND(AM) Chicago, 1966-68; White House correspondent, Westinghouse Broadcasting, Washington bureau, 1968-71; correspondent, Washington bureau, CBS News, 1971-77; Latin American correspondent, bureau chief, ABC News, Miami, 1977-79; correspondent, Washington bureau, 1979-80; current position since 1980; m. Linda Allston, March 30, 1974; children—Anil, 13, and Amar, 12.

"A lot of people think that anchors are just there, reading copy. Anchoring is much more than that. It requires using journalism skills that you could only learn having been a reporter."

Shaw speaks from experience. He began his career writing for his high school and college newspapers. He was hired to "pull copy" in the newsroom of all-news WNUS(AM) in Chicago, and later was assigned to cover local stories as an anchor and reporter. He joined Westinghouse Broadcasting's WIND(AM) Chicago as a reporter in 1966 and was transferred to the Washington bureau in 1968, where he was White House correspondent. In 1971, he joined CBS, covering various government agencies for the next six years.

In 1977, Shaw, who had studied Spanish in college and speaks the language fluently, decided he "wanted to cover Latin America. I felt it was undercovered. But there wasn't an opportunity at CBS. I told ABC about my desires, and they said: 'If you want to cover Latin America, come on and join us.' And that's what I did."

About that assignment he says, "It was exciting, but it was sad. It was a real educa-

tion about problems in that part of the world." It was also an education in the dangers of reporting: "I lost a colleague, Bill Stewart, who was murdered on that beat. I have a picture on the wall of Bill, of them bringing his body back from Panama. It reminds me of just how dangerous this business is."

Shaw's career in the news business began when he was 13 and growing up in Chicago (a city which he considers "the best news town in this country"). He used to spend much of his time watching CBS's Ed Murrow. "He was my idol," he says, "and I used to watch everything he did, along with the things that Cronkite did." Shaw's interest in journalism goes back beyond that, to the example of his father. "My father read newspapers constantly," he says, "to the point that he kept them stacked around the house." A glance at Shaw's office, packed with stacks of newspapers and magazines and impassable except for a narrow passage to his desk, confirms the legacy.

In 1961, while in the Marine Corps, Shaw had the opportunity to meet Walter Cronkite. He lives by the advice Cronkite gave him: "Read, read, and read." He was right. He was absolutely right. You have to be interested in everything because you never know where you are going to be assigned or what you are going to cover. You have to be a vacuum cleaner when it comes to human life. You have to be interested and curious about it."

Shaw's early passion for news was fueled by reporters he would seek out and question. "I used to visit newsrooms and talk to reporters who were on the air, and also to print reporters. I would make it a point to go on tours of the newspapers, and to seek out these people and ask them: 'How did you get started?' And they would take time out to talk to me."

To any young reporter seeking out his advice, Shaw would say: "Learn how to listen. I do an average of three interviews a day and this is why I feel so strongly about listening. You listen very carefully to newsmakers, and they are saying a lot. Even," he adds, "when seemingly they are not saying anything."

Recalcitrance on the part of an interview subject only serves as a spur, he says. "I'm like a mother hen about our viewers. I don't like to see their intelligence assaulted by an interviewee who is not being palms up with them. It's a real cat and mouse game. Sometimes you succeed, and many times you don't."

Despite the long hours—and years—Shaw has logged in the business, he is afraid of never knowing enough. "The account is always open," he says, "because presumably you're always learning. If you ever stop being curious about the world and about people, as a journalist, you should just close your career. You never know enough." □

With no debate and Chairman Ernest Hollings (D-S.C.) presiding, Senate Commerce Committee last Tuesday sent legislation codifying fairness doctrine to Senate floor where it will be taken up later this year. Committee adopted amended version of bill that conforms to House version that was reported out of House Energy and Commerce committee earlier this month (BROADCASTING, April 17). Congress is likely to pass fairness legislation, but President Bush may veto as President Reagan did when he was sent similar bill two years ago. Unlike original introduced by Hollings, substitute contains same enforcement provisions as fairness rule repealed by FCC in August 1987 and prohibits criminal penalties. All 11 committee members on hand for markup of several bills approved substitute by voice vote, but Republicans Bob Packwood (Oregon) and Larry Pressler (South Dakota) sent word that they were against it. In prepared statement, Packwood said he hopes Bush will veto bill. "I have certainly urged him to do so," he said.

RKO and Buckley Broadcasting have reached settlement agreements for WOR(AM) New York with six competing applicants. Station will be sold for \$25.5 million, of which \$16.5 million will be paid to RKO and \$9 million divided among applicants. Buckley Broadcasting is Greenwich, Conn.-based group of five AM's and nine FM's. RKO is selling stations in wake of 24-year-old comparative renewal case. FCC ruled RKO unfit licensee in 1987, but has been approving station settlements on case-by-case basis (BROADCASTING, Nov. 18, 1988).

Acting on precedent, FCC is expected at open meeting Wednesday (April 26) to approve trust to hold and manage Rupert Murdoch's WFX(TV) Boston. With station in trust, Murdoch will not have to sell station to comply with FCC's ban against common ownership of newspaper and broadcast station in market. Murdoch also owns *Boston Herald*. FCC approved similar arrangement in connection with Warner-Lorimar merger last year.

QVC Network announced plans last week to start second shopping channel by Jan. 1. Move could indicate that company may merge or buy another cable home shopping service, Cable Value Network. QVC officials are keeping plans for second channel close to vest, only saying it will be "innovative." Second channel will put QVC "in a better position to take advantage of duplicated carriage," said QVC Chairman Joseph Segel. If QVC bought CVN, talk that has surfaced before, it apparently would replace CVN with second service. "Nonduplicated carriage could be converted to our main program," QVC said. TCI and Comcast, prime cable players in QVC, have rights to purchase 36% stake in company. TCI is also main player behind CVN and made run for greater control late last year. QVC said it will spend \$5 million on two new studios for new service, but other costs would be shared with first service, making break-even figure relatively low three million subscribers. QVC serves 14 million subscribers; CVN serves 22 million.

Tele-Communications Inc. has reached agreement in principle to purchase up to 15% stake in International Cablecasting, which will deliver audio services of compact disk quality to cable homes beginning this fall. TCI plans to buy one million shares and has rights to purchase another two million, depending on number of subscribers it commits. Stock was trading at about \$1.10 per share last week. TCI plans to place service in four million homes, probably through use of sideband channels on cable systems.

Macon G. Patton, 53, chairman and CEO of Cosmos Broadcasting Corp., Greenville, S.C.-based group owner of eight TV stations, died April 20 of self-inflicted gunshot wound. Patton had been chairman since 1981. Previously he was president of The Liberty Corp., Cosmos' parent company. Patton is survived by his wife, Josephine, and two children.

Ten news media groups on Friday filed motion in Oliver North trial seeking access to stipulation between parties that was given to jury before it began its deliberations but was denied public and press. Groups also asked Judge Gerhard Gesell, who is presiding, for access to complete transcript of closing remarks of North's counsel, Brendan Sullivan, who had referred to stipulation. Transcript that was distributed was edited. Groups, represented by Timothy Dyk, are Associated Press, CNN, Capital Cities/ABC, CBS, Dow Jones, NBC, National Public Radio, New York Times Co., Washington Post Co. and Times Mirror.

CBS Radio has extended its current National Football League contract through 1994. Company was estimated by some observers to have paid in excess of \$6 million per year for NFL rights. Current three-year CBS-NFL contract runs through next season, with new deal picking up at start of 1990 season, calling for 40 regular and postseason games, including all Monday night, Super Bowl and Pro Bowl games. CBS will also continue to broadcast *NFL Preview*, *NFL Talk* and *The Road to the Super Bowl* as part of package. Executives at both CBS and NFL would not reveal the price of deal, but CBS Radio Network Vice President and General Manager Robert P. Kipperman said that new contract is "extension" of old one, with price tag that is "basically the same as it has been." Previous three-year contract was placed at \$17.25 million. NFL Director of Broadcasting Val Pinchbeck said that other radio networks were not offered opportunity to bid on new contract.

National Football League announced plans last week for International Football League, which will launch in April 1990, with 10 to 12 teams on either side of Atlantic Ocean. One key to getting league off ground will be television contract, both here and in Europe. League officials, seeing CBS stepping up to plate for baseball, believe NBC and ABC will be interested in new league. ABC Video Enterprises President Herb Granath said that both ABC and ESPN are interested in anything NFL does. NFL plays well in U.K. and Italy, and he believed London, Dublin, Milan and Munich would be likely sites for teams. It is believed NFL moved on announcement after news that Hubbard Broadcasting was working with former sports owner Charles Finley on creating similar operation ("Closed Circuit," March 27).

Community Antenna Television Association and Tribune

Losing time

The upcoming 20th Anniversary of Monday Night Football is already making controversial news. ABC affiliates were informed that they will be losing one of the three halftime minutes set aside for local news windows. It is believed that the network will use that time to air additional NFL highlights from the prior weekend and also to air a special Monday Night Football retrospective for which it is said to have already lined up an automobile sponsor.

David Lane, president and general manager of WFAA-TV Dallas, criticized the network, particularly for the manner in which the change was announced, which he said was without consulting the affiliate board, of which Lane is chairman. "Taking the example of our station in Dallas, the games cause us to delay our newscasts by an average of one hour and 10 minutes. The window at halftime at least gave us some presence," Lane said. ABC had given affiliates the news window in 1986 as a trade-off for cutting their compensation in some sports programming. ABC Sports officials declined to comment on their plans for the Monday Night Football halftime.

Broadcasting will appeal FCC's new syndicated exclusivity rules. CATA and Tribune join group of cable entities, represented by Washington attorney Jack Cole, who are appealing ruling. Turner Broadcasting and NCTA have decided against appeal.

French pay TV service Canal Plus is winner in battle for channels on French direct broadcast satellite TDF-1. Locked out of high-powered bird by decision of French government TV authority last Thursday (April 20) were media moguls Silvio Berlusconi of Italy and Leo Kirch of West Germany, who together with leading French broadcaster TF-1 had sought all five transponders. Go-ahead was given to Canal Plus Germany, German-language film channel that is joint venture with German publishing giant Bertelsmann, and to celestial version of Canal Plus's highly successful terrestrial subscription channel. Canal Plus also holds 10% interest in children's channel, which will occupy third transponder along with evening Euromusique service whose shareholders include CBS Records. All-day sports service of French public broadcasters Antenne 2 and FR3 will occupy fourth channel, with fifth to be programed by joint French-German cultural service La Sept.

Eugene P. Kopp, who served as deputy director of U.S. Information Agency under Presidents Nixon and Ford, is expected to return to that position under President Bush. Bruce Gelb, new director of USIA, is said to have selected Kopp from among several candidates.

Chief Justice William H. Rehnquist declined even to present to conference of all nine justices question of whether court should break with tradition and permit radio broadcast coverage of arguments April 26 in abortion case. Rehnquist, in responding April 14 to request from Robin V. Sproul, Washington bureau chief of ABC News Radio, said: "No useful purpose would be served by considering this matter at Conference," which was held on date of letter.

King Broadcasting Co. has invited some 35 Canadian border stations to meeting at National Association of Broadcasters convention in Las Vegas to discuss formation of collective group to file for copyright compensation from Canadian cable systems that pick up their programming. Canada, under free trade agreement with U.S., is setting up machinery for paying compensation for cable carriage of distant TV programming. System requires claimants to file in collective groups with new Canadian Copyright Board July 1. Collective groups will also represent claimants at subsequent hearings that will establish rate to be paid by cable and mechanism for distributing fees paid. Collectives will also collect fees directly from cable systems and distribute them under systems to become effective Jan. 1, 1990. King Broadcasting meeting, being organized by its counsel, Fletcher, Heald & Hildreth, will be held April 30, at 2:30 p.m., at site not yet selected.

NBC has signed Chicago radio personality Jonathan Brandmeier to exclusive talent-development contract. Network plans to have Brandmeier star in late night and prime time specials as well as make guest appearances on prime time series. Network is also developing comedy/music/talk show to be produced at Chicago NBC O&O, WMAO-TV which Brandmeier will host. Show will be available to other six NBC O&O's.

GE-HBO Ku-band cable TV satellite, Satcom K-3, "was sold to a European entity," said GE Americom filing withdrawing request to launch bird into U.S. orbit. Company would not confirm reports that buyer is pan-European DBS operator Astra.

Upset by what he sees as Japan's continued refusal to open its

NBC hopes ACTV airing launches new era

Hoping that history will repeat itself, NBC chose April 20, the date it marks as the 50th anniversary of the first television broadcast in the U.S., to broadcast its proposed Advanced Compatible Television (ACTV) system for the first time. The network dubbed the event "the first commercial daytime broadcast of an advanced TV signal."

The ACTV signal was broadcast on NBC-owned WNBC-TV New York from its tower atop the World Trade Center. A dry run of the system was held at 3 a.m. last Thursday with a formal inauguration of the system broadcast during WNBC-TV's evening news program.

ACTV was developed by the the David Sarnoff Research Center, Princeton, N.J., with the cooperation of RCA Consumer Electronics, and the sponsorship of NBC. NBC has proposed a two-step approach to broadcast high-definition television. The first step would be through an enhanced-definition (EDTV) system, ACTV-I, which would provide increased resolution over the current NTSC standard and wider, 5:3 pictures compared to NTSC's 4:3, in the 6 mhz channels currently allocated to TV broadcasters. In a second step, ACTV-II, broadcasters would be allocated an additional 3 mhz or 6 mhz to provide increased resolution equivalent to other proposed HDTV systems.

The signal broadcast on Thursday was ACTV-I. A prototype receiver at the Sarnoff Research Center was the only set able to display the enhanced pictures. All other viewers saw a regular NTSC picture without any apparent artifacts. The EDTV image was not artifact-free. NBC said the ACTV-I equipment is still in prototype form and will undergo further development before it is sent to be tested against other terrestrial HDTV and EDTV transmission systems early next year.

markets to American goods, **Senator Warren Rudman (R-N.H.) said last week he is considering legislation that would require HDTV sets marketed in U.S. to be co-produced by U.S. companies.** "I think we ought to give the Japanese a taste of their own medicine," Rudman said during appearance by Commerce Secretary Robert Mosbacher before appropriations committee with jurisdiction over Commerce. If U.S. is to remain player in crucial semiconductor industry, Rudman said, "we've got to be in the game for HDTV."

Dallas-based **Satellite Music Network and Buck Owens Production Co. have agreed to launch satellite-delivered traditional country format Sept. 1.** Format, SMN's 10th, is to be produced in stereo at Owens station KNIX(AM) Tempe (Phoenix).

Cops, Fox's reality-based police show, is going to Soviet Union to film hour-long special to air in July. *Cops* crew will work with Soviet crews, following group of Soviet police in much same way show follows American police when taped in United States.

USA Network has acquired rights to three first-run movies based on stories by Frederick Forsyth, along with option for three more. Sale, first to cable network by Blair Entertainment, which is co-producing movies with London Weekend TV and Germany's Taurus Films, was announced at opening of MIP-TV international program fair in Cannes, France, last Friday (April 21). First three films, all shot in Europe: "Just Another Secret," "A Casualty of War" and "Pride and Extreme Prejudice." Also announced at MIP-TV is launch of overseas marketing of King World's *Inside Edition*, half-hour news magazine. King World, through international distributor Buena Vista, will sell series and individual segments such as exclusive interview with Sirhan Sirhan already sold to UK's BBC, Italy's RAI and others.

Editorials

Fin-syn: Problem whose time has come

Jack Valenti and company are right to be concerned that the three TV networks, whose style has been cramped and fortunes reduced for almost two decades by imposition of the financial interest and syndication rules, will seek somehow to have them reversed or modified. They too lust after a level playing field, and may be forgiven for feeling that they must have been behind the door when the deregulatory fairy passed through.

This page welcomes a joining of the issue, and hopes the discussion will move to a more substantial forum than that of rhetorical charge and countercharge. It seems clear to us that the networks are and have been overregulated. Their health is too important to the industry at large to be tied up a day longer than necessary by rules and regulations that may stand in the way of a broadcast resurgence.

Whether the fin-syn rules fall into that category is not yet clear to those who have no immediate stake on one side of the issue or the other. Which is to say, to those who do not now sit at the bargaining table to which Hollywood and the networks periodically repair. The best possible solution can come from that dialogue, and may yet. All in a position to effect that outcome would do the parties a favor by encouraging it.

Making the case for free TV

As the lead story in this issue attests, broadcasters are concerned that the system under which they grew up and prospered—the American way of broadcasting, this page has historically called it—may be endangered. A task force named by the National Association of Broadcasters, and spearheaded by Malrite Communications' Milton Maltz, is enlisting all broadcasters to carry the case to the public at large, arguing that free, over-the-air TV plays a special part in the public welfare and ought be accorded special status in the nation's telecommunications policymaking.

Walter Cronkite—a name that needs no qualification, here or before the nation—has agreed to be the on-air spokesman for the campaign, adding his prestige and credibility to his medium's attempt to make itself clear.

One has to hope it works, not only with the public but in rallying the industry itself to a renewed dedication to principle and service. We haven't yet seen what the campaign will say about free broadcasting, but we venture to guess it will all be true. Whether in its radio or TV incarnations, the commercial system has served the nation in an extraordinary fashion. Those two media are so much a part of the American fabric that, were they to disappear, they would surely be reinvented.

There may be moments when the free TV campaign's lobbying objectives are at odds with its idealistic ones. Three specific objectives are on its agenda: mandatory must carry, channel positioning and prevention of so-called "siphoning" of sports programming to cable television. Those goals have led the organizers to conclude that broadcasting must accept the fairness doctrine as a tradeoff for congressional action on their requests. It is a lamentable decision, and one that tends to restrict the phrase "free TV" to considerations of commerce, not to freedom of expression.

(We like to think of the "free" in "free TV" as being verb as well as adjective. There's no reason it can't be both.)

All in all, it's good news that the broadcasting industry—divided on so many issues—can find this one to agree upon.

Milt Maltz and the concerned broadcasters of his task force are due a vote of thanks.

For the better

A bill authorizing TV Marti, the proposed government-run complement (or should that be insult) to Radio Marti, passed the House of Representatives two weeks ago. As past readers of this page will recognize, there is no cause for rejoicing in that news.

It is an unnecessary service, funded with money—\$16 million in each of the next two years—that could be better spent almost anywhere else by a Congress whose mandate is to more efficiently manage the nation's finances.

That said, there was reason for hope—and for dispensing credit—in the aid rendered to broadcasters from a somewhat unusual source. Helping to make the better of a bad situation was Energy and Commerce Committee Chairman John Dingell—with help from House Telcomsubcom Chairman Ed Markey (D-Mass.) and that subcommittee's ranking minority member, Matthew Rinaldo (R-N.J.)—who mitigated the damage by working for compromise on several key issues.

As originally proposed, the measure—which was hatched in the Foreign Affairs Committee under the watchful eye of Floridian Dante Fascell—would have put the airborne television station under the regulatory purview of NTIA and not the FCC, in the process waiving provisions of the Communications Act. Dingell, who threatened to waylay the bill in his committee, insisted on—and got—an oversight role for the commission.

Perhaps even more important to the Fifth Estate was Dingell's support for several explicit National Association of Broadcasters-proposed anti-interference provisions. The legitimate fears of interference from TV Marti itself or from retaliatory Cuban broadcasts appear to have been addressed in the bill's new language, which states that TV Marti will not "result in objectionable interference with the broadcasts of any domestic licensee."

For balloon-borne fantasy, NBC's remake of *Around the World in 80 Days* takes a back seat to TV Marti. Without the efforts of the NAB and John Dingell and company, however, the unfortunate reality of TV Marti could potentially have been far worse.



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