

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 15

May 15,
1989
v. 116
no. 20

THE LARGEST COMMITMENT TO ORIGINAL PROGRAMMING IN BASIC CABLE CONTINUES.

THE HAUNTING OF SARAH HARDY

A USA WORLD PREMIERE MOVIE,
COMING MAY 31.

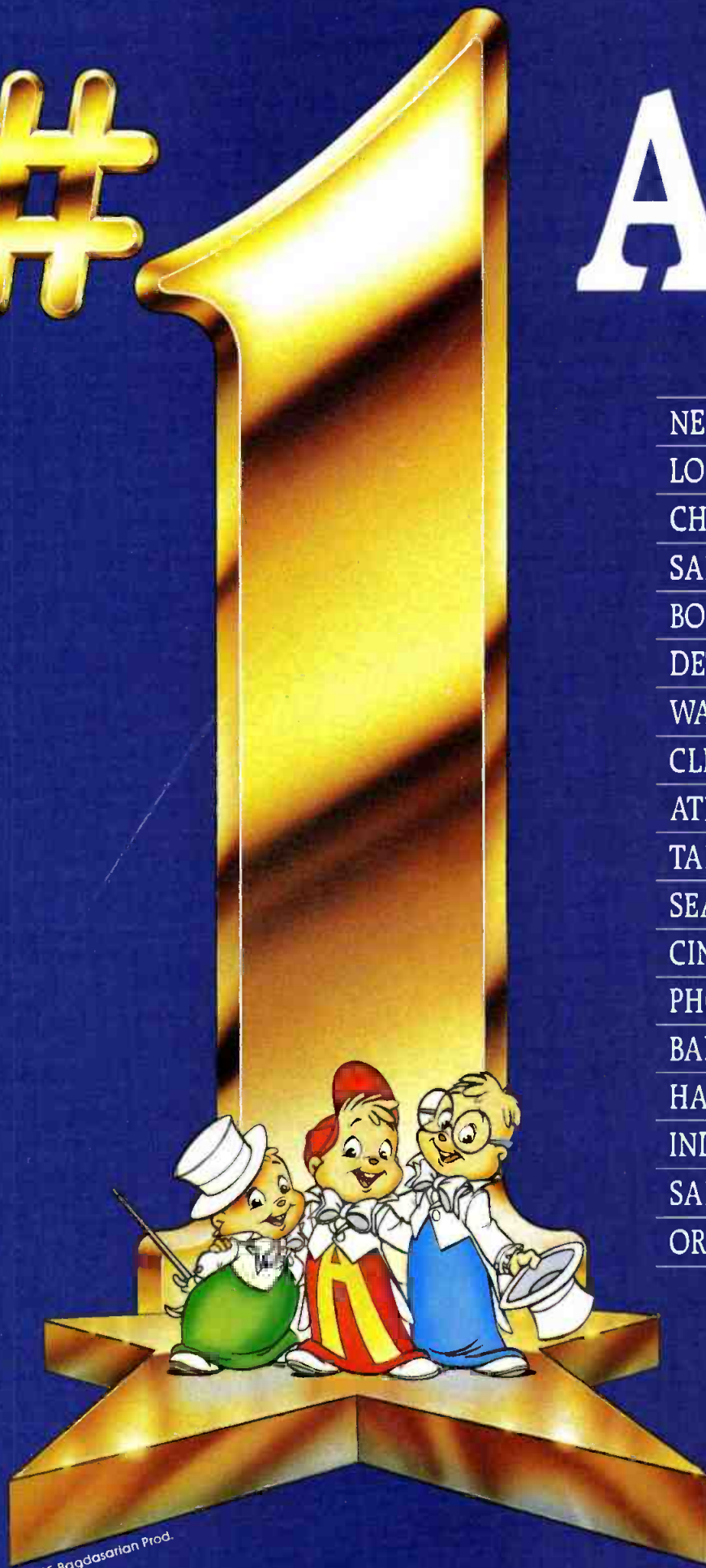


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50th Year 1989
Viacom suing Time Inc.
for \$2.4 billion
 Latest in broadcast
 gear from NAB

#

AFTER



NEW YORK	WNYW	3:00PM
LOS ANGELES	KTTV	4:00PM
CHICAGO	WFLD	3:30PM
SAN FRANCISCO	KTVU	3:00PM
BOSTON	WSBK	4:00PM
DETROIT	WKBD	3:00PM
WASHINGTON, DC	WTTG	4:00PM
CLEVELAND	WOIO	3:00PM
ATLANTA	WATL	4:30PM
TAMPA	WTOG	4:00PM
SEATTLE	KSTW	3:30PM
CINCINNATI	WXIX	3:30PM
PHOENIX	KPHO	3:30PM
BALTIMORE	WBFF	4:00PM
HARTFORD	WTIC	4:00PM
INDIANAPOLIS	WTTV	3:00PM
SAN DIEGO	XETV	4:00PM
ORLANDO	WOFL	3:00PM

*Alvin
and the
Chipmunks*

R SCHOOL!

KIDS 2-11 SHARE RANK KIDS 2-5 SHARE RANK KIDS 6-11 SHARE RANK

67 #1	67 #1	68 #1
51 #1	59 #1	46 #1
38 #1	36 #1	40 #1
56 #1	55 #1	56 #1
35 #1	33 #1	36 #1
43 #1	38 #1	47 #1
57 #1	57 #1	57 #1
35 #1	35 #1	35 #1
42 #1	44 #1	40 #1
29 #1	47 #1	17 #1
51 #1	47 #1	54 #1
65 #1	69 #1	61 #1
51 #1	51 #1	51 #1
31 #1	34 #1	29 #1
38 #1	27 #1	44 #1
40 #1	38 #1	44 #1
46 #1	49 #1	44 #1
47 #1	36 #1	53 #1

KIDS 2-11 SHARE RANK KIDS 2-5 SHARE RANK KIDS 6-11 SHARE RANK

MILWAUKEE	WCGV 3:00PM	33 #1	29 #1	37 #1
NASHVILLE	WZTV 3:30PM	21 #1	23 #1	20 #1
CHARLOTTE	WCCB 3:30PM	47 #1	40 #1	49 #1
GREENVILLE	WHNS 3:30PM	36 #1	34 #1	37 #1
NEW ORLEANS	WNOL 3:00PM	18 #1	16 #1	20 #1
RALEIGH	WLFL 3:30PM	46 #1	44 #1	47 #1
OKLAHOMA CITY	KAUT 3:30PM	22 #1	17 #1	26 #1
BUFFALO	WUTV 4:00PM	31 #1	34 #1	29 #1
MEMPHIS	WMKW 3:30PM	41 #1	33 #1	49 #1
SAN ANTONIO	KRRT 3:30PM	44 #1	37 #1	49 #1
NORFOLK	WTVZ 3:30PM	17 #1	12 #1	23 #1
GREENSBORO	WNRW 3:30PM	46 #1	45 #1	47 #1
MOBILE	WPMI 3:30PM	43 #1	32 #1	54 #1
ALBUQUERQUE	KGSW 3:30PM	32 #1	33 #1	31 #1
GREEN BAY	WGBA 3:00PM	38 #1	44 #1	27 #1
HONOLULU	KHNL 4:00PM	45 #1	43 #1	47 #1
PADUCAH	KBSI 3:00PM	30 #1	25 #1	39 #1
TUCSON	KMSB 4:00PM	29 #1	13 #1	42 #1

Source: NIS-119
Weekend FEB 99



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

NBC-TV's affiliate contracts due for change... Working with ad hoc committee of affiliate members, network outlines new performance-based affiliation agreement. **PAGE 27.**

Suing Time... Viacom Inc. files \$2.4 billion antitrust suit against Time Inc., alleging monopolistic activity. Time says complaint is "totally baseless." **PAGE 28.**

TV's top 20... BROADCASTING lists top 20 companies in TV group ownership, ranked by their penetration of U.S. **PAGES 28, 29.**

30/VERDICT POSTPONED

In survey of top broadcast group owners, BROADCASTING finds mix of views on telco entry into television business.

31/'ROE VS. WADE'

After some advertisers pull their ads, NBC President Robert Wright defends network's made-for-TV movie about 1973 Supreme Court decision legalizing abortion.

34/STEPPING OUT

In effort to break away from rest of station pack, KHL-TV Los Angeles considers offering all news in prime time.

34/TURNER TALKS

TBS President and CEO Ted Turner stumps for retention of network financial and syndication rules, predicting that their relaxation will permit commercial broadcast networks to "own Hollywood."

34/SIKES SCENARIO

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to develop HDTV.

35/EVERYTHING IN BETWEEN

Record number view NAB's annual broadcast equipment



Panasonic's all-digital camera exhibition of high-definition TV displays, cameras, transmitters, video graphics and more.

50/ULTRA ENTERTAINMENT

New in-house production unit, Capital Cities/ABC Video Enterprises-Ultra Entertainment is officially launched to create series and specials in all programming genres.

54/READY TO MERGE

Legacy and Metropolitan executives offer more details of proposed merger with

Westinghouse during company sales and marketing seminar.

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ABC cancels *Moonlighting* after four seasons.



Bruce Willis, Cybill Shepherd say goodbye

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Time Inc. and Warner Communications file complaint against Chris Craft Industries in attempt to prevent it from delaying proposed Time-Warner merger.

59/TAKEOVER?

Viacom's stock price climbs amid reports that Gulf + Western and Viacom have discussed stock swap or buyout.

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65/TV VIOLENCE

During hearing on pending TV violence legislation, House Judiciary subcommittee quizzes network executives about their policies.

67/HDTV BILLS

New legislation is introduced in House and Senate that would stimulate growth of HDTV industry in U.S.

87/A GENTLEMAN AND A SCHOLAR

Leading member of communications bar, FCBA President William Potts Jr. divides his time between law and his interest in classic cars, music, history and politics.

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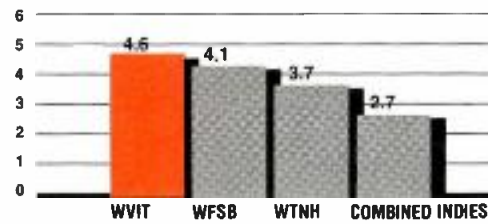
Hartford/New Haven Graphically Exposed!

It's time to take an uncensored look at the Hartford/New Haven market.

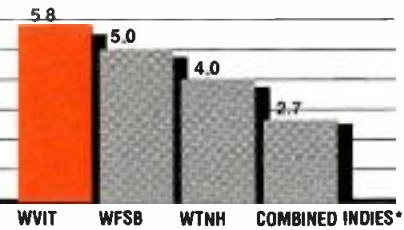
Early Fringe

Mon.-Fri.
5:00 - 6:00 PM

RATING MEN 18-49



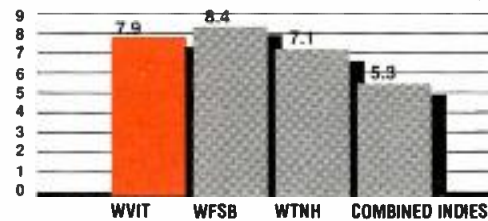
RATING WOMEN 18-49



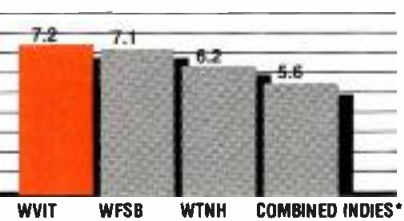
Prime Time

Mon.-Sat.
8:00 - 11:00 PM/
Sun. 7:00 - 11:00 PM

RATING PERSONS 18-49



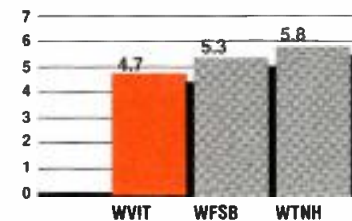
RATING MEN 18-49



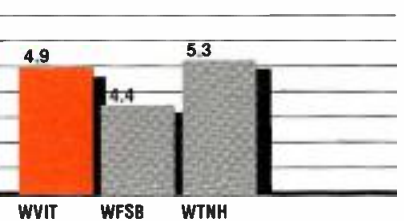
Late News

Mon.-Fri.
11:00 - 11:30 PM

RATING PERSONS 25-49



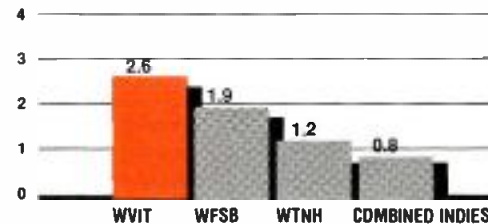
RATING MEN 25-49



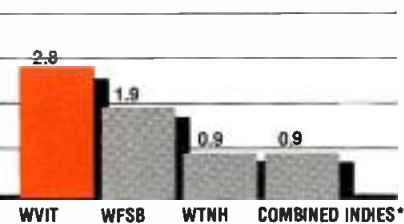
Late Fringe

Mon.-Sat.
11:30 - 1:00 AM

RATING PERSONS 25-49



RATING MEN 25-49



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Marshall



Sikes



Barrett



Goldman



Smith

Tortuous path to a new FCC. Speculation as to White House choices for three FCC vacancies was given new impetus last week by *Washington Post* story saying President Bush is "likely" to name Sherrie Marshall, partner in Wiley, Rein & Fielding, chairman. But senior White House official in position to know said story was "not true," that staff recommendation has yet to go forward to White House chief of staff John Sununu, let alone President. Situation, as pieced together from various sources, is: Staff month or more ago sent to President names of Marshall and Andrew C. Barrett, member of Illinois Commerce Commission, to fill two vacancies. Preliminary approval was given, and FBI field checks are now under way; may even be nearing completion. Issue as to chairmanship will be addressed when staff sends forward recommendation for third nominee. White House does not intend to announce names until it is ready to present full package to Senate for confirmation.

One possible hitch is that Barrett has told White House he would not accept short-term appointment (one year left on term of former Chairman Mark Fowler) if that is offered. However, that could presumably be resolved, by providing necessary assurance about reappointment or giving short term to another nominee.

Beyond that, speculation takes over. Sources say Marshall and Alfred Sikes, head of National Telecommunications and Information Administration, are in close contest for chairmanship, each with champions and with supporters in White House. But Sikes is believed to have annoyed some in White House by his insistence that he is interested in nomination only if designation as chairman goes with it. His champion, Senator John Danforth (R-Mo.), is said to have made that point in meeting he had with President Bush to advance Sikes's cause. Marshall's case was made to President by former Senator John Tower (R-Tex.), with whom Marshall worked in his unsuccessful effort to win Senate confirmation as Secretary of Defense.

If Sikes achieves his ambition, package would be complete. If not, vacancy would remain. As of last week, James Smith, partner in Reed Smith Shaw & McClay and candidate of his former partner and present director general of Intelsat, Dean Burch, was described by source as "very much a candidate." On other hand, some observers say Ira Goldman, aide to Senator Pete Wilson (R-Calif.), remains in running—despite efforts of broadcast industry to knock him out. Broadcasters fear he would do Hollywood bidding and oppose repeal of financial interest, syndication rules.

HOLLYWOOD

Fox's candidates

Leading candidates to make Fox's third night of series programming, scheduled to be announced on May 16, include *Let's Get Mom*, half-hour comedy from Universal; *Molloy*, half-hour comedy from Warner Brothers, and (from co-owned 20th Century Fox) *The Simpsons*, half-hour animated comedy; *The Outsiders*, hour drama, and *Alien Nation*, drama. In addition to above projects, Stephen J. Cannell-produced spinoff of *21 Jump Street* is still under consideration.

Here comes 'MacGyver'

Paramount's domestic syndication division is now drawing up marketing plan for *MacGyver*, on ABC since fall 1985 and already

renewed for next season. Company is making off-network series available for fall 1990 and is currently evaluating both syndication and cable options. Source said company will pitch show as unique in that it is currently "the only young adult action series that isn't violent." Last week, Paramount began marketing delayed movie package *Portfolio XIII*, with New York deal expected as early as this week. Twenty-seven-title package, including "Top Gun" and "Terms of Endearment," was delayed eight months while Paramount executives focused on launch of *The Arsenio Hall Show*.

Less is more?

In effort to control operating costs, GTG Entertainment is paring down news operations in several cities. Although *USA Today on TV* is maintaining bureau staffs in Los Angeles and Washington (studio base), GTG

West spokesperson said Los Angeles Bureau Chief Pam Burke resigned May 4, and sees no replacement being made. According to Bill McAndrew, GTG East's media relations director, Chicago has decreased to "presence" and New York to "production team." Show will use "satellite production staffs" in Dallas, Minneapolis, Denver, Phoenix and Atlanta (using local Gannett station). "This is part of a fine tuning as envisioned by Tom Kirby (*USA's* executive producer)," McAndrew said.

NEW YORK

Betting on Price

Price Communications continues to generate investor interest outweighing other companies of similar size. Among latest rumors is that substantial position in Price stock may soon be taken by investor who disagrees with

short-sellers betting against New York-based group owner and publisher—Price recently had one of largest short ratios of any company on American Stock Exchange. Other less-well-defined rumors suggest announcement may soon come from Price, relating either to partial spin-off of TV station division or to business deal for recently won cellular franchises.

One of a kind

Given ABC's cancellation of *Moonlighting* last week, program executives were wondering how and when network would exploit potential of show, which it owns. ABC said last week it was still formulating plan. Network produced 65 episodes of program over four seasons, which sources said was enough to strip (over 13 weeks) in syndication, but far below usual 88 to 100 episodes most shows have



227

**Numbers
you can
bank on...**



For



Flexibility.

#1 at 9:30

#1 at 8:30

#1 at 8:00

227...a winner in any time period.



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after four seasons. "The bigger question is where it would play in syndication," said John Von Soosten, vice president and director of programming, Katz Television. Von Soosten compared show to *Miami Vice*, noting trendy, stylistic approach taken by both, usually negative factor in terms of playability in syndication. MCA TV ended up taking *Vice* to USA Network. ABC hasn't ruled out cable deal, although partially owned Lifetime said last week it wasn't interested "at this time." If show goes to syndication, network would have to sell rights to independent distributor, barring change in FCC rules. Network has already distributed show widely overseas.

Lampoon's eye on TV

Tim Matheson and Daniel Grodrik, who gained control of National Lampoon Inc. in March, plan to give restructured company "substantial" presence on network and cable in prime time and late night, and in "near future" will announce appointment of executive to run Lampoon television division. Company is now in discussion phase with MTV regarding format of joint programming venture.

New York shopping

Transtar Radio Networks may be closing in on New York City affiliate to pick up its syndicated *Radio Kandy*, weekly two-hour music and comedy show starring comedian John Candy. Capcities/ABC's CHR station WPLJ(FM) confirmed that meeting was scheduled late last week to discuss possibility of picking up program, which is formatted for CHR and AC stations. *Radio Kandy* has signed on more than 300 affiliates since launch last January, says Transtar, but has not yet cleared important New York market.

SAN FRANCISCO

Survival of the fittest

Anticipated shakeout of NPR programs will begin at end of May 17-21 Public Radio



First couple of cable

Social event of the media season in Washington was the May 6 wedding of National Cable Television Association President James Mooney and Louise Rauscher, who resigned March 1 as NCTA's vice president for industry communications. Vows were exchanged in Saint John's Episcopal Church (so-called Church of the Presidents, across from White House), with a reception following at the Mooney residence. Several hundred friends and media figures attended, including a number of cable industry notables who flew in for the occasion.

Conference in San Francisco, as NPR board will vote on staff recommendations to replace *Sidran on Record* and two other "performance package" shows in fiscal year 1990. Next year will be first in which stations exercise options to buy a la carte services from NPR—new "unbundled" system replacing former all-for-one-price system. Although programs such as *Sidran* will remain "bundled" with other shows in performance or news package, NPR can still assess carriage of individual series and intends to replace those that do poorly.

PITTSBURGH

Hands across the Triangle

Tele-Communications Inc.'s Pittsburgh system has had exploratory talks with local broadcasters about programming news on operator's regional sports channel. TCI sees benefits to broadcaster, which can utilize existing talent and facilities. Channel would allow for continued live coverage of ongoing news event, or use of revolving 20-minute newsreel. Company also sees it as farm system for stations

to test prospective talent. Cooperation could reach point that if station preempted network show for sporting event or special, cable operator would carry preempted network programming on cable channel. Or if TCI Pirate baseball game ran after 11 p.m., operator would carry local broadcaster's late news after game, for benefit of those watching game. Speculation has centered on KDKA-TV and WPXI(TV) as parties to which TCI was talking. There was no comment from former, and latter said such discussions have come up only in passing. One possible problem from broadcaster perspective is substantial cost involved to programming operation that would likely receive fraction of ratings of broadcaster's local news shows.

WASHINGTON

Backstaging underwriters

C-SPAN board has voted to reexamine network's policy of accepting underwriting. About \$400,000 of C-SPAN's \$13 million comes from underwriters, which include major U.S. companies that receive on-air credit and

mentions in weekly C-SPAN newspaper, *Update*. Some underwriters also donate money to C-SPAN's educational fund. Idea would be to channel monies in that direction, if flow continues, while removing on-air and other underwriter credit lines. If approved, network's operating budget would then be borne entirely by cable industry.

Coming attraction

New bi-weekly magazine to cover cable television industry will be launched May 22. It's BROADCASTING/CABLE, published by Broadcasting Publications Inc., which also publishes weekly BROADCASTING. Magazine's editorial objective is to bring broad-based Fifth Estate perspective to coverage of cable industry, at same time extend publishing reach within wired world. It's strategy BPI followed with launch earlier this year of BROADCASTING/ABROAD, which covers international broadcasting marketplace on monthly basis.

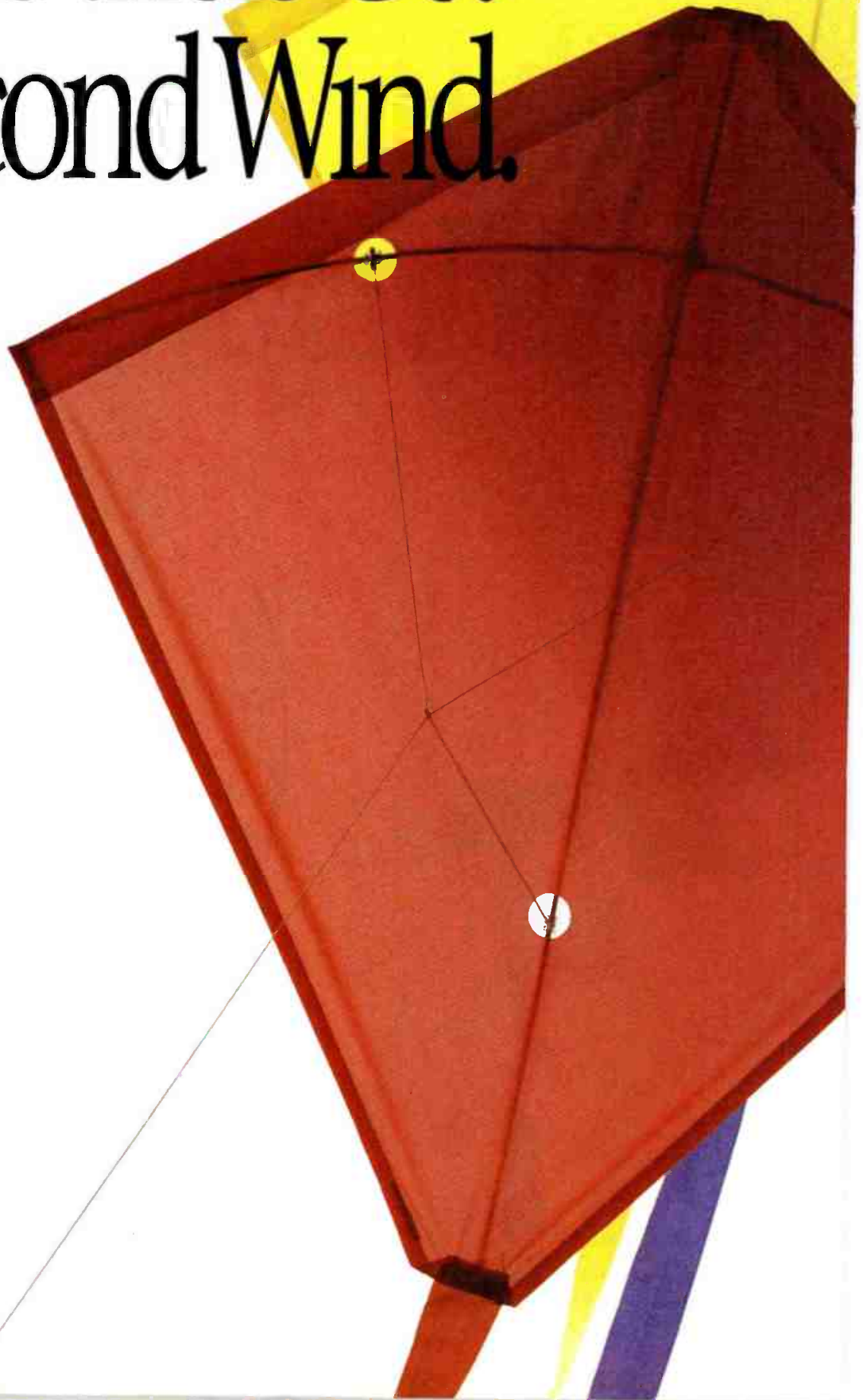
Not ready for prime time

Fact that several advanced-TV transmission proponents have advanced their systems to hardware doesn't mean systems are ready to be tested. That was lesson of three-day series of meetings in Washington last week between proponents of several systems and members of systems subcommittee of FCC's advisory committee on advanced television service. Although Advanced Television Test Center (ATTC) plans to open doors of its test facility by Jan. 1, 1990, indications are that no system will be there for testing on that date. Groups including North American Philips and Japan's NHK, which showed their systems in hardware during National Association of Broadcasters convention, could not precisely set date when testable versions of their hardware could be sent to ATTC. Only one proponent, David Sarnoff Research Center, could set tentative date—April 1, 1990—for delivery of its single-channel, NTSC receiver-compatible ACTV-I.

Why Some High-Flying Sitcoms Crash In Syndication.



And Others Get
A Second Wind.





It's not funny when a sitcom that soars on network does a nosedive in syndication. But a comedy from Warner Bros. has a better chance of staying up there.

We've analyzed 12 seasons of off-network comedies. Looked at what has worked and what hasn't. And we now know why some network hits miss in syndication while others reach new heights.

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Since we know what makes a hit a hit, we strive to produce network shows that appeal to the audience needed for stripping success. So our hits on network now will also be hits in syndication later.

If you're as serious about comedy as we are, talk to us. We'll help you avoid the down-drafts and fly with the winners.

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HEAD OF THE CLASS



THE HOGAN FAMILY



JUST THE TEN OF US



MURPHY BROWN



NIGHT COURT



PERFECT STRANGERS

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, 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 interim, agency also ruled, stations will be presumed to be in compliance with standard if they implement NRSC-1 audio processing standard.

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.

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 last month (BROADCASTING, April 17) where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on

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Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April: 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. It would also restrict horizontal concentration within industry by limiting number of subscribers 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 cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league has assigned action on cable legislation low priority.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

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 has tentative plans to hold en banc hearing in June on cable-telco issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable crossownership ban.

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 Telecommunications 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 let some broadcasters reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." 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 crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

High-Definition TV

American National Standards Institute has reversed its earlier approval of 1,125/60 (SMPTE 240M) HDTV production standard, upholding appeal by Capital Cities/ABC. ANSI decision came following letter to State Department by Advanced Television Systems Committee (ATSC) requesting that U.S. position supporting 1,125/60 approval as worldwide standard by CCIR in 1990 be shifted to work for world standard by 1994 with study in meantime on "common image" approach to world agreement. State Department subsequently changed position to reflect ATSC suggestions.

"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.

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 proposals.

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.

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 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 rulemaking. 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.

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 bil-

lion 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 share of Time stock. Warner shareholders will eventually hold 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. Time and Warner filed suit against Chris-Craft Industries, Warner's largest shareholder, to prevent Chris-Craft from blocking or delaying merger. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. MSO's United Cable Television Corp. and United Artists Communications Inc., said Feb. 9 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

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 ²
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%

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

INSIDE

OPRAH HISTORY REPEATED

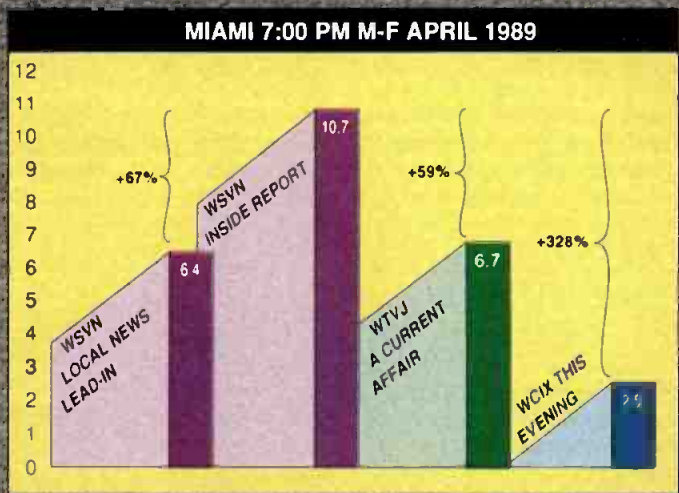
Once upon a time in Chicago, a local Oprah beat a national Donahue, and a bit of syndication history was made.

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...**

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.



*Aired as Inside Story on WSVN. Source: Nielsen Ratings, 4/3 through 5/14 1989

members of the broadcast establishment "who hope to secure a little protection against competitors." These voices will not prevail, Patrick said, as "we have committed ourselves to policies of competition and open entry."

Patrick said that fiber optics and other high-capacity, multichannel technologies are the real threat to broadcast survival, not telco entry, per se. The introduction of fiber optic program delivery will provide consumers with a large number of improved television signals. And with the rapid improvement of interactive technology, consumers may become their own program packagers.

The best way for broadcasters to exploit such advantages as talent pool, local community presence and First Amendment rights is to refine their identity, said Pat-

rick. "You're not in broadcasting, you're in video news, information and entertainment. Don't tie yourselves to a given technology. Viewers identify with you because of what you show them, not how," he said.

Patrick also said that the compulsory license must be repealed. "The cable industry should not be permitted to take the product that you have developed...and pass it off, without asking, as theirs.... You are still ahead in the production and packaging of professional quality programming of local interest. But the window of opportunity is closing. Make yourself more valuable to the cable industry now."

Just as the networks are insuring their future survival as editors and program packagers for multiple channels by moving into cable, said Patrick, "this same approach

can be taken on the local level by broadcasters with the unique vantage point of their communities."

Greater opportunities exist vis-a-vis telephone companies, Patrick said. Many of them have gone overseas to master the business they can't conduct at home. "Before they've learned enough on their own or from others, perhaps you can take an active role in the way they enter the video business."

"By nurturing your unique characteristics and looking at new alliances now, you can insure your survival as program networks and services far into the future," Patrick said, adding: "Your First Amendment rights, your freedom from regulatory restrictions and ability to protect your property rights will serve as your life raft in an increasingly competitive world." □

First-quarter television network revenue: 1989 vs. 1988

(Add 000)

	Prime Time	Late Night	A.M.	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming								
First quarter '88	\$4,188	\$0	\$0	\$0	\$0	\$1,706	\$0	\$5,894
First quarter '89	9,433	0	0	500	0	3,652	0	13,585
% change	125.24	NA	NA	NA	NA	114.07	NA	130.49
All other gross revenue from time sales								
First quarter '88	919,797	82,741	50,721	292,151	22,131	667,120	154,099	2,188,760*
First quarter '89	1,100,363	93,307	54,049	237,675	23,661	356,252	185,719	2,051,026*
% change	19.63	12.77	6.56	-18.65	6.91	-46.60	20.52	-6.29
Total gross revenue from time sales								
First quarter '88	923,985	82,741	50,721	292,151	22,131	668,826	154,099	2,194,654
First quarter '89	1,109,796	93,307	54,049	238,175	23,661	359,904	185,719	2,064,611
% change	20.11	12.77	6.56	-18.48	6.91	-46.19	20.52	-5.93
Less advertising agency commissions								
First quarter '88	138,595	12,410	7,605	43,779	3,320	99,864	23,117	328,690
First quarter '89	166,469	13,996	8,107	35,662	3,549	53,652	27,859	309,294
% change	20.11	12.78	6.60	-18.54	6.90	-46.27	20.51	-5.90
Total net revenue from time sales								
First quarter '88	785,390	70,331	43,116	248,372	18,811	568,962	130,982	1,865,964
First quarter '89	943,327	79,311	45,942	202,513	20,112	306,252	157,860	1,755,317**
% change	20.11	12.77	6.55	-18.46	6.92	-46.17	20.52	-5.93

*Does not include color insertion revenues.

**Includes no political parties/candidates revenues for the 1989 first quarter.

Net broadcast television network revenue declined 6%, to \$1,755,317,000, in the first quarter of 1989, according to numbers provided to BROADCASTING by the Broadcast Financial Management Association (BFM), and compiled from unaudited submissions ABC, CBS and NBC made to Arthur Young & Co. That three-network total number represents a decline of roughly 6% from the 1988 first quarter, but there is reason to think the "underlying" revenue change—excluding the impact of the Olympics—continues to be positive. Some have estimated ABC's first-quarter incremental Olympics revenue at just under \$200 million, implying that underlying revenue actually grew in the just-completed quarter by roughly 4%. Looked at over two years, total dollars for the networks are up roughly 5%, compounded.

Conclusions about the state of the various dayparts are more

difficult to make because the Olympics—broadcast in most dayparts—disrupt comparisons and because changes in the definition of certain dayparts disrupt comparisons with 1987's first quarter. Early-morning or "A.M.," a daypart with little, if any, preemption by Olympic programming, increased over 6%, to \$45.9 million. In 1988's first quarter, political advertising on the networks amounted to \$458,000.

One small but continuing trend is an increase in client-supplied programming. In the first quarter of 1987, that category—which does not include daytime purchased by Procter & Gamble on CBS—was up 130%, following on increases of 24% in the first quarter of 1987, and 18% in 1988. Client-supplied programming is essentially concentrated in sports and prime time, although in each daypart, the category is still barely 1% of the total.

KHJ-TV weighs going all-news in prime time

Parent company Disney is considering number of options to reposition station in market; Reese says he would 'like to do' all-news

In an attempt to distinguish itself from the other independents in the Los Angeles market, Disney-owned KHJ-TV is considering the unusual move of programming all-news in prime time. Randy Reese, president of network television, Disney, said that scenario is among a number of options the parent company is considering to beef up KHJ-TV's position. "I think [all-news] is an exciting prospect and one that I would like to do, although we are studying the feasibility of it," Reese said.

"Being the fourth indie in the market, you really have to take measures that will break you away from the rest of the pack," said Reese, who was involved in Disney's December 1988 acquisition of KHJ-TV from RKO Television. "We're taking the shotgun approach by examining all possibilities, as far as what to do in prime time. Regardless of what we do, there will be an increased emphasis on our news programming."

Dick Kurlander, VP, director of programming, Petry Television, questioned the wisdom of the move: "I don't know how much news a market can bear," he said, asserting that the market is already saturated with competing news programs from 4 to 7:30 p.m., as well as three existing independent newscasts in the 10 p.m. slot and three network newscasts at 11 p.m.

Kurlander estimated it would cost Disney \$15 million annually to maintain a prime time news operation. In terms of ratings, he said, KHJ-TV is averaging a 2.5 rating in prime time. "I think they are locking themselves into a 4 rating," Kurlander said. "The additional 1.5 rating gain they would achieve with an all-news format would be a costly gain." □

Sikes says U.S. can catch up in HDTV race

Although there are few if any observers of the high-definition television scene who do not believe the U.S. trails Japan and Europe (in that order) in developing and preparing to market the technology, Alfred Sikes, assistant secretary of Commerce for communications and information, suggests the U.S. should not be counted out of the race. The U.S., he says, is not without the means necessary to catch up. And the government, he believes, can help—even if the Bush

administration policy line is that it continues to attach its hopes and ambitions to the engine of free enterprise.

Sikes, in remarks last week to the National Economists Club, in Washington, said that the U.S. has substantial resources as well as the necessary underlying technology to become an active competitor in HDTV. He said the 34 companies that filed applications for research and development funding with the Defense Advanced Research Projects Agency—which has \$30 million to parcel out—had a combined cash flow for a recent 12-month period of \$34 billion.

What's more, Sikes said, many of the companies involved are "technology rich." He noted that the underlying technology comes from telecommunications and the computer industry, "where we're strong." He also said the U.S. is in a strong position with regard to software.

So the answer to whether the U.S. is behind in the HDTV race, he said, is, "We're not that far behind in underlying technology and resources."

But Sikes noted that some companies, like AT&T, Motorola and IBM, have the necessary technology base and are interested in developing computers and other products requiring high-resolution screens, yet are not prepared to get into the HDTV arena. But government, he said, could serve as a catalyst, bringing such companies together in a manner that would enable them to explore whether they have shared interests and, if so, to allow them to pursue them.

A number of major telecommunications and consumer electronics companies sit on a committee advising Secretary of Commerce Robert A. Mosbacher, who heads the Bush administration effort to develop HDTV policy. Sikes said the companies "might" share ideas, as well as capital, infrastructure and management, and engage in joint research-and-development projects, form joint ventures, and even engage in manufacturing.

It was not clear whether it would be necessary for the government to grant companies engaged in such activities exemption from the antitrust laws. Sikes said he did not think it would, at least in some cases. But Mosbacher and Sikes have said that such exemptions are under consideration as a means of promoting HDTV development.

Sikes also cited a number of other efforts the government is making or has under consideration: There is the DARPA project. And Sikes noted that Mosbacher has said the Bush administration is considering extending and making permanent the tax credit for research and development work and reducing the capital gains tax. However, those proposals are general in scope. "We don't know if they would stimulate HDTV work," Sikes said.

Regardless of such possible government activity, Sikes, like Mosbacher, is clear on the administration's polestar: "This administration has no intention of turning its back on its fundamental belief in free market and free trade, regardless of the importance it attaches to HDTV." □

Keep fin-syn rules, says Turner

He says their relaxation will permit networks to 'own Hollywood'

During a luncheon speech, Ted Turner, president and chief executive officer of Turner Broadcasting System, called for retention of the network financial and syndication rules and said if the rules are relaxed, "the networks will end up owning Hollywood."

Speaking to the packed audience at a Hollywood Radio & Television Society luncheon Tuesday (May 9), Turner said "all three of the networks were sold in the



last five years, and they knew the rules when they got in." Referring to commercial broadcast network executives who call for an end to the rules in order to ease the financial burden on the networks, Turner said: "They say the network business is such a lousy business, but I'll buy one, from whoever wants to sell, and sign an agreement to abide by the rules for 10 years."

While praising the production community for no longer producing "Rambo" type movies, Turner turned from dove to hawk when referring to programming on the networks. "The networks don't deserve any more privileges," he said. "They've agreed to broadcast in the public interest, and take a look at some of their programming. ABC just had to pull a couple of their specials because they didn't have any advertisers, but you know they would have run them if they did have the advertisers," he said, referring to the reality specials recently pulled from the schedule (BROADCASTING, May 1).

Turning his attention to NBC, Turner mentioned Geraldo Rivera's Satanism special, saying: "Most of the NBC made-for-television movies belong in the back row of the video stores."

Turner then ran down a list of Turner Network Television programs, both past and future, that unlike much of the network fare, he suggested, "have socially redeeming value."


Turner ended his speech by suggesting that the Ten Commandments had become outdated and that he had devised his own "voluntary initiatives" which everyone should live by. By following his guidelines and treating everyone with "respect, dignity and honesty, you won't have an enemy in the world, except maybe General Electric," he said. □



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Company Name

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City

State

Zip code

Type of Business _____

Title/Position _____

Are you engaged in cable TV operations? Yes No

Signature (required) _____

Home? Yes No

Blue Sky Comes Down to Earth



The National Association of Broadcasters' annual broadcast equipment exhibition again lived up to its reputation as the focal point of every manufacturer's and marketer's calendar. At the Las Vegas Convention Center, nearby Las Vegas Hilton and the outdoor exhibit area between them, a wider variety of equipment than is available at any other radio or TV exhibit attracted more buyers than ever before. □ Records were again broken. Attendance reached 49,269...floor space was increased to 419,100 square feet. The only number that went down was the number of exhibitors—709—down 14 from the record set in 1988. □ On the floor (and other locations in Las Vegas) high-definition television transmission, production and display exhibits were the most captivating. The latest advances in digital tape and CCD camera technology were the featured attractions at many of the bigger exhibits. The established leaders in the videographics field found that they have a significant new competitor to deal with.

The following pages offer highlights from the NAB equipment offerings.

INCREDIBLE INCREASES AMONG YOUNG ADULTS

MEN 18-34 WOMEN 18-34

WPIX **+207%** **+78%**

NEW YORK SATURDAY P.T. AND T.*

KTLA **+83%** **+186%**

LOS ANGELES FRIDAY 12M (HONEYMOONERS)*

WPHL **+48%** **+63%**

PHILADELPHIA SUNDAY 6P (PITTEE HOUSE)

WXIA **+450%** **+140%**

ATLANTA SUNDAY 12M (THROB)

KNXV **+800%** **+33%**

PHOENIX FRIDAY 7-30P (QUINCY)

WJZ **+217%** **+92%**

BALTIMORE SATURDAY 11-30P (FRIDAY NEWS)*

WOFL **+250%** **+150%**

ORLANDO SATURDAY 11P (9 TO 5)

KPTV **+1700%** **+550%**

PORTLAND SATURDAY 9P (MOVIE)

KSHB **+40%** **+75%**

KANSAS CITY SATURDAY 11-30P (SOLID GOLD)

WGNO **+50%** **+25%**

NEW ORLEANS SUNDAY 10-30P (TALES DARKSIDE)*

WHNS **+250%** **+500%**

GREENVILLE SATURDAY 12M (FRIDAY 13TH)*

KSTU **+233%** **+233%**

SALT LAKE SATURDAY 10P (MAMA'S FAMILY)*

WDRB **+25%** **+133%**

LOUISVILLE SATURDAY 11P (DC FOLLIES)*

KGSW **+200%** **+400%**

ALBUQUERQUE SATURDAY 9P (LIFESTYLES/SHE'S-SHERIFF)*

WRLH **+100%** **+100%**

RICHMOND SATURDAY 12M (MOVIE)*

KPTM **+200%** **+100%**

OMAHA SATURDAY 11P (LATE NIGHT)*

SOURCE: ARB, FEB '89 VS. FEB '88 (DUPLICATES) YEAR-AGO PROGRAM

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REPORT

formerly *Inside Story*

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

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.



Penny Daniels,
host of Inside Report

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. It's new—and already a success.



**INSIDE
REPORT**

It delivers what the others only promise.

Distributed by

MCA TV

Produced by
Sunbeam Productions
Advertiser sales:
212 605-2720/312 337-1100
Station sales:
212 605-2756/818 777-6561

Source: NSE January-April 1989.
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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 the future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$38.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own a majority of newly formed UAE. SEC has approved companies' proxy statement prospectus, and shareholder meetings are scheduled for May 25.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for total of more than \$1.4 billion. Systems covering five states were split into six parts and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of \$525 million on sale; minority shareholders in Centel Cable will receive \$46.625 per share.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Asso-

ciation 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. Broadcasters, however, 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 NAPTS believe public TV stations found consensus at April annual meeting to create national programing 'czar'. Chief programing executive plan would centralize program funds and authority at PBS. NAPTS-led National Program Funding Task Force is expected to present refined 'czar' proposal at PBS Programing Meeting June 14-17, in Marco Island, Fla., and to forward final version next fall to CPB, which must report to Congress next January on national program funding efficiency.

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 has recommended capping CPB at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million. CPB board has adopted \$254,339,038 FY 1990 budget.

CPB Chairman Kenneth Towery asked Congress March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector general's authority to deem programing or other budget items unnecessary.

PBS board adopted \$26,228,658 FY 1990 budget April 12, representing 6.09% member dues increase over 1989. NAPTS 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 programing 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 in April House approved legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

Cuba's vice president has reportedly issued warning that Cuba will take all "appropriate measures" against TV Marti.



There's one news analysis program considered "can't miss" by Washington officials. The McLaughlin Group.

Among its chief assets are the wit and intellect of John McLaughlin, Eleanor Clift, Fred Barnes, Morton Kondracke, Pat Buchanan and Jack Germond.

They provide insightful, often prescient, political commentary on the most up-to-the-minute developments. Often with heated exchanges.

So tune in to The McLaughlin Group. It's comprehensive, contentious and... contagious.

Made possible by a grant from GE.



THE McLAUGHLIN GROUP
Check your local listing for station and time.

We bring good things to life.

ALL MARKETS ARE

MARKET/ STATION	SWEEP	DMA RATINGS W 18-49	% INCREASE	DMA RATINGS M 18-49	% INCREASE
ATLANTA WAGA/C	11/88 T.P. 2/89 HALL	4 7	+ 75%	4 5	+ 25%
ORLANDO WOFL/I	11/88 T.P. 2/89 HALL	1 6	+500%	1 3	+200%
AUSTIN KBVO/I	11/88 T.P. 2/89 HALL	1 6	+500%	0 5	+1567%
BATON ROUGE WBRZ/A	11/88 T.P. 2/89 HALL	2 10	+400%	2 8	+300%
FT. WAYNE WPTA/A	11/88 T.P. 2/89 HALL	0 2	+567%	0 2	+567%
MERIDIAN WTOK/A	11/88 T.P. 2/89 HALL	2 10	+400%	2 5	+150%

HALL MARKETS.

THE ARSENIO HALL SHOW is a huge success. Men and women 18-49 love him—so much that in some cases, he's doubling, tripling and even quadrupling last November's late night numbers. And stations covering 94% of the country are cashing in!

Source: NSI 11/88, 2/89.

So don't be part of the 6% that hasn't yet. Make your market a Hall market now—with *THE ARSENIO HALL SHOW*.



FIRST. BEST.

PM MAGAZINE EVENING MAGAZINE THIS EVENING

Quality programming.
Compelling. Entertaining. Informative.
Appealing to viewers – and advertisers.

A winner.

It's been that way ever since the debut
of EVENING in 1976 and of PM two years later.

And always will be.

And now television's first
and best access magazine format
becomes even more accessible
with the introduction of the fully produced
THIS EVENING.

The same financial resources.
The same well produced stories.
The same talented production staff.
All working together to create
the next legacy of access success.

AND ALWAYS.



THE LEGACY OF ACCESS SUCCESS

SHOW	RT	SHR	T.P. AVG RANK	HH SHR PTS FROM #1	SHR W18-49	SHR W25-54	SHR M18-49	SHR M25-54	# ACCESS MARKETS
PM - EVENING MAGAZINE	13	22	2	4	28	29	26	28	18
ENTERTAINMENT TONIGHT	10	16	3	14	26	26	25	25	54
A CURRENT AFFAIR	10	15	3	17	24	24	25	26	56
INSIDE EDITION	9	14	3	15	19	20	17	19	34
USA TODAY	9	14	3	18	17	19	19	20	71

Feb. 1989 NSI



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Producing for
Broadcasters

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Datebook

■ indicates new listing

This week

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 15—*Women in Cable, New York chapter*, meeting, "Woman at the Top," featuring speaker Kay Kopiovitz, president-CEO, USA Network. Viacom Conference Center, New York. Information: (212) 889-4670.

May 16—"Cable Day," sponsored by *Women in Cable, Chicago chapter*. Hyatt Regency O'Hare, Chicago. Information: (312) 696-1234.

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 16—Advanced television systems symposium sponsored by *Society of Broadcast Engineers, chapter 15, with national SBE*. Studio 8G, NBC, Rockefeller Center, New York. Information: David Bialik, (212) 752-3322.

May 17—*Washington Area Broadcasters Association* awards dinner, honoring Jim Gibbons, former Washington broadcaster, and FCC Commissioner

James Quello. Congressional Country Club, Bethesda, Md. Information: Marion Thompson, (202) 364-7808.

May 17—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass 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—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: George Back, president, All American Television. Copacabana, New York.

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 presentation (telecast), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

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

May

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

Major Meetings

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. Marri-

ott, 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. 1-3**—*Association of National Advertisers* annual convention Homestead, Hot Springs, Va.

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) 750-8899. Future convention: Oct. 11-15, 1990, Cannes.

Oct. 21-25—*Society of Motion Picture & 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. 26-27, 1990**—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

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

■ **March 31-April 3, 1990**—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991. Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

■ **April 20-25, 1990**—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

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

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

May 26—Deadline for entries in Regional Fellowship Program of *Center for New Television, Great Lakes Region*. Information: (312) 427-5446.

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.

May 31—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Edward Bleier, president, pay TV, animation and network features. Warner Bros. Copacabana, New York.

June

June 1-3—*South Dakota Broadcasters Association* annual convention. The Crossroads, Horon, S.D.

June 2—*Women in Communications, Washington chapter*, Matrix luncheon. Speaker: Barbara Cohen, Washington bureau chief, CBS. Capital Hilton, Washington. Information: Cindy Bissett, (202) 463-5682.

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 6—*MTV Networks* local advertising sales workshop. Hyatt Chatham Center, Pittsburgh. Information: David Zagin, (212) 944-5596.

June 7—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Meister, president, Financial News Network. Copacabana, New York.

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

Advertisement

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

NBC SHOULD FIRE BETTY FURNESS

Betty Furness, an aging actress who is best remembered for opening refrigerator doors on Westinghouse TV commercials, is currently employed by NBC News as a consumer affairs reporter. On March 30, she did a long report on the Today Show about a study Consumers Union made of apple juice to see what brands contained traces of Alar. That's the chemical that had the country in a tizzy for a few weeks after "60 Minutes" falsely reported that it was considered to be the most potent cancer-causing agent in our food supply.

The hysteria generated by that "60 Minutes" program abated after three separate government agencies assured the public that the tiny residues of Alar found in some apple products posed no serious danger to health. But two weeks later, Consumers Union announced that it had found traces of Alar in a number of samples of apple juice. It created the impression this was a serious health risk even though it didn't say that. It got help from Furness, who concluded her Today Show report saying she thought people would want to get away from Alar pretty fast.

Renowned scientists have pointed out that the chances of developing cancer from drinking apple juice containing minute traces of Alar are about the same as the chances of getting cancer from drinking chlorinated tap water, but Betty Furness didn't tell her viewers that. She also didn't tell them that she is on the board of Consumers Union, the organization that made the study that she was reporting on.

That's a journalistic no-no. NBC News has a rule that says, "Outside interests should not compromise or appear to compromise the ability or credibility of any member of NBC News in dealing accurately and fairly with news stories relating to such interests." The reporter must call the existence of such an interest to the attention of a supervisor, who will normally assign the story to another reporter.

Michael Gartner, the president of NBC News, was surprised to learn that Betty Furness was a member of the Consumers Union board. The executive producer of the Today Show was also unaware of this obvious conflict of interest. Gartner said it was a matter that bore looking into, but Furness couldn't understand the problem. She said it was well-known that she had been on the Consumers Union board for 19 years. She admitted that in reporting on the Consumers Union study on Alar in apple

juice she had reported only their view. She saw no need to give the other side of the story, saying, "The other side has been given time and time again."

That's not true, and she admitted she hadn't given it. She has not only flouted the rules on conflict of interest, but she apparently doesn't even understand why they exist. Furness has continued to cover the Alar story on WNBC, where she had reported on action taken by Walter Cronkite in blocking a showing in Washington of a film he made that is highly critical of the view that minute traces of chemicals such as Alar in our food are a health hazard. She failed to mention the key role she played that led Cronkite to take that action. NBC News should replace Betty Furness with a reporter who understands and honors its conflict of interest rules.

AIMO

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(202) 371-6710

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

June 14—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jack Valenti, president-CEO, MPAA. Copacabana, New York.

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 15-18—*Society of Cable Television Engineers* Cable-Tec Expo. Orlando, Fla. Information: (215) 363-6888.

June 17-19—*Alabama Broadcasters Association* spring/summer convention. Lake Gunterville lodge and convention center, Gunterville, 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 18-21—*National Broadcast Editorial Association* convention. Keynote speaker: Daniel Schorr. Mayflower hotel, Washington.



Fairness following

EDITOR: Jim Donohue and Ralph Nader completely missed the target and wound up shooting themselves in the foot in the report on the supposed effect of the repeal of the fairness doctrine on news and public affairs programming (BROADCASTING, April 10). Both the research and the conclusions drawn are fatally flawed.

The basic methodology of Donohue's research simply does not permit any valid conclusions to be drawn about the effect of the repeal of the fairness doctrine upon controversial issue programming. The study compares program percentages in the years 1975, 1978 and 1979 with percentages for a partial-year composite week in 1988. Many things happened between the 1970's and 1988 in addition to the repeal of the fairness doctrine. Economic changes in the industry during this period probably had much more impact on programming decisions than any single factor. But we can't tell from this study, and the possibility that such factors might exist is not even acknowledged. Cause and effect relationships are difficult to establish in the most careful research, but in the Donohue study there does not seem to have been any systematic effort to determine why program percentages changed. Indeed, one could as easily surmise that repeal of the fairness doctrine prevented any decline in public affairs programming from being any greater.

On its face, the report shows that the amount of television news and public affairs programming together has *increased*, not decreased (18% in 1988 compared with 14.2% in 1975). And the assumption that controversial issue coverage is focused in public affairs programming and not also in news programming is just not true. As the FCC recognized in findings supporting the repeal of the fairness doctrine, much of television coverage of controversial issues

appears in series reports on newscasts, where it is seen by much larger audiences than those who usually watch public affairs programs.

Even more disturbing is the refusal of Donohue and Nader to acknowledge the enormous changes in the marketplace since 1975, specifically the growth of news and public affairs programming on cable television and the substantial increase in the number of broadcast television stations. CNN, C-SPAN and other cable sources of news and other information programs have greatly increased the amount and diversity of controversial issue programming available to the public. The number of television stations has also increased, a fact the study manages to ignore by using percentages instead of total hours. Taking the study's own figures for public affairs programming at face value, the actual hours of such programming may have increased, although the percentage reported dropped. That is because, according to the National Association of Broadcasters' research, the number of television stations increased 46% from 1975 and the typical broadcast day also increased. Of course, the same facts apply to the study's figures on news programming. The 74% increase may be drastically understated and the NAB believes that the real increase in total hours may be more on the order of 150%. Moreover, the number of hours may be even higher because *TV Guide*, the source of program information for the study, lacks listings for many short newscasts and for news specials that cover controversial public issues.

The bottom line is that Donohue's report, as defective as it is, plainly indicates that the American public is receiving more information programming, including coverage of controversial issues, than it did 10 years ago when government regulation was greater.—*Ernie Schultz, president, Radio-Television News Directors Association, Washington.*

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Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340

Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor.

Mark K. Miller, Harry Jessell,

assistant managing editors

Leonard Zeldenberg, chief correspondent.

Kira Greene, senior news editor

Matt Stump, Kim McAvoy, John S. Eggerton,

associate editors.

Susan Dillon, Adam Glenn (international),

assistant editors.

Randall M. Sukow (technology), Peter D. Lambert,

Lucia Cobo, Joe Flint, staff writers.

Kristina I. Hoyt, editorial assistant.

Anthony T. Sanders, systems manager.

Todd F. Bowie, Ed Kaitz, production.

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Yearbook

David Seyler, manager

Joseph A. Esser, associate editor.

Deborah Segal, assistant manager

Tracy Gilliam-Turner, Paul Miller,

Francesca Tedesco, editorial assistants

Book Division

David Dietz, manager.

Advertising

Washington

Kenneth W. Taishoff, vice president, sales and marketing.

Robert (Skip) Tash, Midwest and Southern regional sales

manager.

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Debra DeZarr, classified advertising manager.

New York

Joseph E. Ondrick, East Coast regional sales manager.

Randi B. Teitelbaum, sales manager

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Lewis Edge & Associates (East Coast equipment and

engineering); 609-683-7900; fax: 609-497-0412.

Hollywood

John R. Russel, West Coast regional sales manager.

Schiff & Associates (Western equipment

and engineering); 213-393-9285; fax: 213-393-2381

Sandra Klausner, editorial-advertising assistant

Circulation

Kwentin K. Keenan, circulation manager.

Patricia Waldron, data entry manager.

Keith Brody, subscription service manager.

Joseph Kolthoff

Production

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Administration

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Nancy Miller, personnel administrator.

Shaun Gehan

Marsha L. Bell, receptionist.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Fax: 212-599-2837

Geoff Folsie, chief correspondent.

Stephen McClellan, chief correspondent (programming).

Rich Brown, George Mannes,

Rod Granger, staff writers.

Yadira Crawford, receptionist

Hollywood: 1680 North Vine Street, 90028

Phone: 213-463-3148

Fax: 213-463-3159

Steve Coe, staff writer.

Advertising Representatives

Pattis/3M: Chicago 312-679-1100, fax: 312-679-5926;

New York 212-953-2121, fax: 212-953-2128;

Los Angeles 213-462-2700, fax: 213-463-0544;

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Monday Memo

A management-technology commentary by Ted Valand, president/CEO, The VBS Group, New York

The National Association of Broadcasters convention has ended. This year, its arrival was accomplished by higher than usual proportions of wonder and dread. We are, after all, in an era of down-sizing and constricted budgets. As always, senior managers are left with an age-old dilemma: the "machines" that were on display are possibly the biggest ticket items within a station's annual budget; at the time, they seem to offer the keys to greater cost efficiencies or competitive success "down the road." To spend or not to spend, that is the question. This year, perhaps, the more relevant question might be: to spend now, or to defer the anxiety of decision-making to a "kinder and gentler" future. What follows are the afterthoughts of someone who has been both a shopper and shoppee:

Some of the pressures for inaction haven't changed.

■ If you are a typical GM or group manager, you rose to your position via sales. The general manager of a TV station once remarked to me that he never understood machines. Then he went on to admit that, actually, he never really liked them. His comments were frank and refreshing. Significantly, this self-awareness did not restrict his willingness to deal with technological issues, or to see the value of machines as tools for accomplishing his objectives. It simply raised the level of anxiety associated with his decision-making. For many of his peers, such anxiety is a precursor to postponement.

■ Since your decisions will probably involve significant cost, your career may be plagued by visible and haunting reminders of errors in judgment. Even those of you who "know your stuff" can suffer from doubts. Technology is constantly evolving, and the advocates of specific products—as well as the vendors of these products—come and go. The "better safe than sorry" argument is a powerful and persistent one.

■ Although your resident expert knows his stuff, he's on the verge of retirement or maybe worse—a bigger and better job somewhere else. An often overheard comment goes something like: "I left that call to Charlie, he knew all about it." He may have. And you may be stuck with having to start from square one with his successor.

■ Even if you're well prepared and raring to go, there are always dollars-and-cents issues. Your financial folks aren't out there in the trenches with you, and it's tough for them to be genuinely supportive if they're keeping their eyes on the corporate bottom line. The classic questions revolve around whether it's possible to get the same results in a less costly way. Unfortunately, "working with what you've got" may be your only option.

Some "upsides" for those who must



“It behooves all current and aspiring managers to become more ‘technology literate’ with respect to the tools—the weapons—of our trade.”

choose:

■ Setting aside several of the "hottest" technological debates (D-2, HDTV, DAT), you may have noticed that vendors are more plugged in to the real world. The wiser among them have taken long, hard looks at their own cost efficiencies. In many instances, "blue sky" R&D has given way to more marketplace-focused development efforts.

■ In several key areas, you may have been relieved to find that now your choice is between fewer—and more viable—vendors. Time facilitates the weeding out of less technically and financially robust proprietary technologies. What tends to remain is a core of more resilient, more integratable, more connectable products.

■ Over time, many costs within our industry have inched upward, but with machines—particularly computers and related hardware—prices have tended to come down. At minimum, you'll get more bang for your buck.

■ The old and tainted view that describes the NAB convention as an "engineer's candy store" deserves to be put to bed. Managers directly responsible for your technology

investments (especially news and engineering directors) are seeing their career horizons open up. They're thinking like general managers. In fact, many aspire to be general managers. They are *not* "kids in a candy store" or threats to the corporate bottom line.

In such a setting, there is hope for those of you who are not able, or not willing, to remain among the walking wounded, or to be listed as technologically missing in action. As always, the NAB convention floor was part of a perennial bazaar. Regardless of the thickness of your wallet, it was ready and waiting for you. It's important to make sure that you, indeed, were ready for it.

Some basic but under-utilized insights:

■ Know what you need. Walking the floor in order to keep tabs on what's out there was both prudent and advisable. Hopefully you avoided impulse buying—regardless of bargain-basement price tags.

■ Know your vendors. There is no substitute for post-convention intelligence. The fundamentals still apply: Does a vendor's "show product" really exist? Is it really deliverable according to your timetable? What is their company's potential for long-term survival (survival, at least, through your own amortization cycle)? Just as important, however, is an examination of the market strategies of the vendors themselves. Are they able, and willing, to support your particular product—and you, as a particular type of client—over the long haul? Is their hardware platform and generic operating environment oriented toward where their (as well as your) industry is going?

■ Know, and be comfortable with, your own organization. Personal experience on both sides of the fence has taught me that the most successful approach to technology acquisition involves a team effort.

■ Know what you're going to do if things don't work out as planned. Can you use the hardware/software for something else (or somewhere else) if its primary application (or its vendor) fails to survive?

There may be a final dilemma: "All of this stuff looked good, but it still sounds complicated." Here is a parting truism: ours is an industry whose continued success requires healthy and ongoing client/vendor synergies. Our business both drives, and is driven by, technology. Timely and productive decision-making becomes less of a dilemma if one's choices, and one's actions, are truly "informed." Whether or not immediate decisions are required, it behooves all current and aspiring senior managers to become more "technologically literate" with respect to the tools—the weapons, if you will—of our trade. Take advantage of every opportunity to enhance your personal technical expertise. For us, the future is now. And it always will be. ■

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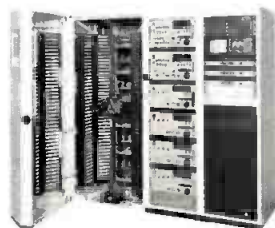
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TOP OF THE WEEK

Performance-based affiliation contracts considered by NBC

Network will present plan this week that would reward stations with good ratings and clearances and penalize ones that fall short

NBC-TV is proposing to overhaul its affiliation contracts. The network, working with an ad hoc committee of affiliate members, has outlined a new method of affiliate compensation that would explicitly reward or penalize stations according to certain performance-based criteria, making NBC the first to depart from the traditional formula used by the three networks.

BROADCASTING has learned that this plan will be presented to the NBC affiliate board at a meeting Tuesday in New York. As of last week, board members not on the ad hoc committee were still in the dark about specifics of the changes. The board will have three days following the meeting to consider the proposal, before deciding whether to endorse the plan at a Saturday meeting preceding the NBC affiliate gathering in San Francisco. The plan would then assume center stage at the affiliates' business meeting.

Unlike last fall, when NBC tried to revise compensation to affiliates, this time around the network is not expected to reduce drastically, if at all, the total compensation it pays to stations, estimated at roughly \$145 million. Rather, the new formula would reduce compensation for some stations and raise it for others. There is even a slight chance total compensation might increase, one affiliate suggested.

It was not clear last week how performance criteria, some of which could be subjective, would be incorporated into a revised compensation formula. Possible criteria include household delivery, local news ratings or ranking, other lead-in rankings to network dayparts, and clearances. The latter criteria would have to be carefully written into any agreement since FCC rules currently forbid the three networks from writing a contract that "prevents or hinders the station from (1) rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable or contrary to the public interest, or (2) substituting a program which in the station's opinion is of greater local or national importance."

The proposed change appears to have heightened already sizable interest in Sunday's (May 21) closed affiliate business meeting at the Hyatt Embarcadero in San Francisco. Also present will be NBC Presi-



dent Robert Wright, who will explain the company's plans to expand beyond the network-owned station business. Wright has already discussed some of those ideas with affiliate board members at their winter meeting in Puerto Rico and in his recent speech before the Society of American Business Editors and Writers in New York (BROADCASTING, May 8), where he said the future of television was in pay TV. Those comments raised concern among several of

the affiliates commenting last week.

Because of the weighty issues involved, NBC is said to be giving extra encouragement to station owners, as well as management, to attend.

Developments at NBC News are expected to be of interest as well. Multimedia Broadcasting President James Lynagh noted that many affiliates had yet to meet news division president Michael Gartner, and would be interested in hearing about news division talent and Gartner's plans.

Affiliates are currently in the midst of a 30-day experiment giving their local newscasts access to the programming of NBC's new basic cable service, CNBC. Those stations that have access to C-band dishes or cable feeds can excerpt any material televised on the channel, while other stations are provided with four or five stories twice a day via NBC's Skycom satellite system, according to Jo Moring, vice president, affiliate news services.

CNBC itself can excerpt material from the local news video passing through the Skycom newsfeed. The continuation of the trial period may be among the matters discussed.

Skycom itself may receive some discussion. Some affiliates who are looking to cut news costs would like to see the service do more, so they can drop one of the other satellite-based news operations. Meanwhile, NBC, which has not raised its rates for the system in five years, is hoping to find a way to cut Skycom's continued losses, according to Moring.

Controversy and constructive dialogue aside, the affiliates meeting will have more than its share of celebration, according to affiliate board chairman Jim Sefert, president, Cosmos Broadcasting: "The big thing will be the celebration of 47 weeks of winning."

NBC has already said it will announce a major promotion campaign, reportedly with Sears, for its new fall schedule, which affiliates will be examining at the meeting. Other possible dayparts of particular interest are sports, where the network recently announced the appointment of Dick Ebersol as president, and daytime, where the network continues to lag in third place. Program standards will also continue to be of interest, said affiliate board member Bob Sutton, president, Media General Broadcasting, if for no other reason than the fact that advertisers continue to raise questions: "Here, locally, we haven't had any advertisers jumping on us." □

At the other two

NBC's attempt to substitute a performance-based compensation system will be closely watched by network executives at both ABC and CBS. Both of those networks are partly constrained by the limits of whatever NBC achieves, since a more aggressive effort runs the risk of encouraging some affiliates to defect to NBC, which, as the clear leader in prime time, has the best chance in years to improve its station lineup. Prior attempts by at least one of the competing networks to reduce compensation were frustrated by NBC.

All three networks have let affiliates know that performance is implicitly a factor in determining a station's hourly compensation rate. Clearances and news ratings have been publicly cited as reasons for networks dropping affiliates. And affiliate division executives of all three networks, most noticeably CBS and ABC, have been negotiating market-by-market with affiliates using performance in some cases as a justification for cutting rates.

Viacom sues Time for \$2.4 billion

Alleges monopolistic activity targeting Showtime/TMC; Time calls complaint 'baseless'

Viacom Inc. filed a \$2.4 billion antitrust suit against Time Inc. last week, alleging violations of antitrust laws dealing with the carriage and treatment of Viacom programming services on Time-owned cable systems.

The suit alleges a host of monopolistic practices by Time Inc. and its subsidiaries HBO, American Television & Communications and Manhattan Cable, to prevent carriage and retard the growth of Viacom's pay services Showtime and The Movie Channel. Time said the complaint was "totally baseless."

The suit has caused concern within the cable industry because the arguments Viacom is using against a fellow cable company that is, like Viacom, both programmer and operator are the same ones that have often been used by cable's most outspoken critics. Indeed, Preston Padden, president of the Association of Independent Television Stations, was quick with a reaction. "Apparently, NCTA's board chairman [Viacom Cable President John Goddard] and his company are unpersuaded by NCTA's stock arguments that cable is not a monopoly. Obviously, independent television stations share Viacom's problems regarding cable access and channel positioning," he said.

There was also reaction from Senator Howard Metzenbaum (D-Ohio), who has been severely critical of the industry. Metzenbaum, who chairs the Senate Judiciary Committee's antitrust subcommittee, issued

tor, expressed regret over the suit. "I hope they are able to work it out," he said.

One view has it that the suit is designed to increase the pressure on Time to carry Showtime in Manhattan and elsewhere. Manhattan Cable announced at a press conference in January 1981 (BROADCASTING, Jan. 12, 1981) a \$20 million capital improvement program to upgrade the system to 35 channels that included the addition of Cinemax and Showtime. It added the former, but never the latter. Indeed, a citizen's group brought suit against Manhattan several years ago for failure to carry any pay services other than HBO and Cinemax. The suit was settled when Manhattan added Bravo and Sportschannel, both owned by Cablevision Systems.

Some observers pointed to the timing of the suit, given that Time and Warner Communications are in the middle of a merger that will make their combined cable properties even more formidable competitors. Viacom denied that timing had anything to do with the suit, saying it was in preparation for more than a year.

Warner Cable, which would combine with ATC after the merger, has been a strong supporter of Viacom services, including Showtime, on its systems; one reason for this is that at one time Warner owned a portion of Showtime. MTV, another Viacom service, was developed under the Warner banner. One observer speculated the suit may be intended to insure continued Warner Cable support of Viacom services following the merger.

There is an added irony in that a number of Viacom's and Showtime's top executives, including Frank Biondi and Tony Cox, were with HBO during the time many of the allegations in the complaint were said to have occurred.

In the suit, filed in U.S. District Court in New York, Viacom alleged that Time, HBO, ATC and Manhattan Cable "violated federal antitrust laws by monopolizing, conspiring to monopolize, attempting to monopolize and unlawfully restraining trade." Specifically, Viacom said Time practices were "designed to increase the costs of their rivals, raise barrier to entry and expansion, and otherwise entrench themselves as monopolists by anticompetitive conduct."

Viacom alleged that as long ago as 1980, HBO attempted to induce and coerce cable operators not to carry other pay services. It said that in addition to Manhattan, ATC systems in Memphis; Denver; Champaign, Ill.; Charleston, W.Va.; Ithaca, N.Y.; Council Bluffs, Iowa; Beloit, Wis., and Mankato, Minn., have refused to carry Showtime.

And in markets where Showtime is carried on ATC systems, Viacom alleged Time discriminated against those services "with regard to channel position, in promotion and marketing, and otherwise." Viacom also said HBO has used a "buy through" requirement, telling subscribers they cannot receive Showtime unless they have also

purchased HBO and Cinemax. Viacom also said HBO has used "no switch" provisions to retard the growth of Showtime, preventing subscribers from substituting Showtime as the second pay service after HBO.

Viacom said that when HBO introduced Cinemax in 1980, it served as a barrier to entry by others. Channel capacity was tight, and HBO raised the cost of doing business in pay television by pricing Cinemax "often below cost." Viacom said HBO's introduction of its subscriber incentive program (SIP), which discounted or eliminated charges for new HBO pay subscribers, was designed to maintain HBO's entrenched monopoly position. Viacom also said HBO has refused to provide marketing support for operators if they promote pay services

Continues on page 30.

Top-20 box score

The latest list of the top owners of television's station groups (see opposite page) shows some change since last year, but the players remain essentially the same. The exception is RKO, which dropped out of the top 20 with its sale of KHTV Los Angeles to The Walt Disney Co., which now debuts on the list at number 19.

The top four occupants remain the same, but number five, Tribune, moved down a spot to number six, replaced by HSN Silver King, now at number five. HSN will move ahead of Fox Broadcasting once it completes its purchase of WUE-TV Atlanta. Last year's number 13, Univision, has jumped to number eight with its purchase of three stations in the last 15 months. TVX Broadcast Group has dropped from last year's number 15 spot to number 18, with its sale of three stations. It is also in the process of selling two more.

Gannett and Group W have switched places and are now numbers 10 and 11, respectively, while A.H. Belo has moved from number 19 to number 17, due to RKO dropping out and TVX moving down the list.

Missing from the top-20 chart is Trinity Broadcasting Network, a Santa Ana, Calif.-based group of 12 TV's headed by Paul Crouch. Although the group has a market penetration of 11.75%, it is operated as a nonprofit organization and for that reason is not included on the list.

In the following chart, market penetration is based on the latest Arbitron figures. FCC regulations allow for ownership of up to 12 stations when coverage of the U.S. remains below 25% (or 14 stations if minority control is involved). According to FCC regulations, UHF stations receive a 50% discount on coverage.



a statement saying: "Private lawsuits will not provide the long-term answer to the competitive problems in the cable industry. Congress is going to have to act or cable TV subscribers will continue to be at the mercy of the monopoly power wielded by cable companies at the local level."

The lawsuit comes at a time of increasing scrutiny of the cable industry. If the case went to trial and the court mandated that Manhattan Cable carry Showtime, for instance, it could deal a major blow to the operator's role in choosing what goes on their systems and substantially change the fundamental relationship between programmers and operators. But cable sources said it was their impression Viacom was only seeking what it felt would be fairer treatment of Showtime by HBO relating to marketing campaigns and carriage by ATC.

Charles Dolan, chairman of Cablevision Systems, both a cable programmer and opera-

Television's top 20

1. Capital Cities/ABC
(24.345%)
2. NBC
(22.381%)
3. CBS
(20.775%)
4. Fox
(19.44%)
5. *HSN Silver King
(19.05%)
6. Tribune Broadcasting
(18.688%)
7. Gillett Holdings
(11.048%)
8. Univision Station Group
(10.672%)
9. Chris Craft Industries
(10.665%)
10. Gannett Broadcasting
(9.987%)
11. Westinghouse Broadcasting
(9.928%)
12. Telemundo Group
(9.223%)
13. Cox Enterprises
(8.975%)
14. MCA
(7.715%)
15. Scripps Howard
(7.569%)
16. Hearst Broadcasting Group
(6.784%)
17. A.H. Belo
(5.648%)
18. TVX Broadcast Group
(5.444%)
19. Walt Disney
(5.34%)
20. Gaylord Broadcasting
(5.25%)

Viacom-Time continues from page 28.

other than HBO during specific promotion periods.

Viacom said HBO's multiple exclusive contracts with movie suppliers are "an effort to corner the market on future film output." Showtime, however, has many exclusive contracts with Hollywood studios and promotes that as part of its programming lineup, and, in fact, was sued by Paramount Pictures late last week in a dispute over payment for exclusive movies (see "In Brief"). But Viacom said HBO has contracts for more product than it needs for HBO and Cinemax, thus denying Viacom product and driving up its price.

Near the end of the 45-page complaint, Viacom asked the court for triple damages of \$800 million, which, after trebling, amounts to \$2.4 billion.

Time, which has 20 days to respond in court, said last week that "many of the allegations rehash issues that have been periodically raised for more than a decade. On several occasions, the Justice Department has reviewed many if not all of these allegations and repeatedly concluded that no action was warranted. The timing and content of Viacom's suit are curious, inasmuch as Showtime has initiated and aggressively pursued practices it now condemns. Particularly ironic is the allegation of Viacom—itsself a significant cable operator—that all cable operators are local monopolists, a claim we strongly dispute." □

Broadcasters ponder telcos in their future

Jury is still out on entry of telephone companies into television business, with mix of yeas, nays and maybes

The telephone industry's campaign to become a full-fledged video provider is giving broadcasters reason for pause. But a consensus as to whether the industry should welcome or oppose the telcos has yet to emerge. This June, the National Association of Broadcasters television board may issue a position on the matter; but in the meantime, there is considerable angst within the industry as to what is in broadcasters' best interest.

In a survey of top broadcast group owners, BROADCASTING found a variety of opinions. Some feel it is premature to take a stand either for or against telco entry. Others have decided that telephone companies have no place in broadcasters' future. And at least one group, Fox Television, is an advocate of letting phone companies enter the video marketplace as a competing delivery service to cable.

At the heart of the debate is the issue of vertical integration. Most broadcasters have serious qualms about phone companies controlling not only the conduit but the con-

Casualties of 'War'

The final chapter of ABC's *War and Remembrance* aired last week, and as expected, the numbers were smaller than those for the first part of the mini-series, which aired last November. For the first four parts of the broadcast last week (Sunday, May 7-Wednesday, May 10), the program averaged a 14.7 rating/23 share, below the network's advertiser guarantee for the May segment of a 17 rating, according to advertising agency sources.

In November, the first seven installments averaged an 18.6/29, while the network guaranteed a 20.5 rating. Two weeks ago, Capital Cities/ABC Chairman Thomas Murphy revised upward the loss estimate for the mini-series to between \$30 million and \$40 million. If the loss total is closer to the higher figure, it would represent a doubling of the initial *War and Remembrance* loss projection of \$20 million. However, network officials suggested that figure might be reduced somewhat with sales to home video and overseas markets.

All three networks appear to have gotten the message from viewers loud and clear that they prefer shorter mini-series. All the mini-series announced so far for next season are between 4 hours and 6 hours. ABC's longest is the six-hour *Kennedys of Massachusetts*. NBC has announced eight mini-series projects so far for next season, the longest being the six-hour *Desperados: The Kiki Camarena Story*. The seven other projects are four hours each. CBS so far has two five-hour mini-series in the works for next season. "You won't see another mini-series the size and scope of *Winds of War*," said one advertising agency official. "It's just too much of a risk." One ABC official agreed, but noted that many have lost sight of the fact that most mini-series don't go beyond four or six hours anyway. "Of the hundreds of mini-series that have been produced," he said, "no more than 20 or 25 have exceeded 10 hours."



Cox's Mouse



Group W's Goodgame



Taft's Taft

tent.

Cox Enterprises, for one, sees little value in allowing telcos into the broadcasting business. "We are against the telcos getting into electronic publishing...[and] as broadcasters we are also against them getting into programming," said Stanley Mouse, president of the Cox broadcast division. Cox also has significant cable and newspaper interests.

But Cox is not alone, according to Mouse. "In general, major companies like ours that are multiple communication companies are coming to the same conclusions that we are," he said. The American Newspaper Publishers Association is on record opposing legislation that would remove the prohibitions contained in the modified final judgment issued by U.S. District Court Judge Harold Greene that keep the Bell operating companies from offering information services, including cable TV.

"We think that Judge Greene's present restrictions should at least stay in place

until this subject has been studied in much greater depth," Mouse said, adding that as broadcasters, the telcos "would have a monopoly distribution system." If they also have an opportunity to provide programing

services "they would really have a monopoly on everything."

A lot of people are taking the position that NBC President Bob Wright and our company have, said the Cox executive, referring to Wright's anti-telco stand (BROADCASTING, April 17).

But on the other side of the issue is Fox Television Stations, which is open to letting telephone companies compete with cable. "There is a significant and long-standing problem in this country" with cable, said Tom Herwitz, vice president for Fox Television Stations. Most Americans, he said, are subject to having a "vertically integrated monopoly gatekeeper making their program choices based on whatever whim or self-interest they feel is appropriate. That problem must be corrected," said Herwitz.

Fox, he continued, is "delighted to see another industry interested in providing video service to consumers on a competitive or common carrier basis." Herwitz said Fox would prefer to see a separations policy applied to the telcos that would keep them from becoming a distributor and exhibitor. It is the growing vertical integration within the cable industry that disturbs Fox the most, explained Herwitz.

Fox's position is likely a result of its often strained and confrontational relationship with cable interests. "We are not just saying let [the telcos] in," added Herwitz. But Fox would like to figure a way to structure telco entry to solve those problems, he said.

Taking a more centrist position is Westinghouse Broadcasting, although the company feels there could be tremendous disadvantages if the telcos become programmers. "If they are permitted to become vertically integrated...the resources that they have at their disposal are phenomenal," said Thomas Goodgame, president of Group W's television station group. He acknowledged that there are "no real guarantees" with cable, especially in a world without must carry. However, Goodgame said that cable at least "has an interest in keeping us solvent because it keeps them solvent. Our survival does not mean much to the BOC's."

There is no question that the BOC's would not "subvert us, they are too smart for that," he said, adding that "we are in an excellent position at the moment because we haven't chosen sides. We are being wooed by both cable and the phone industry." Ultimately, broadcasters have to establish a position, said Goodgame. Both cable and telcos are "lobbying their wheels off in Washington. If we do not state a position, a decision will be made without us," he said. Group W, which formerly owned cable systems, owns Home Team Sports and handles the marketing of the Nashville Network.

Dudley Taft of Taft Broadcasting also expressed reservations. As a member of the Television Operators Caucus, he indicated the TOC is "wary" about the effect telco entry may have on over-the-air broadcasting. "If [the telcos] are the gatekeeper instead of cable, they are more regulated and would have to meet other requirements,"

said Taft. "I think we ought to keep a dialogue going with them as well as cable."

Taft also noted that the phone industry is now willing to talk about free carriage for broadcast signals but that their first reaction was: "We don't give anything for free."

And there are those broadcast groups, like Tribune, that are internally debating the issue. They own newspapers, and some of its TV stations are national superstations.

Post-Newsweek Stations' chairman and chief executive officer, Joel Chaseman, said his group has "no position." □

Midwest says no for now

Minneapolis-based company doesn't get offer it likes for radio, TV and cable properties; many see situation as just part of market in which sellers and buyers are far apart on prices, especially for network TV affiliates

Midwest Communications last week declined to accept any offers for its broadcasting and cable properties, and chose instead to continue operating its business. The closely held Minneapolis-based company said bidders for the properties had shown "significant" interest but that an auction had "failed to produce buyer proposals representing appropriate values for the Midwest stockholders," adding that the properties, WCCO-AM-TV and WLTE(FM), all Minneapolis; WFRV-TV Green Bay, Wis.,

and a cable marketing and program distribution interconnect, had been valued by outsiders at more than \$400 million.

Following on the apparent failure of another auction—for the Malcolm I. Glazer station group—to obtain satisfactory offers, last week's announcement clearly shows a continued disagreement between buyers and sellers over values in the affiliate TV station business.

Observers note that there were other factors contributing to the failure of Midwest to obtain the prices it sought. Since the company was put up for sale last Nov. 21, short-term interest rates had increased by roughly 1½%, effectively increasing the cost of Midwest to most buyers.

Also since last November, the FCC decided to allow radio-TV combinations in large markets, such as Minneapolis, a

Wright defends 'Roe' to advertisers

NBC's *Roe vs. Wade*, a made-for-TV movie airing tonight (May 15) and focusing on the 1973 Supreme Court decision that legalized abortion, is the latest "reality-based" program whose surrounding controversy has caused several advertisers to withdraw commercial time. NBC President Robert C. Wright, concerned about what he perceives as a "trend" of threatened boycotts by groups who disapprove of certain shows, last Monday sent a letter to a number of major corporate advertisers seeking their support for the program.

Wright's comments come in the wake of a letter to advertisers sent by Donald Wildmon, executive director of the American Family Association, urging them not to participate in *Roe vs. Wade*. Wildmon, who reportedly has not seen the show but is said to presume it to be pro-abortion, is also asking viewers not to buy the products of *Roe's* sponsors.

The "masterful" *Roe vs. Wade* is "balanced, thoughtful and compelling, and deserving of strong advertiser support," Wright wrote, citing early raves from several television critics. "NBC firmly believes the decision about where your messages appear rests with you and your marketing people—not with those who have a predisposition to judge a program's merits based on their own agenda and no information."

An NBC spokesman confirmed that some sponsors have withdrawn their ads, but would not release their names. The network also said that advertisers would be screening the program up until air time, and expects it to be fully sponsored. "We will underwrite this project without support if necessary," Wright said. General Foods is reportedly a sponsor whose ads will appear on the program.

Earlier this month, Pier Mapes, NBC Television Network President, sent his own letter to agencies. He said: "In our opinion, *Roe vs. Wade* does not take a position on abortion...[it] has been scripted and produced to give equal weight to the contending viewpoints."

Richard Kostyra, media director, J. Walter Thompson, told BROADCASTING he feels the *Roe vs. Wade* controversy has less to do specifically with Donald Wildmon than the volatility of the subject of abortion itself, once again before the Supreme Court. "Some advertisers may be responding to the Wildmon letter. I think most are not," he said.

"They are there to advertise, not to crusade," said Kostyra. "I don't believe most advertisers think it is their responsibility to take positions on social issues. They're interested in a program environment that delivers a large audience of their consumers, and would prefer that that audience was involved positively."

change which encouraged Midwest to seek a sale of the company's stock. A sale of stock would have produced greater proceeds for Midwest shareholders than if the company's individual properties were sold, with those proceeds first taxed at the corporate level, before being distributed to shareholders.

But from the buyer's perspective, a stock sale is less favorable, said Burnham Broadcasting's chief executive officer, Peter DesNoes, who added that he was not involved in the bidding. A stock sale provides a buyer with fewer advantageous depreciation opportunities and also might expose the buyer to liabilities based on past events.



Rupp

Midwest Chief Executive Officer Jim Rupp suggested other reasons buyers might not have made offers up to the company's expectations. He said the existing glut of stations still on the market may have already eliminated some potential bidders. Additionally, he noted that many of Midwest's properties were already so successful that the small likelihood for dramatically increased performance may have discouraged buyers who often look for turnaround situations: "WCCO(AM) is one of the dominant stations in America, and the FM station is now number three in the market. WCCO-TV overachieves the CBS network by a minimum of 25%."

The ownership situation that prompted Midwest to consider selling still exists, and the company is still potentially vulnerable to the kind of takeover battle that has rocked a number of closely held media firms over the past few years. Specifically, the F.E. Murphy Trust, which owns more than 20% of Midwest stock, will exist only as long as the last surviving trust member, who is now 88. The company took out a \$146 million loan in 1985 to make a distribution to shareholders and partially satisfy their demands for liquidity. At a news conference last week in Minneapolis, Midwest Chairman W. Thomas Doar Jr. said that the company would try to find other ways to allow some shareholders to cash in their stock.

Meanwhile, the affiliate station marketplace continues to look weak with intermittent transactions, some of which are prompted primarily by the advantages of tax certificates. Commenting on the current marketplace, Fred Seegal, managing director of Shearson Lehman Hutton, said: "Part of the problem is that there aren't many sellers who really have to sell." □

Patrick says in 50 years, broadcasters' concerns have not changed

FCC chairman tells AWRT that competition still dominates issues; fiber, multichannel technologies threaten broadcasting, not telcos

If the past 50 years have taught anything to those involved in the field of broadcasting, it is that "the song remains the same," according to outgoing FCC Chairman Dennis Patrick. Speaking before the American Women in Radio and Television convention in New York last week, Patrick said: "The issues facing us, strangely enough, are the same issues that faced the industry when RCA unveiled what it called 'high-definition television' at the 1939 World's Fair."

Back then, said Patrick, radio broadcasters were concerned that their listeners would abandon them for video, and early television pioneers feared they would be rendered obsolete by newer, more advanced equipment. Today, we face the same general issues, Patrick said.

Broadcasters are concerned with the competitive threat posed by cable and telco entry, and worry about the potential obsolescence of their equipment by today's version of HDTV and tomorrow's fiber technology. "The story of broadcasting is one of competitive struggle," said Patrick, "a fight to secure and retain audience loyalty



Patrick

among new combatants and new technologies."

Changes in regulatory policy have been the driving force behind major changes in industry structure to date, Patrick said, but "tomorrow, regulation should play a much less significant role. Your future should be driven by the marketplace and by technology, not by a Washington wish list."

Those who call for reregulation are often self-interested, said Patrick; they include members of the Washington establishment who "would restore unto themselves the power to define the public interest," and

Potash spells out goals for RAB

Three months after naming Warren Potash its president and chief executive officer, the Radio Advertising Bureau board of directors met in Florida last week for its first gathering with the controversial new leader. RAB Board Chairman Carl Wagner of Great American Broadcasting, who said he had anticipated a "rough" board meeting based on some negative reports about Potash's RAB management style, said spirits were high by the end of the May 7-9 gathering. According to those attending the meeting, a previously tight-lipped Potash came forth with a number of specific goals he has for the association.

Potash received support at the RAB's biannual board meeting for the following proposals: the formation of an ad hoc committee to address Hispanic broadcasters; the creation of a "Quality Service Desk" to be staffed by existing RAB employees and which will be used to routinely call members and monitor their concerns, and the formation of a pilot program that will reexamine the association's dues structures. Three primary concerns for the RAB, Potash told the board, are to increase radio's share of the advertising pie one-tenth of 1% (\$118 million); insure that RAB does not have a deficit by year's end and to increase membership while at the same time halting attrition. "You have to continue to reach out, but you have to start working on the attrition," said Potash. "That's where the service comes in."

Potash's outline for the RAB followed months of silence that at times created industry speculation and dissatisfaction. Potash, acknowledging last week that he had "made some mistakes" since taking office, said, "I have to learn to be a little bit more presidential."

One RAB board member in attendance, Michael J. Faherty of Cox Broadcasting, echoed many of his colleagues' sentiments by saying: "If we had a new employe at one of our stations who in the first one or two days didn't perform perfectly, we'd say: 'That's OK, let's give him a chance.'"

THE TWILIGHT ZONE

GROUNDSWELL

Among young demographics, the current wave of feeling for Twilight Zone is overwhelming.

Picture, if you will, the phenomena. Women 18-34 numbers up 39%; men 18-34 up 42% over year-ago programs.

The Twilight Zone. It won't let up.

94 barter strip half-hours available Fall 89.
A CBS Broadcast International production
in association with London Films and
Atlantis Films Distributed by



MGM/UA TELECOMMUNICATIONS, INC.

GROUP W PRODUCTIONS MEDIA SALES

High-definition TV

Soon after the American National Standards Institute (ANSI) upheld an appeal filed by Capital Cities/ABC of its earlier approval of the Society of Motion Picture and Television Engineers 240M HDTV standard, companies exhibiting high-definition TV production equipment in the 1,125/60 (SMPTE 240M) format were in Las Vegas, attending the NAB convention (BROADCASTING, May 1). While some companies said ANSI's action would not affect them greatly and that they would continue to build 1,125/60 equipment, one company, Rebo High Definition Studio, said it would sue ANSI for not following its usual due process procedure.

Since the ANSI decision, the State Department has changed its official position, supporting worldwide standardization of 1,125/60 in 1990 by the CCIR (International Radio Consultative Committee). The State Department now favors delaying the decision until the end of the CCIR study period in 1994.

In the meantime, some agreement seems to be forming around the "common image" approach to standardization. It is believed that all of the parameters of an HDTV system could be agreed upon on a worldwide basis except for field rate. This would result in a slightly easier world program exchange and some commonality in TV production equipment. Europeans have opposed worldwide standardization of 240M because its 60 hz field rate is incompatible with Europe's 50 hz equipment. Common image is a matter that is being considered by the CCIR working parties on HDTV production, meeting in Geneva this month.

In Las Vegas, NBC and others were offering a quick interim step that could be implemented by broadcasters today. Conventional 525/59.94 interlace equipment was shown modified to shoot and record pictures with aspect ratios of 16:9. Displayed on line doubling, improved-definition television (IDTV) receivers, the images approximated HDTV quality.

Denis Bieber, chief executive officer of Rebo, said his company's suit is being filed out of "outrage and indignation at ANSI's behavior.... We are at a loss to understand why ANSI has ignored the hard work of SMPTE." By turning down a standard submitted by SMPTE, an organization accredited to set standards, ANSI has broken its due process procedures, Bieber said. He added that in SMPTE's 75-year history, ANSI has never failed to uphold one of its standards, a fact confirmed by SMPTE.

The Rebo studio has been producing in 1,125/60 since its formation in 1986. This year it branched into equipment manufacturing with the introduction of a number of 1,125/60-compatible products. The ANSI action could damage the company financially, Bieber said. "We, as both a production house and the developer of hardware, are outraged at ANSI's illegal conduct." He did not know when or in which court the ANSI suit would be filed.

At the SMPTE booth on the NAB exhibit floor, officials did not know what they

would do about the ANSI denial of 240M or even if there was anything they could do about it. They were somewhat puzzled by Capcities/ABC's challenge, saying that an open, public comment period identical to ANSI's was held by SMPTE before 240M was approved, during which ABC or any other interested party could have challenged the standard. No complaint was received by ANSI during that time.

Others felt the ANSI decision did not make a great deal of difference: 1,125/60 equipment will continue to be built and will be successful with or without the label of "American National Standard." Some claimed that while 1,125/60 was opposed by broadcasters only during the ANSI proceedings, the equipment has several other applications that will make the system profitable, with or without broadcaster support.

A survey released during the convention by Sheer and Chaskelson Research Inc., New York, seems to confirm the 1,125/60 supporters' claims. It found that 42.1% of the TV stations surveyed believed that by 1995 they would be buying HDTV equipment as an alternative to NTSC program production. But the numbers were higher

for three other industries. Of all cable TV system operators contacted, 71.4% believed they would be producing in HDTV by 1995. A 57.4% majority of video production houses said they would be buying HDTV equipment, and 45% of the religious program producers for TV stations said the same thing. Industries showing less interest in HDTV than broadcasters, but still representing potentially large markets for 1,125/60 equipment, were four-year colleges, 34.6%; advertising and public relations firms, 34.5%; hospitals connected with medical education programs, 33.5%; general industrial users of video software, 29.1%, and the government (including the military), 22%.

Alternative uses for 1,125/60 was one of the main themes of the HDTV Production Expo '89, held during the NAB convention at the Tropicana Hotel by the HDTV 1,125/60 Group, an alliance of 31 manufacturers and production companies building 240M products and producing HDTV shows. Six theaters demonstrating various applications of high-definition display technology were used, including projection systems for two full cinema-sized screens. One

Videotape

A new tape format war may be brewing. Just as various networks and group broadcasters chose different half-inch component analog formats when Panasonic's MII and Sony's Betacam SP were introduced a few years ago, now two networks have exhibited preferences for competing composite digital formats. CBS was the first network to buy decks in the Ampex-developed three-quarter-inch D-2 format. NBC indicated that it is leaning toward the half-inch, digital format, shown in a production model at this year's NAB for the first time.

At the heart of the choice between the two formats is portability. In theory, the Matsushita-developed half-inch system, marketed in the U.S. by Panasonic Broadcast Systems, Secaucus, N.J., can be easily developed into camcorders and other portable ENG equipment. Sony Corp., which has been leading the drive to miniaturize D-2 equipment, has indicated that camcorder development is years away. "If there was going to be a dockable recorder, it would already be here," said Stan Basara, president of Panasonic Broadcast Systems.

Some D-2 supporters claim that it is not particularly necessary to record in the digital domain. D-2 studio decks are equipped with ports to record images acquired in the half-inch component analog MII and Betacam SP formats. If subsequent generations remain in the digital domain, the quality difference compared to images originally recorded digitally will be indiscernable.

Nevertheless, Sony introduced a portable D-2 recorder, the DVR-1. The 22-pound unit is designed for connection to Sony's BVP-70 field camera or similar cameras with 26-pin connectors. It will accept the small, 32-minute or medium, 90-minute D-2 tapes. The DVR-1 was shown in a pre-production prototype at NAB. Sony hopes to begin deliveries early in 1990.

The prototype version of the half-inch composite tape deck, shown by Panasonic at the Society of Motion Picture and Television Engineers exhibition last fall, was advanced to a production model of a studio deck for NAB. Its performance specifications are nearly identical to those of D-2. "Anybody familiar with D-2 will have no trouble with half-inch digital," Panasonic's Basara said. The system has not yet been submitted to the SMPTE for standardization, but soon will be, he said. Because of its similarity to D-2, it should not take as long to go through the standardization process, he said. D-2 is now nearing final approval by SMPTE.

During an NBC press conference, Michael Sherlock, the network's president of operations and technical services, said that half-inch digital would be the next probable upgrade after its current tape format, Panasonic's MII. "We think that is the next step in tape technology," he said. However, Sherlock told BROADCASTING that NBC was also impressed by the development of the DVR-1.

The CBS deal was a \$5 million sale of several Sony DVR-10 decks to be used with library management systems at several CBS facilities (BROADCASTING, May 8). It was the first sale of component digital tape equipment to one of the three commercial broadcast TV networks. Basara said that Panasonic was also a bidder for the deal, but that CBS bought D-2 because the library systems for that format are now available. He said that Panasonic will be ready to show a multicart M.A.R.C. system for the half-inch composite digital format sometime in 1990, around the same time that the studio deck is ready for delivery.

One drawback to the half-inch system seems to be that no manufacturer other than Matsushita seems willing to produce it.

projected video using an Eidophor system (which was also demonstrated at the Las Vegas Convention Center) and the other projected film images that had been transferred from 1,125/60 tape. The Sony-developed electron beam tape-to-film system used to transfer those images was also shown in its first demonstration in the U.S.

At the same time, film-to-tape transfer technology was also demonstrated by Rank Cintel. Its MKIII HD flying spot telecine built for 1,125/60 was demonstrated transferring a film print of "Gone With the Wind" to tape. After the show, the telecine was moved to Atlanta, headquarters of Turner Broadcasting System, owner of the MGM film library. "Gone With the Wind" and the rest of the MGM video library will be transferred there over the next several months.

Two other companies, Shima Seiki and Quantel, demonstrated how the advancements in high-definition graphics and electronic printing techniques have combined into a way to produce creative still photographs. That is one of the areas that will be explored as well by Sony at its Advanced Video Technology Center, which has just

been expanded and relocated from Palo Alto, Calif., to San Jose, Calif. ("In Brief," May 1). "We will try to find something about that process that we can contribute to it," said Harry Taxin, president of the new Sony facility. "Maybe it would be hardware that would dramatically improve the speed or the quality or give it some automatic capability or give it something that is not available today.... We are going to be looking for a closer tie to computer graphics that would allow this technology to be more useful to other industrial uses such as medical imaging or mapping."

At the convention center, alternatives to 1,125/60 that some broadcasters and manufacturers favor were shown. NBC and the David Sarnoff Research Center, in their Advanced Compatible Television (ACTV) demonstration (BROADCASTING, May 8), included their vision of the "Studio of the Future." NBC has proposed to SMPTE a 1,050/59.94 system, which they say would fit the needs of American broadcasters more than 1,125/60. But at the ACTV demonstration, the equipment was not 1,050 but conventional 525/59.94 modified to a 16:9 aspect ratio.

A major contributor to the NBC exhibit was Ampex Corp., Redwood City, Calif., the last major U.S.-owned videotape equipment manufacturer, which has long remained neutral on the question of HDTV production. During an NAB convention press conference, Ampex officials said they are now investing "significant" amounts of money in HDTV research and development, but could not be more specific. The modified Ampex equipment included four VPR-300 composite digital tape machines, an ADO digital effects system, an AVC Vista switcher and an ACE 200 editor.

Also participating in the ACTV demonstration was Thomson Video Equipment of France. Thomson also showed a line of D-1 (component digital) recording and graphics systems and displays adjusted for 16:9 at its booth on the exhibit floor. Such enhancements are "the gateway to the high-definition television era...a no-risk gateway," said Claude Dumas-Pilhou, managing director. "It's quite sure that television in the 21st century will be in 16:9 aspect ratio," he said, and the modified equipment would allow broadcasters to begin producing in that size quickly and inexpensively. □

Along with Sony, Ampex Corp., which originally developed D-2, has been selling the three-quarter-inch format since both companies introduced models at NAB 1988. Broadcast Television Systems Inc., Salt Lake City, says that it is also developing a D-2 product. For the first time, Hitachi Denshi America also showed a production model of its D-2 VTR, the VL-D500, after showing a prototype at last year's NAB. The unit accepts all three D-2 tape sizes and can be installed in a standard 19-inch studio rack. The biggest difference between the VL-D500 and other studio D-2 VTR's on the market is simpler controls and improved diagnostics software, according to Fred Scott, director, videotape recorder engineering.

Along with the DVR-1, Sony introduced another D-2 deck, the DVR-18 studio recorder. It offers improvements over the DVR-10 studio machine introduced last year, the most significant being the ability to accept the large-sized D-2 tape cassettes with play time of up to 208 minutes. It will be available for deliveries in September. Overall, Sony reported that it signed contracts to sell 100 D-2 recorders during the show, most of them for the established DVR-10. Of the 11 Library Management Systems sold, most were in the D-2 configuration, a Sony spokesman said.

Ampex Corp. announced at the show that it has shipped over 200 of its VPR-300 VTR's so far and 20 of its ACR-225 library systems built for the D-2. No new Ampex software was shown during the show, but a new software package, "M-GEN," was demonstrated. The system corrects artifacts created in duplication due to errors in the setup of VTR's when generations alternate between analog and digital recorders.

Another tool for studios equipped with D-2 and analog equipment is the new 1730 D-2 waveform monitor from Tektronix. The machine allows for simultaneous comparison of digital and analog signal quality.

It also can be used for comparisons of two analog channels.

There were few product introductions among the half-inch CAV formats. Perhaps the biggest news in that category was NBC's latest glowing endorsement of Panasonic's MII. A great deal of attention was attracted to NBC and Panasonic during NAB 1987 when the network announced that it would convert all of its tape-related operations to MII by 1992 by buying tape equipment totaling \$50 million. NBC's Sherlock announced that in the two years since that convention, the complete conversion has been completed at network facilities and the owned stations with purchases so far totaling nearly \$51 million, with another \$1 million in purchases planned for the rest of this year. Sherlock estimated that NBC has saved \$26 million in operating costs through use of the M.A.R.C. library systems and other MII-related labor-saving features. "We have led the way into giving the industry a method that is business-oriented and high quality," Sherlock claimed.

Panasonic had a number of other MII sales to announce, most of them including the AU-400 dockable field recorder and the AK-400 camcorder. The customers and sale amounts: WXYZ-TV Detroit, \$500,000; WFLA-TV Tampa, Fla., \$500,000; WPTV(TV) West Palm Beach, Fla., \$400,000; Sinclair Broadcast Group, Baltimore-based owner of two TV stations, \$310,000, and TV Station Partners, Greenwich, Conn., owner of three TV stations, \$200,000.

One MII introduction was the KR-M820U field recorder by JVC Professional Products Co. According to JVC, it is the first MII recorder to provide a built-in A/B roll edit controller. The unit is list priced at \$15,790.

One new Betacam SP unit was shown by BTS, the BCB-65 playback machine. It includes dynamic motion control which memorizes the tape speed trajectory, making easy slow motion playback possible. Sales

figures on Betacam SP products from BTS, Sony and Ampex were not yet available at deadline last week.

There are two formats that appear to be vying for the low-end, electronic field production (EFP) and electronic newsgathering markets. A number of companies are producing equipment in S-VHS, developed by JVC, which has been gaining popularity among broadcasters over the past year. But Sony introduced equipment in its Hi8, 8 mm tape format, targeted to the same broadcast market.

Hi8 was developed as an acquisition format to be used as a complement to Sony's still thriving U-Matic, three-quarter-inch format. The EVO-9100 one-piece one-CCD camcorder weighs 4.9 pounds and produces 420,000-pixel, RGB pictures. Interface with the U-Matic SP VO-9850 edit controller is done with the EVO-9800 playback model. Sony also showed a prototype of a Hi8 recorder dockable to the DXC-325 3-chip CCD camera.

In S-VHS equipment, the longest line of new gear was introduced by Panasonic Communications and Systems Co. An entire S-VHS field studio could be constructed with Panasonic's new AG-SW800 switcher, AG-A800 edit controller and video still-store system. Perhaps the most featured item of the line was the AG-7450 portable VTR, which is also dockable to Panasonic's 200CLE and 300CLE cameras with the appropriate adapter. It records 400 lines horizontal and delivers two-channel Dolby stereo. "By far, durability is the key feature because that is what has been most requested by the marketplace," said Terry Gardner, VCR marketing manager, audio systems group. The \$3,500 VTR will be available in September.

Hitachi-Denshi's Fred Scott said that his company's engineers have been surprised by the performance of their new VL-S100 dockable recorder, which he compared favorably to the quality of Type C recorders.



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Cameras

In camera development, NAB '89 will be remembered as the year the CCD (close-coupled device) units were shown extensively for studio use. CCD cameras have become the norm for electronic field production, but improvements in resolution have led to their migration indoors. Four manufacturers showed new studio CCD cameras, and several new models for the field were also displayed.

Just as the S-VHS format is becoming more popular to broadcasters in the market for field production tape decks and editors (see page 38), so are S-VHS camcorders. Lower cost for quality considered to be ample for newsgathering is the attraction.

Sony Corp. announced just before the show that it had reached the 50,000 mark in three-chip CCD camera sales three years after introducing its first three-chip products at NAB '86. Prototypes of Sony's eventual CCD studio cameras, the BVP-370 and BVP-270, were introduced at NAB. Both units feature electronic shutters for speeds of 1/1,000 to 1/2,000 per second and automatic setup of color balance. The BVP-370 will be the higher-end model, using the advanced frame-interline-transfer (FIT) chip technology to capture 700 lines horizontal and cut down on vertical smear. The BVP-270 uses the conventional interline-transfer (IT) chips used in the earlier BVP-7 Sony camera and is intended for "general" studio use. Both cameras are due for delivery early next year.

For the field, Sony introduced its second one-piece camcorder, the BVW-300, following the introduction of the first, BVW-200, at last year's NAB. The new camera weighs slightly more than the BVW-200's 15 pounds and provides better resolution of 670 lines, 380,000 pixels. Capital Cities/ABC was the first customer for the BVW-300, basing its decision on field tests of the BVW-200. The network accepted delivery of 37 cameras immediately after the NAB show. Deliveries on orders taken at the show will begin next month. FIT technology is introduced to field production with the BVP-70, which is dockable to Betacam SP recorders. As the BVP-370 will serve as the higher-end version of the BVP-270 in the studio, the BVP-70 will be the improvement over BVP-7, providing 700-line pictures. It will be available in July.

Broadcast Television Systems, Salt Lake City, introduced what Charlie Felder, BTS vice president, sales and marketing, called "a new concept in CCD frame-transfer technology," with its two new cameras, the LDK-910 for studio and field production and the LDK-91 field unit.

The chip, developed by Philips in Holland (which co-owns BTS with German-owned Bosch), differs from other FIT's in that it contains 800 pixels per NTSC line, compared to the earlier LDK-900's chip, which contained 610. The NTSC version of the cameras has 790 lines horizontal and 600 vertical. The LDK-910 also includes a character generator in the viewfinder to read diagnostic information.

The three-chip, FIT camera from Matsushita's Panasonic Broadcast Systems is the

AK-450, which boasts 800 lines and 450,000 pixels. But more attention at the Panasonic booth was fixed on the AQ-20, the first camera to have all-digital processing. The camera, which docks with the AU-400 MII recorder, is lighter than other dockable CCD cameras at just over seven pounds (not including lens and VTR) and is easier to operate and maintain, Panasonic said. Matsushita is developing an interface between the camera and other future digital equipment, such as Panasonic's half-inch composite digital tape deck. A prototype of that interface was shown in the Panasonic booth. The AQ-20 also uses three FIT chips, resulting in 400,000 pixels, 750-line resolution.

New studio and field CCD cameras were



also put on display by Ampex Corp. Ampex (which is licensed to manufacture equipment in Sony's Betacam SP format) showed its CVR-300 one-piece unit, similar in construction to Sony's BVW-300. The \$35,500 cameras capture 670-line images and will accept 30-minute Betacam SP tapes. Like the Sony camcorder, if the built-in recorder fails, the unit can be connected to field Betacam SP decks. For the field or studio, the CVC-70 camera shoots 700 horizontal lines, 420,000 pixels. Light sensitivity is equivalent to what is produced by 2/3-inch Plumbicon tubes, Ampex claims. The unit sells for \$34,900. Deliveries of the CVR-300 will begin in July and of the CVC-70 in September.

Four new cameras were on display by Hitachi Denshi America, one for studio and field and the rest for ENG and EFP. The SK-F700 uses three 400,000-pixel FIT CCD's, producing 700 lines. It is designed for RGB triax operation, while a variation on the model, SK-F710, is built for multicore operation. Two of the ENG cameras also employ the three-chip FIT technology. The SK-F1 produces 650 lines and is operable in triax or multicore modes. The biggest selling point is its 6.8 pounds. The somewhat heavier SK-F3 has equivalent resolution to the SK-F1, but also features auto setup functions and a high-resolution, 650-line viewfinder. The CK-2B camera is built for versatility, with docking capability to Betacam SP, MII and S-VHS half-inch VTR's. It includes a built-in six-speed electronic shutter with a top speed of 1/2,000 second.

Ikegami Electronics also introduced a long lineup of new cameras. For ENG, the HL-55 is Ikegami's FIT CCD version, with quality equivalent to others on the market at 400,000 pixels and 700 lines. It weighs 6.8 pounds, with viewfinder, and costs \$28,000. A less expensive version of HL-55 at \$25,000 is the HL-53, which employs IT chips.

For the studio, a new version of the HK-323 tube camera was introduced. The HK-

323A uses the new "SS tubes" (static focus and static lens). The company also announced the sale of seven of the earlier introduced HK-327 studio cameras to the Nashville Network. Although Ikegami declined to give an exact price, the deal was "in the million-dollar range," company representatives said. The HK-327 is a 30 mm magnetic static Plumbicon tube camera that captures 800 horizontal lines and includes several other features that provide improved studio close-up shots. □

Graphics/Effects

Every NAB convention brings countless new developments in digital effects and graphics to amaze broadcasters and production house technicians and artists, but this year's exhibition also brought a potentially powerful new player to the market: Sony Corp. of America.

Sony, a longtime leader in camera and videotape technology, strode in with switchers, a graphics effects device, a still store and a solid-state recorder. Sony's expansion into the new product areas is part of its "systems approach" to broadcast and production facilities.

Sony's move reverberated throughout the convention. George Merrick, Ampex vice president and general manager, video systems division, acknowledged that Sony's move into "systems" was cause for concern. "Sony is a strong company and a strong competitor," he said.

But Ampex was not surprised, he said. Sony had developed customized high-end equipment for the Japanese market, he said. "It was only a matter of time before they got it down to a reasonable cost and offered it as a mass-market product."

Sony's switchers feature the conventional array of wipes, keys and dissolves. The low-end DME-450, which goes for around \$10,000, also features basic digital effects, including compression and expansion, rotation and perspective. The mid-range BVS-3100, BVS-3200 and BVS-3200C are differentiated by the number of inputs, wipe patterns, internally generated color mattes and effects layers that can be achieved. The BVS-1100 is a 17-pound portable unit.

Sony believes its new DME-9000 System G graphics effects generator is unique. The unit can transform conventional video into a 3-D image by extruding parts of it. Once it's created the 3-D image, the unit can spin or mold it into such shapes as a doughnut, coffee cup or bottle.

The Sony DNS-1000 still store can capture 1,600 images on a transportable 12-inch WORM (Write Once Read Many) disk and another 400 on a 5.25-inch rewritable optical disk.

Sony demonstrated a solid-state recorder as a prototype at last year's NAB and brought it back to this year's convention as a full-blown product—the DEM-1000. In live sports production, the DEM-1000 can be used for instant replay, "real time" slow motion and on-air frame-by-frame replay. Because of its ability to access specific frames almost instantly, the unit can also help out in the editing suite. Its 20-second

capacity can be expanded to three minutes.

For established players in the market, it was a mix of new products and improvement on old ones.

Ampex upgraded its switchers with some new capabilities. New features and options for the AVC Vista switchers include complete integration with Ampex's new ADO 100 digital effects system and a rack mountable disk drive for off-loading switcher and ADO effects sequences. Ampex came up with a key switching matrix for simplifying digital effects and complex keying on the AVC Century and an upgrade kit for the AVC Standard switchers that endow it with some of the Century's capabilities.

The ADO 100, the newest member of the Ampex's ADO, was billed as "revolutionary," providing a full range of 2-D ADO effects in its basic \$20,000 configuration and 3-D capabilities in its expanded \$35,000 setup. (The ADO effects include full rotation on three axes, mosaic, flip, spin, tumble and roll and the ability to posterize, solarize, freeze, crop sides, add borders and exaggerate perspective.)

Ampex made its entry into the character generator market last year with the introduction of ALEX at the SMPTE convention in New York and the IBC show in Brighton, England. The unit made its debut at the NAB this year with several enhancements, including new software for changing the attributes of characters or entire fonts or rotating characters with perspective.

Grass Valley introduced a new low-cost digital effects system that interfaces with its Model 100 switchers. In addition, it showed component versions of its Model 200 switchers and enhancements to its top-of-the-line Kadenza "digital picture processor."

BTS, the joint venture of Bosch and Philips, showed its Pixelator high-speed rendering system in tandem with Alias Research Inc.'s Alias-2 modeling and animation system. The Pixelator renders a frame of video at a time and records it on the operator's medium of choice: tape, videodisk or computer disk. Under an agreement with Alias Research, BTS assumed last year the professional video marketing responsibilities for the Alias-2 system.

BTS also showed some enhancements to its Videofont II character generator, including a spell-check feature dubbed Correct-Text and two new anti-aliased fonts for the standard library of 400.

NEC America featured in its booth VUES, a controller for NEC's VSR-10 solid-state recorder developed by Videofonics Inc., a Raleigh, N.C., production house. In tandem with the recorder, VUES acts as a production switcher, a still store and an edit controller and obviates the need for more than one digital effects paint system, character generator and videotape recorder.

ColorGraphics, a division of Dynatech, offered enhancements to its popular Live-Line 5 weather graphics system as well as its ArtStar 3D paint and animation system. It also showed its new DP 4:2:2 modeling and animation system, which it has just begun delivering to customers.

WSI Corp. introduced NOWrad, a new

radar service that compiles information from multiple radar sites into a single composite image, providing customers with a snapshot of the weather. The service also incorporates new technology for suppressing false radar echoes and, hence, false readings.

Accu-Weather, one of WSI's competitors, joined the trend toward high-resolution graphics in broadcasting with the introduction of UltraGraphix 240, a high-resolution, 256-color weather graphics service. To access the service, the weather anchor needs either a ColorGraphics Live-Line 4 or Live-Line 5 system or an Apple Macintosh. Accu-Weather offers the Macintosh as part of its turnkey UltraGraphix service.

Accu-Weather will continue to make its medium-resolution graphics available. They are accessible by several graphics systems, including the Commodore Amiga personal computer.

Chyron introduced another in its long line of increasingly sophisticated character generators at the show, the Scribe Infnit!. The two-channel, dual-user system includes other graphics capabilities, including 3-D animation, paint and still store.

Challenging such high-end graphics companies as Wavefront and Symbolics, Chyron's Aurora unit introduced the 3DS 3-D modeling and animation system. It runs on Apollo workstations and uses software developed in conjunction with Intelligent Light Inc.

Harris Video Systems introduced new software options for its HarrisVws graphics workstation. With the new software, which is expected to be available this summer, the system will be able to perform 3-D modeling, animation and rendering. □

Radio

As expected, the FCC's decision to mandate observance of the National Radio Systems Committee's RF emissions standard (NRSC-2) by all AM stations by June 30, 1994 (BROADCASTING, April 17), prompted several broadcasters on the NAB exhibit floor to shop for AM processing equipment with filters built according to the NRSC-1 audio standard. Stations that have installed the low-cost NRSC audio filters by June 30, 1990, will be presumed to be in compliance with NRSC-2 until the 1994 deadline. Many broadcasters seem to be ready to take advantage of that grace period.

Before the FCC's action, it was believed by some manufacturers that NRSC adoption would lead many AM broadcasters to invest in AM stereo equipment at the same time. The theory was that as money was put into making the AM band's fidelity closer to FM's, broadcasters would also want to spend to match FM's stereophonic advantage. While manufacturers still hope that scenario comes to pass, sales of new AM stereo equipment at NAB did not seem to suggest that it is happening yet.

Most of the NRSC's attention has now shifted to FM radio, where the committee hopes to treat many of the problems that plagued AM before they become FM problems. It will also look into the problem of

FM multipath. Multipath and increased FM coverage are at the heart of the controversy over whether FMX processing works.

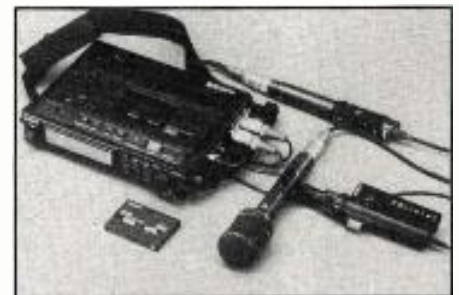
Digital audio tape (DAT) had a high profile at NAB, but not as high as expected. One DAT distributor, Harris Corp., decided to downplay its presence at its booth, shifting most of its DAT product display to the Allied Broadcast Equipment booth. "But you still see people walk by and put the headsets on," said Ron Frillman, Harris manager, domestic sales.

Circuit Research Labs (CRL), Tempe, Ariz., was the NRSC filter manufacturer that noticed the most reaction to the FCC's decision. For radio signal processors, "this was the busiest show we've ever seen. Unbelievable," said CRL's Bill Ammons. Much of that business was for AM processors conforming to NRSC-1. Ammons estimated that 25 processors were sold on the NAB floor and that after orders from CRL's various distributors are turned in, a total of 40 processors will have been sold during NAB. Since mid-April, CRL has sold about 75, Ammons said.

Interest in NRSC among AM broadcasters "seems to have picked up," said Jim Wood, president of Inovonics Inc., Santa Cruz, Calif. "Now that it's mandatory, there's another flurry of interest." He reported sales of two of Inovonics's "222 NRSC Audio Processor" units during the show, and a few immediately afterward.

Demonstrations of Delta Electronics' Splatter Monitor were nonstop, according to personnel at the booth. The device promises to measure AM emissions to determine whether a station is within the 10 kHz limit of the NRSC-2 standard at about a tenth of the cost for a \$20,000 spectrum monitor. Going into NAB '89, some 30 Splatter Monitors were in use in the field following its introduction at NAB '88.

During the show, Motorola Inc., developer of the C-Quam AM stereo system, reported signing three contracts, suggesting that NRSC adoption by the FCC did not have an overnight impact on AM stereo sales as well. Furthermore, much of the interest in AM stereo equipment on the NAB floor was reported by broadcasters from South America, especially Venezuela, where government adoption of C-Quam is expected soon. But Motorola's Steve Kravitz said that the company is still hopeful that it can capitalize on the NRSC adoption. He said that the company is now working with other radio equipment suppliers to put together packages of NRSC and C-Quam gear for discounts on transmission facility remodeling. Just before the show, Motorola announced that 724 stations worldwide had



Sony portable DAT recorder



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converted to C-Quam, 539 of them in the United States.

Delta Electronics, which is licensed to manufacture C-Quam equipment, introduced a new AM stereo exciter "with greatly improved audio specifications," according to Delta's John Bisset. The company reported sales of two AM stereo systems during the show.

Motorola's only competition in the AM stereo field continues to be Kahn Communications Inc., Westbury, N.Y., which developed the Kahn/Hazeltine single-sideband AM stereo system. The company's president, Leonard Kahn, says that about 100 AM stations currently are equipped with his system.

Kahn has had more success selling the POWER-side option to the AM stereo system which was introduced during NAB '88. In that year, about 40 of the new systems were installed, Kahn said. POWER-side is a modulation method in which the power in one of an AM signal's sidebands is tripled. The effect is meant to dramatically increase a station's coverage. Kahn listed the examples of four recent POWER-side customers in New York City that reported increase of their coverage to southern New Jersey.

A system for increasing the coverage of an FM stereo signal, the FMX system marketed by Broadcast Technology Partners, Greenwich, Conn., has been the source of some controversy this year since the release of a paper by Amar G. Bose, founder of Bose Corp., Framingham, Mass., manufacturer of stereo speakers, that suggests that FMX does not work (BROADCASTING, Feb. 6). The controversy was referred to by the featured speaker at NAB's engineering luncheon, consultant Leonard Feldman, who has been most closely tied to the consumer electronics industry (BROADCASTING, May 8). Although Feldman did not take a side on the FMX question, he did say that the math used to form the Bose conclusions, which BTP charges is flawed, has been confirmed by two respected mathematicians.

Tom Rucktenwald, BTP vice president, engineering, said that Feldman's comments would not slow the implementation of FMX. (FMX is now installed in over 100 stations and the first FMX consumer receivers from JVC and Alpine will go on the shelves June 1.) He said that broadcasters tend to listen to engineering advice from other broadcasters, and that Feldman's lack of hands-on experience in a broadcast station weakened his assertions. During his speech, Feldman said that the only way for broadcasters to come to a decision on FMX is to field test it themselves. Rucktenwald responded: "We like that. We agree," saying that BTP is confident that FMX will test favorably.

Along with Harris Corp., DAT demonstrations were also provided by Sony and Panasonic Communications and Systems Co. Sony showed the ECM-MS5 portable DAT recorder for radio ENG applications. A new attachment to the recorder, the ECM-MS5 stereo condenser microphone was introduced at the convention. Designed for outdoor recording, the microphone is powered by one AA battery. It sells for \$1,250 and will be available for delivery next month. □

Transmitters

That transmitters driven only by arrays of power transistors will one day displace those with tubes seemed inevitable from the evidence on the exhibit floor of the NAB convention.

All-solid-state AM and VHF transmitters established themselves as state of the art at the show, and given time it seemed that FM and UHF units would eventually do the same.

According to their manufacturers, solid-state transmitters require less maintenance and are more stable and reliable than their tube-driven counterparts. "If a solid-state transmitter fails, it fails softly," said Jim Adamson, manager of marketing for LDL Communications, distributor of LARCAN transmitters.

Harris Corp. has apparently taken an early lead in the solid-state VHF market in the U.S. with its Platinum series. Since the line's introduction last fall, said Gaylen Evans, manager, domestic television sales, Harris has sold 10 transmitters to the likes of Group W and Cox Broadcasting. Harris is still willing to make tube transmitters, but "people are looking to solid state," Evans said. "That's the way to go."

With the help of the Platinum series, Evans said, Harris expects this year to capture a 60% share of the U.S. full-power VHF market, which is estimated to be about 30 units.

LDL/LARCAN, which introduced its M-series of solid-state VHF transmitters last year with a 22 kw unit, unveiled this year a 30 kw unit aimed at the heart of the domestic VHF market.

Like Harris, Adamson said, LDL/LARCAN will still make a tube transmitter if a customer demands it, but it does not anticipate many such requests. Since the introduction of the M series, he said, LDL/LARCAN has sold more than 20 solid-state transmitters (four in the United States), but not a single tube-driven unit.

Midwest Communications, under a five-year agreement with Toshiba, is marketing the Japanese manufacturer's solid-state VHF transmitters. Vince O'Connell, RF manager, Midwest, said the 8 kw-to-64 kw line Midwest introduced at the NAB represents "second generation" technology. Toshiba has been selling solid-state transmitters in other parts of the world for six years, he said.

To make the Toshiba transmitters more marketable in the U.S., O'Connell said Toshiba, at Midwest's urging, has equipped them with features that U.S. broadcasters have come to expect, including remote control and monitoring.

Another Japanese company that is challenging LDL/LARCAN and Harris for a share of the U.S. VHF market is NEC. Like Toshiba, NEC has been selling solid-state transmitters for years, but has yet to make much of a dent in the lucrative U.S. market. At the NAB, NEC showed a 30 kw solid-state VHF transmitter, which falls in the middle of the manufacturer's 1 kw-to-44 kw line.

The UHF market is expected to be no bigger than the VHF market this year—

about 30 full-power units—but it may be even more competitive. Harris, Midwest's Technolox, Comark, NEC, Television Technology, Townsend and VarianTVT are all chasing those 30 orders. "It's much more of a replacement and upgrade market than it was a few years ago when a lot of new stations were going on the air," said Nat Ostroff, president and chief executive officer, Comark.

Efficiency—that is, how much AC power can be converted to RF power—continued to be the principal selling point at the NAB. And different companies had different approaches to optimizing efficiency.

Comark's approach has been to use klystrons in place of conventional klystrons. According to Ostroff, Comark has sold nine klystron-based transmitters. And the four already on the air are delivering the promised efficiency, cutting power consumption in half, he said.

Harris and VarianTVT have taken a totally different approach to efficiency. Rather than adopt the klystron, the two have built transmitters around the Varian-developed multistage-depressed-collector klystrons. The companies claim the MSDC klystrons deliver efficiency comparable to klystrons without the risk inherent in the klystrons' unknown life expectancies. (Based on the performance of klystrons in the field, Comark asserts that klystrons will last as long as conventional klystrons—30,000 hours.)

Television Technology Corp. is positioned better than most to compare the merits of klystrons and MSDC klystrons: It sells high-power transmitters built around both. Bill Kitchen, president and chief executive officer, said his recommendation depends on how much power the broadcaster needs. The klystron transmitters are superior for 10 kw and 30 kw, he said. But at 60 kw or 120 kw, he said, it is a toss-up. Each technology has its advantages, and they are priced about the same, he said. At 240 kw, he said, his advice is to go with the MSDC unit because it requires fewer amplifiers (five instead of eight). TTC went into the show bought by the sale of a 240 kw transmitter using MSDC klystrons to WNUV-TV Baltimore (channel 54).

The cost of solid-state components will have to come down before high-power UHF transmitters become practical. But transmitters are available at lower power levels. Jeff White, a spokesman for NEC, said the company is offering a line of UHF transmitters from 1 kw to 30 kw, although it chose not to show any of the units at the NAB. White said NEC has sold a few 10 kw units to small-market broadcasters in the U.S.

Harris introduced its first solid-state AM unit in 1987, the 10 kw DX-10. The next year it expanded the DX line with a 25 kw unit, the DX-25, and this year it showed for the first time a ready-for-market 50 kw unit, the DX-50.

Continental Electronics, a division of Varian Associates, a market leader, tentatively entered the solid-state AM market with a 10 kw AM unit. Walter Rice, director of domestic marketing, said the company would be expanding its solid-state AM line up to 50 kw "over the next couple of years."

It may be a while before the tubes are

bumped from the cabinets of medium- and high-power FM transmitters. As Frillman explains it, the FM tube transmitters are already highly efficient and the tubes themselves are long-lived and relatively inexpensive.

Nonetheless, all-solid-state FM transmitters are making their mark at the lower powers. TTC introduced a line of solid-state transmitters—the FMS400 series—with up to 8 kw of output. Kitchen said the line was “received incredibly well.” Seven units were sold at the show, Kitchen said, and “sales are pending for 20 more.”

Continental showed a 3.8 kw solid-state FM transmitter at the show, which the company hopes will meet the needs of the newly authorized Class A stations. According

to Rice, it has already sold eight in the U.S. and Canada.

The real demand is for higher power FM transmitters. To meet it, Harris featured its new line of one-tube FM transmitters at the convention. The HT line, ranging from 3.5 kw to 35 kw, uses Harris’s popular THE-1 exciter. Since its introduction last year, Frillman said, Harris has sold 60 of the exciters on a “stand-alone” basis for installation in other transmitters or for use as low-power transmitters.

Broadcast Electronics, another major supplier of FM transmitters, upgraded its entire line with the new FX-50 exciter, which, BE claims, provides improved signal-to-noise and less interference. □

Satellite newsgathering vehicles

As expected, it was slim pickings at the NAB convention for broadcasters in the market for satellite newsgathering vehicles. Only three manufacturers showed vehicles—testimony to the shakeout that has rocked the supply side of the market.

Present at the show were Roscor Corp. BAF Communications Inc. and Midwest Communications. Absent were Centro Corp., Dalsat Inc. and Hubbard Communications Inc. (Hubcom). For reasons still not entirely clear, Centro and Dalsat closed their doors just weeks before the convention. Hubcom stopped bidding for new business last fall, although it expects to build several trucks a year for customers who come to it.

According to market watchers, the SNV shakeout was due to simple economics: too much supply, too little demand. Demand recently boosted by the growing interest of colleges and universities in SNV’s for education and sports production has been holding steady, but it was never great enough to support all the companies participating in the satellite newsgathering boom of the mid-1980’s. Ron Adamson, a former general manager of Hubcom who now follows the market as a sales manager at MCL Inc., a supplier of transmitter amplifiers for SNV’s, said the market cannot support “more than two or three companies.”

The remaining companies in the SNV business are bullish. Each reported a high

level of interest at the NAB not only from broadcasters, but also from colleges and universities, uplink service providers and business television producers. The consensus is that the market will demand between 35 and 40 units this year.

Ed Lamarre, RF products manager, Roscor, said interest in SNV’s was greater at this year’s convention than last year’s. That may have been due in part to the fact that many SNV decision-makers covering the presidential primary last year had little time to shop for new gear, he said. Roscor showed just one truck at the show—the Starfleet 21. Lamarre said the unit had been sold to CBS News, which plans to operate it from its Washington bureau.

Charles Angelakis, BAF president and chief executive officer, said business began picking up for his company in January. “It’s been very, very busy,” he said. “I’ve had more orders than I anticipated.”

BAF has apparently been the most successful among the colleges and universities, filling orders for Cornell, Boston University, Alabama and Mississippi State. At NAB’s outdoor exhibit, it displayed the red and gray Mississippi State unit, which is built on Iveco 2300 and features an Andrew 2.4-meter antenna.

Jay Adrick, executive vice president-general manager, systems division, Midwest Communications, said Midwest left the convention with two new orders and picked up three more the following week. Among the three: one for Midwest’s S-30, a production truck equipped with a 4.5-meter Andrew antenna, he said. The order



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called for Ku-band electronics, but the S-30 can be equipped for C-band service.

Midwest has yet to make an S-30, but it showed the Andrew antenna that it will use on the unit mounted on a trailer. In addition, it displayed two SNV's—an S-23 with 2.6-meter Vertex antenna ready for delivery to Flash Video Productions in Denver and an S-18 with 1.8-meter Vertex built for Ikegami Toshinki in Japan.

RF Scientific Inc. also showed a production-type transportable C-band earth station it had built for Missouri public schools. C-band is still the preferred "way to go" for event production, said RF's Buddy Winsett.

Although the market survivors publicly lamented the closings of Centro and Dalsat—"I think competition is good for business," said BAF's Angelakis—they stand to benefit. In fact, Midwest already has.

According to Adrick, Midwest purchased two completed SNV's and seven "shells"—all built on Ford Econolines with tag axles—from Centro as part of its going-out-of-business sale. It turned around and sold the two completed trucks to CNN and is close to securing orders to complete three of the shells. Two of the shells will be transformed into SNV's as originally intended by Centro, but one will be turned into a production vehicle, he said. Aside from CNN, Adrick declined to identify his customers, leaving it to them to make the disclosure.

At the Wolf Coach booth inside the convention center, GTE Spacenet showed an SNV built by Wolf to GTE's specifications.

According to GTE Spacenet President C.J. Waylan, GTE commissioned the truck to show how to build a relatively low-cost SNV. At around \$330,000, the truck is \$100,000 to \$150,000 less expensive than other SNV's with similar capabilities, he said.

Two new flyaways were shown in the outdoor exhibit area. Midwest displayed a 2.4-meter unit that will go with CNN to China to cover Gorbachev's visit there. In addition, GTE Spacenet showed a flyaway with a 1.8-meter Seavey Engineering antenna that was equipped to provide 12 channels of voice service. Visitors to the GTE exhibit were invited to make long-distance calls over the systems. The calls were downlinked at GTE's suburban Washington operations and patched into a conventional long-distance carrier.

Inside the convention center, Andrew showed what may be the most sophisticated fixed earth station yet offered to broadcasters—the cherrypicker. Available with 4.5-meter or 7.3-meter dishes, the unit is fully steerable and capable of simultaneously uplinking or downlinking multiple signals at Ku-band or C-band frequencies.

Barry Cohen, broadcast markets sales manager, acknowledged that the antenna is not inexpensive. The 4.5-meter unit costs between \$60,000 and \$85,000 installed; the 7.3-meter, between \$90,000 and \$125,000 installed. However, he said, it offers unmatched versatility.

According to Cohen, a 7.3-meter cherrypicker was included in a sale of five antennas to CBS's new owned-and-operated sta-

tion, WCIX(TV) Miami. (Andrew considers the WCIX deal particularly significant because CBS affiliates had been dealing exclusively with Scientific-Atlanta for satellite equipment to receive network programming.)

Bill Hogan, marketing manager, network systems group, Scientific-Atlanta, acknowledged that the broadcasters are interested in earth stations capable of simultaneous C-band and Ku-band operation. To meet the demand and keep up with the competition, he said, S-A is developing a family of dual-band units with dishes ranging from 4.5 meters to 10 meters in diameter.

Another budding market is for scrambling equipment for SNV's. Broadcasters are not yet demanding scrambling, but business television producers have found it necessary to protect proprietary information.

Primarily to meet the demand from the business end of the market, S-A introduced at the convention a B-MAC encoder designed for SNV's and priced at \$60,000. S-A also showed for the first time an integrated receiver and B-MAC decoder. It costs \$1,600. The B-MAC system is used in a variety of applications, but the only place it has established a firm foothold is in business television.

Like other SNV manufacturers and service providers, Midwest is now offering the B-MAC package as an option on all of its SNV's. Indeed, it demonstrated the technology at the convention on its S-23 truck. □

By Randy Sukow and Harry Jessell

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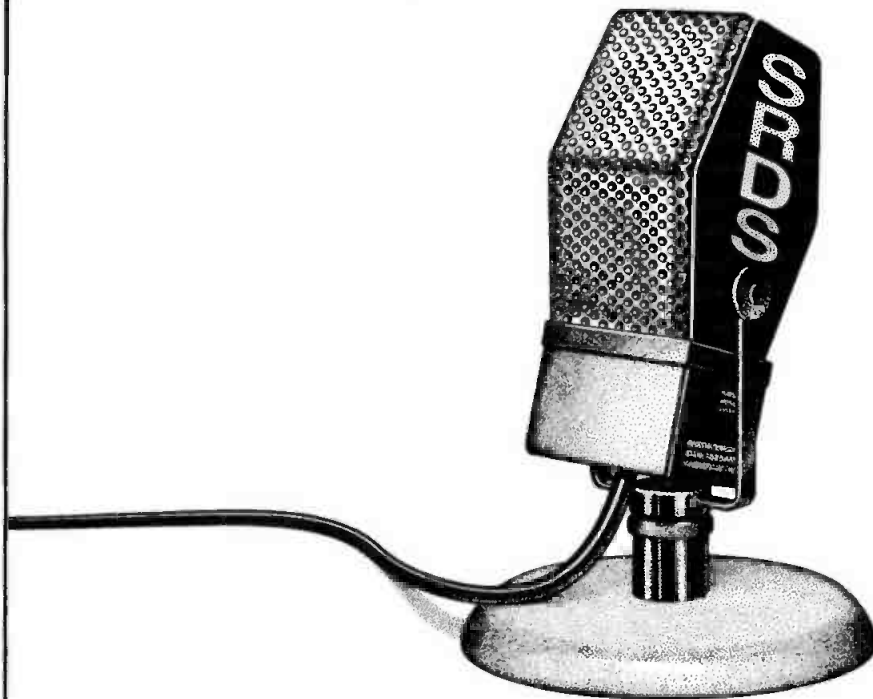
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New ABC program unit negotiating first shows

Ultra Entertainment, headed by Bob Rubin, aiming to develop wide range of shows for the network, cable, overseas markets

Capcities/ABC last week officially announced the launch of its new in-house production unit, Capital Cities/ABC Video Enterprises-Ultra Entertainment, formed to create programming for domestic cable, home video and foreign television markets (BROADCASTING, May 8).

According to Bob Rubin, executive director of the venture, both series and specials will be developed in all entertainment genres, including comedies, dramas, game shows, talk shows and variety programs.

Based in New York, the new unit has a small staff that includes Rubin, Director of Development Bill Siegler and an assistant. Rubin said contract negotiations are underway for the first two shows, one a special, the other a short-form series with an upfront pilot. He hopes to have the new entity's first program on the air by this summer. As previously reported, the new division will supply shows not only to Arts & Entertainment and Lifetime, in which ABC has interests, but also to other cable services.

Without citing specific figures, Rubin said he has a "fair amount of leeway" in his spending for projects, although "there are budgetary considerations, and pockets are not endlessly deep. Every show will be different and depend on the casting and who the creative people are. You can do a game show very inexpensively, and go all the way up to an hour drama series."

Rubin plans to draw upon established talent as well as unknowns to cast projects, and will search for material in a variety of ways. "We'll be actively soliciting projects, as well as be open to things that come in, in effect, over the transom or through agents, friendships, or people who know people; that's how this business works." The new unit may also become involved in joint ventures, Rubin said.

"The need for more original programming in our targeted marketplaces is evident, and

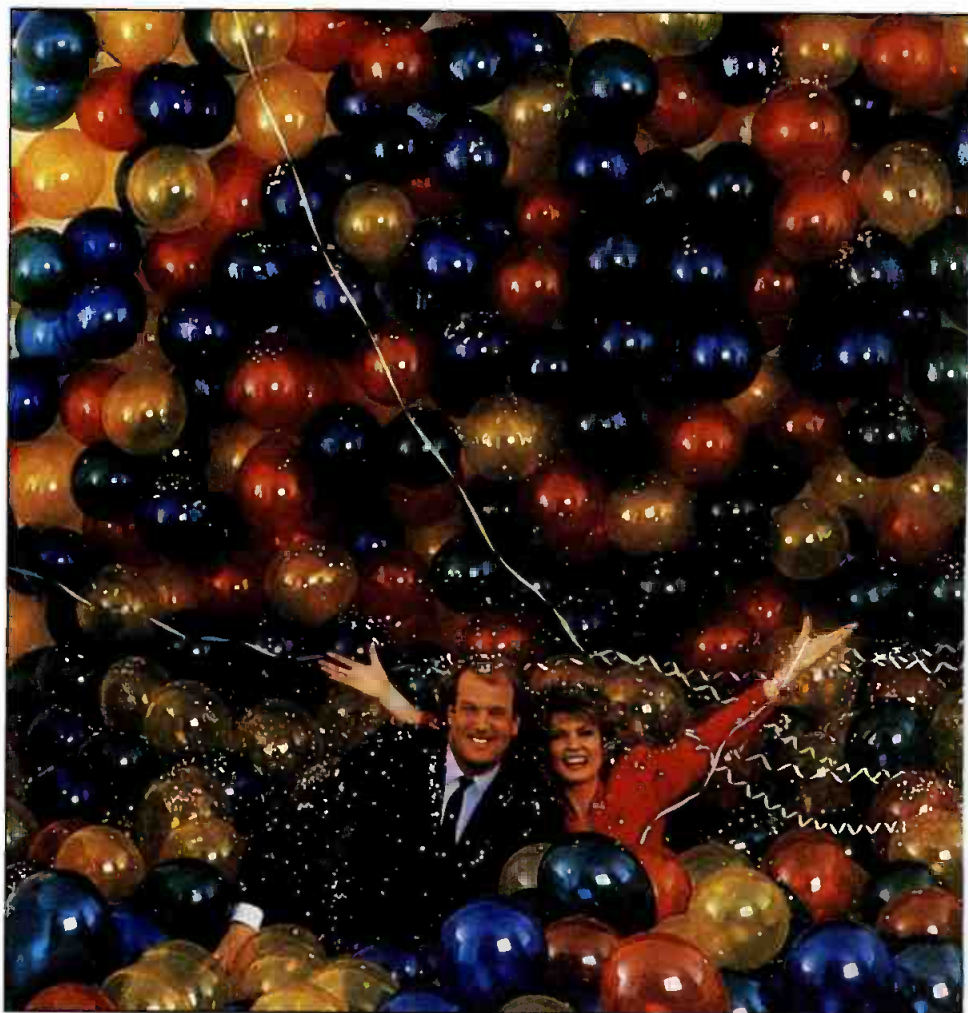
it has to be filled," said Rubin. "How long can you go on buying off-network material and hope to build a loyal audience?"

Rubin has been associated with such companies as NBC, CBS, Group W Cable Productions, Warner Cable, Merv Griffin Productions and Genesis Entertainment. He also produced *Jeopardy* for 11 years during its run on NBC. Siegler produced various programs for cable, including *Garrison Keillor's Prairie Home Companion* and *Lena Horne: The Lady and Her Music*.

NBC Productions, whose mandate also includes developing programming for the net-

work, made its initial stab at producing for cable with *Good Morning Miss Bliss*, a 13-part series starring Hayley Mills that recently ran on the Disney Channel. After its fifth episode, Disney decided not to go beyond the original 13, and this fall a new version of the show without Mills, *Saved by the Bell*, will debut on NBC's Saturday morning schedule.

According to John Agoglia, executive vice president, NBC Productions currently has a pair of movie development deals with the cable networks, but expects no movement on them until the fall. □



ET turns 2,000. Paramount's *Entertainment Tonight* passed milestone last Friday (May 12) when it broadcast its 2,000th day-and-date show. (Shown above celebrating that event are co-hosts John Tesh and Mary Hart.) The long-running syndication program, created by Telerep president Al Masini nine years ago, has had its ups and downs. In February 1988, for example, it fell six notches to 15th, prompting speculation about its demise. However, this season, its eighth, the program came out with a new format and is being hailed as the comeback series of the year. So far during the May sweeps, the program is ranked sixth overall. According to Frank Kelly, executive vice president, programming, domestic syndication division, Paramount Pictures Corp., the single most important change this season was the addition of the in-depth "Cover Story" that now leads off the broadcast.

Life of 'Crimewatch'

Ted Kavanau, former CNN VP, special assignments, has been named supervising producer of Orion Television Syndication's *Crimewatch Tonight*, half-hour strip launching in fall. Kavanau had most recently been VP, news and information, MCA Broadcasting. While at CNN, Kavanau had also been VP of CNN's *Headline News*. *Crimewatch Tonight* is hosted by former CBS newsmen Ike Pappas. Show is produced by Current Trends Productions Inc.

King World says it is not remaking 'Inside Edition'

Observers say company must do something to stem ratings erosion; King World won't comment on reports it tried to woo ET's Hart

King World Productions denied last week that it is refocusing its tabloid show, *Inside Edition*, despite the company's apparent attempt to lure *Entertainment Tonight* co-host Mary Hart to the program.

An official of Paramount, which produces *ET*, as well as talent agency sources, confirmed that King World had tried unsuccessfully to woo Hart. (Paramount is expected to announce shortly that it will sign her to a new three-year contract.) That effort was taken as a signal by some observers that King World intends to give *Inside Edition*, which has a story menu now dominated by sensational crime stories, scams and scandals, a softer touch.

"I think refocusing is too strong," said Jim Dauphinee, King World vice president, programing and development, who declined to comment on the reported courting of Hart. But tabloid watchers insist the company must do something in light of a continuing ratings slide. Two weeks ago, Nielsen's weekly syndication ratings service reported the program's national average rating fell to a 4, its worst performance to date. That rating reflected the defection of WNBC-TV New York, leaving the program without an affiliation in the nation's top market. Without New York, the show's national average fell almost a full rating point.

Dauphinee said that the company did not plan to soften the program's content, and that, in fact, the staff would add more investigative pieces. "The beauty of a magazine show is it can evolve," he said.

One such evolution was announced last week. Consumer advocate Ralph Nader has been named as a regular contributor. His first two appearances will come this week, when the show goes on a week-long road trip to Philadelphia, Washington, Chicago, Los Angeles and Kansas City, Mo.

Nader will do pieces next week on foreign investments in U.S. real estate, as well as a piece on toxic chemicals and lawn products.

On a separate note, the company and several reps dismissed published reports that King World would re-run a month's worth of material in late July and early August, and that stations had not been told in advance. During that month, stories will be repackaged and updated, in much the same fashion that *60 Minutes* and other magazine programs have freshened up previously done segments. "They sold it for 26 weeks original and eight weeks of repackaged stories," said one rep. "It was part of the deal." □

Soviet satellite treatment

State-of-the-art satellite transmission technology is being used this summer to raise the state of the art of international medical emergency services and to improve the plight of Soviet Armenians still suffering the effects of last December's earthquakes. Under the auspices of Cooperation in the Exploration and Use of Outer Space for Peaceful Purposes—an agreement hammered out between the United States and Soviet Union in 1987—organizations in both countries are participating in a summer-long application of interactive and remote satellite transmission to the ongoing Armenian medical crisis.

Among the objectives of the "telemedicine spacebridge," coordinated by the U.S.-USSR Joint Working Group on Space Biology, are to provide interactive medical consultations between medical authorities in both nations, to demonstrate remote medical diagnosis and to gain experience in long-term international cooperative efforts.

On the U.S. side, NASA contracted with Houston-based Satellite Transmission and Reception Specialists (STARS) to link a medical center in Yerevan, Armenia, with four medical centers in the United States. STARS, which contracted with AT&T for international and domestic gateway services, has committed to the project through midsummer, having flown its STARS VII transportable uplink-downlink April 21 by a Soviet Aeroflot aircraft from Washington to Yerevan. Using Intelsat's 338.5 satellite over the Atlantic Ocean and GE Americom's U.S. domestic Satcom F2R satellite, STARS is transmitting one video signal and three audio subcarriers out of Armenia. Medical experts in the U.S. have viewed video images including X-Rays and conducted audio-only discussions with their counterparts in Armenia. Gosteleradio has handled production on the Soviet side.

STARS VII will "trade out" its crew chief and driver-technician "at the five-week mark" of a 10-week contract, said STARS spokeswoman Anna Sterling. "And judging by satisfaction so far," she added, "we think the contract will be extended."



Moonlighting goes dark

After four seasons, ABC cancels comedy detective series, saying show reached 'a creative conclusion'

Moonlighting, the show that turned a former New York bartender (Bruce Willis) into a star and rejuvenated the career of actress Cybill Shepherd, has been canceled by ABC.

The program commanded headlines throughout most of its four-season run, for many reasons, not the least of which were the show's off-air difficulties. The program itself, an offbeat one-hour detective comedy (with some dramatic elements), often poked fun at itself and the TV medium.

Moonlighting and its creator and first executive producer, Glen Gordon Caron, were highly praised by the critics the first

two seasons it was on the air. The third season, however, the program took some bizarre plot twists, including the marriage of a pregnant Maddy (Shepherd) to an extremely conservative character after their first meeting.

That twist turned off many critics and viewers alike, with a resulting ratings decline from which the show never recovered.

But in its early days, the program gave ABC a needed boost that some compared with the boost that *Hill Street Blues* gave to NBC—an island of quality in a sea of programming mediocrity.

At the same time, the program, produced in-house by ABC, in association with Caron's Picturemaker Productions, was constantly plagued by cost and production overruns and failed to produce the 22 epi-

sodes planned for at the beginning of each season. In its final season, only 13 original episodes were produced.

However, Caron insisted last week that "Moonlighting was an extraordinarily profitable venture for ABC." As to the program's downfall, Caron waxed philosophical. "When it was at its peak, it was viewed with extraordinary intensity," he said. "There was tremendous media coverage of the show and its coverage and its characters. It's like a great meal. You enjoy it and say, 'That was fine,' and then push

yourself away from the table." That's what viewers did with the show, said Caron.

ABC declined to make executives available for comment on the cancellation, but did issue a statement. "We feel the show has reached a creative conclusion and that this is the appropriate time to end the series," the network said. "We are quite proud of the innovation which Moonlighting brought to television during the past four years, and are appreciative of the program's tremendous contribution to ABC's program schedule during that time." □

Rep executive warns of 'copycat' programming

Petry's Kurlander says 'overkill' leads to viewer erosion to cable and that merger mania has contributed to lack of innovative programming

Citing the tabloid television trend as the most recent example, Dick Kurlander, vice president, programming, Petry Television, urged the broadcast industry to reduce its dependency on "copycat" program development.

"The overkill issue is very real," said Kurlander, addressing a crowd attending a luncheon last week sponsored by the New York chapter of the National Academy of Television Arts and Sciences. "The industry can't support five clones of *Current Affair*."

The five programs he cited were *Inside Edition* and *This Evening*, both launched this mid-season, and *Tabloid*, *Crime Watch Tonight* and *Inside Report*, all to be launched nationally next fall.

"Most of those shows won't be around by the end of next season," Kurlander said. But perhaps of greatest concern, he added, was that "the copycat syndrome contributes

to [viewer] erosion to cable."

While much has been made of the declines in network viewing at the expense of cable, Kurlander cited figures from Nielsen's February ratings measurements indicating cable is making an impact locally as well. Some 25% of all television viewing between the hours of 4 p.m. and 8 p.m., primarily programmed with local news and syndication programming, was to signals outside the home market in February, Kurlander said. "We must develop innovative programming to attract the viewer back to the home market," he said. "The word localism is hardly spoken anymore."

Merger mania has also contributed to the lack of innovative programming, said Kurlander. Five companies now account for 50% of the programs in syndication today, he said. They are King World, Columbia Pictures Television, Paramount, Disney and Warner Bros.

"Their clout in the renewal process and marketplace leverage" make it much harder for smaller players to enter the market with programming alternatives, he said. □

NATPE: more work and less play?

Association president says distributors are trying to cut costs by having convention put restrictions on "carnival" aspects of gathering

Imagine attending a NATPE International convention and not being accosted in the aisles by a scantily clad belly dancer, possibly with a boa constrictor wrapped around her neck, or someone dressed up like Fred Flintstone or some other cartoon character. Imagine no more game show demonstrations or wrestling matches, no more mid-afternoon cocktail and roast beef sandwich at a favorite booth.

Such is the stuff of countless consumer press stories about the NATPE show that have given it its "carnival-like" reputation. But all that may change at next year's convention in New Orleans.

There is a movement afoot, led by program distributors seeking to cut costs, to tone down the convention environment, and to provide a more "businesslike" atmosphere, NATPE President Phil Corvo said last week. The board of directors is scheduled to vote by the end of this month on a series of proposals designed to tone down the annual convention.

Among the proposals offered by distributors:

- Tightening security and reducing the number of free passes (now up to 25 per distributor, with the opportunity to purchase more) given to nonindustry people.

- Restricting the elaborate foodspreads

NBC takes another week, 13.7/23, CBS second with 12.4/21

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show			
1.	23.8/35	A	Roseanne	40.	12.6/21	A	Just the Ten of Us	79.	4.6/7	F	Garry Shandling Show
2.	21.7/39	N	Cosby Show	41.	12.2/21	A	China Beach	80.	4.4/8	A	SST: Stage, Screen and TV
3.	20.8/33	N	Cheers	42.	12.1/21	C	Kate and Ailie	81.	4.2/7	F	Beyond Tomorrow
4.	20.7/35	N	Different World	43.	12.1/22	N	One of the Boys	82.	4.1/8	A	Three of a Kind
5.	19.8/38	C	60 Minutes	44.	12.0/21	C	Wiseguy	83.	3.9/6	F	Tracey Ullman Show
6.	19.5/35	N	Golden Girls	45.	11.9/22	C	Falcon Crest	84.	3.3/5	F	Duet
7.	19.2/30	A	Wonder Years	46.	11.9/19	N	Nearly Departed				
8.	19.2/36	N	Hunter	47.	11.3/22	N	227				
9.	19.0/31	C	CBS Sunday Movie	48.	11.2/20	C	48 Hours				
10.	19.0/34	N	Empty Nest	49.	11.1/18	N	NBC Monday Movie				
11.	18.5/30	C	Murder, She Wrote	50.	11.0/21	C	Beauty and the Beast				
12.	18.3/29	N	Dear John	51.	10.8/17	C	Equalizer				
13.	18.1/30	N	L.A. Law	52.	10.6/19	N	Quantum Leap				
14.	17.9/30	A	Who's the Boss?	53.	10.5/17	N	Family Ties				
15.	17.7/27	A	Have Faith	54.	10.2/16	F	Married...With Children				
16.	16.7/27	N	Matlock	55.	10.1/16	C	Heartland				
17.	16.2/25	N	NBC Sunday Movie	56.	9.8/15	N	My Two Dads special				
18.	15.9/27	C	Knots Landing	57.	9.7/16	A	Robert Guillaume Show				
19.	15.8/24	N	In the Heat of the Night	58.	9.6/15	C	CBS Tuesday Movie				
20.	15.5/24	C	Designing Women	59.	9.4/15	A	Coach				
21.	15.5/26	N	Midnight Caller	60.	9.4/15	A	Dynasty				
22.	15.4/27	N	Unsolved Mysteries	61.	9.2/18	A	Mission: Impossible				
23.	15.2/28	A	Full House	62.	8.8/16	C	West 57th				
24.	15.2/24	N	Night Court	63.	8.8/14	F	America's Most Wanted				
25.	14.5/24	N	ALF	64.	8.5/14	C	Live-In				
26.	14.4/23	C	Jake and the Fatman	65.	8.0/14	C	Jesse Hawkes				
27.	14.3/23	C	Murphy Brown	66.	7.9/15	C	Paradise				
28.	14.2/23	A	ABC Mystery Movie	67.	7.9/14	N	Miami Vice				
29.	14.2/26	A	Growing Pains	68.	7.7/12	C	Tour of Duty				
30.	14.0/23	A	thirtysomething	69.	7.5/13	C	Hard Time on Planet Earth				
31.	13.9/22	C	Newhart	70.	6.8/13	N	Magical World of Disney				
32.	13.8/24	C	Dallas	71.	6.6/12	N	Dream Street				
33.	13.7/24	A	Mr. Belvedere	72.	6.5/12	F	Cops				
34.	13.5/22	A	MacGyver	73.	6.4/11	A	Man Called Hawk				
35.	13.4/21	A	War and Remembrance, part 8	74.	6.4/11	A	Burning Questions: Kids, part 2				
36.	13.4/21	N	Night Court special	75.	6.4/12	F	21 Jump Street				
37.	13.2/22	A	Head of the Class	76.	5.6/10	N	Jim Henson Hour				
38.	13.2/25	A	Perfect Strangers	77.	5.3/9	A	Over the Edge special				
39.	12.9/24	A	20/20	78.	4.9/9	F	Reporters				

Syndication Scorecard *

(Week ending April 30)

Rtg.	Show	Stns.	Covg.
1	13.1 Wheel of Fortune, syn.	228	99
2	12.1 Jeopardy	210	97
3	9.5 Cosby Show	198	97
4	8.7 Oprah Winfrey Show	214	99
5	8.6 Wheel of Fortune, wknd.	210	91
6	8.3 Star Trek	233	97
7	7.8 Nat'l Geo. On Assignment	138	92
8	7.5 Magic 1, special	173	91
9	7.0 Entertainment Tonight	166	93
10	6.7 Tri-Star Showcase	123	91
11	6.6 Current Affair	147	91
12	5.9 Mama's Family, syn.	191	98
13	5.7 Friday the 13th	214	95
14	5.6 People's Court	187	93
15	5.4 Donahue	221	97
16	5.4 Soul Train Music Awards	90	84

The following programs are included, but not ranked:

6.3 Super Sports Follies	95	85
9.5 World Wrestling Fed.	246	97

* Nielsen syndicated weekly pocketpiece

offered by individual distributors, and instead having some central location for refreshments.

■ Eliminating demonstrations of new or returning programs (such as this year's demonstration by MGM/UA of the new *Hotline* game show, which won't go forward, or professional wrestling matches) not contained within the exhibitor booths.

■ Putting ceilings on the square footage allowed per booth.

■ Prohibiting characters associated with particular distributors, such as dancers, singers, robots and other costumed characters, from roaming beyond their designated booth areas.

■ Having a separate entrance for such characters, as well as for celebrities and program stars, so as not to make a scene at the front doors.

■ A doubling of the hours set aside on the exhibit floor for foreign buyers.

There has even been some suggestion that NATPE cut back on the number of smaller distributors allowed in the convention center, but Corvo said the organization, "legally and technically cannot arbitrarily prevent [small distributors] from coming into the hall." While it is conceivable certain convention halls might be too small to house all distributors, Corvo said, "we have never had to deny someone access due to space considerations."

One rep source suggested the distributors were asking NATPE to "save us from ourselves," in that they want to be able to point to official NATPE restrictions as the cause for the reduction in glitz and thereby avoid taking heat from clients.

NATPE's authority to impose certain restrictions is limited. For example, Corvo noted, any proposals concerning what distributors do within the confines of their booth would by and large have to be "vol-

untary," with obvious exceptions, such as disruptive behavior. Thus, any food restriction proposal would probably fall into the voluntary category, he said.

Distributors contacted last week commented that they spend a small fortune at the convention and want to do some business in return. GTG Marketing President Bob Jacobs estimated last week that, in total, distributors may spend as much as \$25 million attending NATPE, "excluding the costs of the booths."

"It's gotten to be too much of a party," Jacobs said. "There should be socializing, but there should also be three or four hours a day to do business." Restrictions, he said, would tone down the "keeping up with the Joneses" mentality that tends to pervade the show. "We all know who has the most money," he said. "Do we really need competition over who has the biggest shrimp?" □

Producers reject proposed public TV 'czar'

CPB and station association differ on how to fix programing

Segments of public television have apparently begun digging in their heels for a tug-of-war over restructuring. That contest may have begun in earnest last week, as the National Coalition of Independent Public Broadcasting Producers (NCIPBP) told Congress it opposes a proposal to create what many are calling a national "programing czar"—a plan that PBS and the National Association of Public Television Stations (NAPTS) believe is supported by the system at large.

Additionally, the Corporation for Public Broadcasting board of directors heard a report on a survey of public TV stations, the results of which CPB President Donald Ledwig said are "more scientific than people standing up to speak on the floor in San Diego," a reference to last month's NAPTS-PBS annual meeting, where general options for future program funding were discussed and, according to NAPTS and PBS, narrowed to creating a chief programing executive (CPE), or "programing czar," at PBS.

In testimony submitted last week to a House appropriations subcommittee with jurisdiction over CPB, NCIPBP President Lawrence Sapadin charged that, in recommending a CPE, the NAPTS National Program Funding Task Force is "cast[ing] about for centralized structures that imitate and are appropriate to commercial broadcasting."

NCIPBP's unequivocal thumbs down to the CPE plan puts the producers somewhat in the same camp with Ledwig, who last week reiterated his concern that the CPE option, which would combine the CPB Program Fund with several PBS program funds to be administered by the CPE at PBS, could "threaten a delicate balance" among stations, producers, government and interest groups that is now managed by CPB (BROADCASTING, April 17). In the meantime, NAPTS staff continued to refine the CPE proposal, which it intends to distribute

to stations in time for PBS's annual Programming Meeting June 14-17 in Marco Island, Fla.

And NAPTS President David Brugger last week expressed disappointment over CPB's behavior since NAPTS resolved to form the task force a year ago. From the beginning, he said, "CPB had the opportunity to change the makeup of the task force if they thought it was not inclusive" and to participate directly in formulating options through its task force member, CPB Programing Vice President Eugene Katt. "In each case," including the opportunity to air its opinions at last month's annual meeting, he said, "they [CPB] chose not to take advantage of those opportunities."

CPB's stance that the task force recommendation is only one of several sources for the report, he suggested, contradicts the inclusive makeup of the task force. If, in its final report to Congress next January, CPB "rejects what the licensees offer, then the licensees will have to think about what to do. We are hoping that doesn't happen."

Brugger emphasized that the CPE would have authority over only one-quarter of the approximately \$220 million public TV now spends on programing, which itself is less than one-quarter of all

public TV revenue. "In no sense does [the CPE option] come close to a commercial model [and] certainly creates nothing like a network," he said.

The CPB-commissioned survey identified "systemic" problems in addition to the top problem—lack of money at all levels. The other problems, in order of importance, included declining support from all sources outside the system; rising costs of competing with cable TV; excessive bureaucracy and decentralized process; lack of vision and leadership; infighting and political and financial interference and declining program quality. CPB said it will use the final ICI report (expected by the end of May), along with a report from the NAPTS task force and other information, to prepare its report to Congress.

"The problems are systemic," said Gerald Hursh-Cesar, vice president, Intercultural Communication, which conducted the survey. CPB is neither the cause nor the solution." However, respondents also called for reorganization of the industry through streamlined funding mechanisms, aggregated funds and central authority. Public TV "professionals," the report said, "tend to favor aggregation into one or a few pools." □

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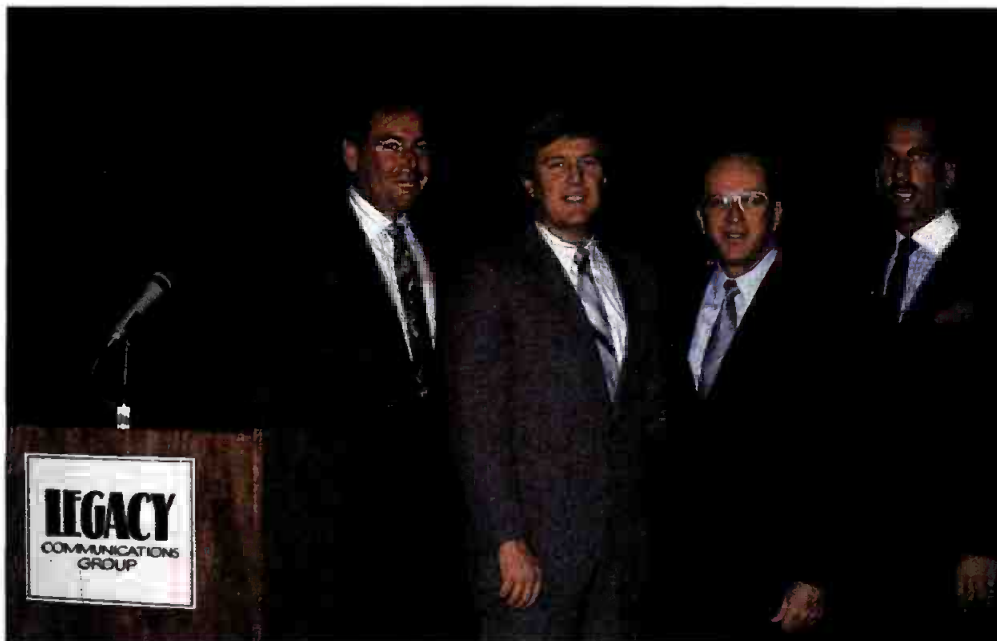
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L-r: Hirsch, Brown, Harris and Sillerman

Legacy and Metropolitan rally troops for merger

During company sales and marketing seminar, Hirsch and Sillerman give more details of deal with Westinghouse; Group W's Harris says KODA-FM Houston will be sold

The theme was "Excitement Is in the Air," and it was obvious from the opening ceremonies that Legacy and Metropolitan Broadcasting's sales and marketing seminar in Dana Point, Calif., was going to be more significant than past annual meetings. In fact, Legacy Co-Chairman Carl E. Hirsch used the seaside setting last Sunday-Wednesday (May 7-10) to commemorate his co-founding of Legacy, a company on the verge of being acquired by Westinghouse's Group W Radio.

While some of the key logistics in completing the transaction, valued at more than \$350 million (BROADCASTING, April 24), are yet to be worked out, Hirsch is relying on Legacy Co-Chairman Robert F.X. Sillerman's ability to convince public bond holders to sell back over \$135 million in securities. That is the amount Westinghouse is willing to make available to Legacy, hinging final completion of the deal on Legacy's ability to refinance Metropolitan's over-leveraged debt.

With the bond buyback as the only major obstacle to a merger, Hirsch eased much of the concerns of his employees with his keynote address. "Bob has said I'm like a Kentucky Derby thoroughbred and that he

is just the jockey that does the riding," Hirsch said of New York-based co-owner Sillerman. "I just consider myself as a trainer of some outstanding thoroughbreds. On the other hand, Bob, you're smart enough to own the barn.

"I do have a partner who has supported me through the years. One who endorses risk taking—God, does he love risk taking—most importantly, he knows it takes courage to be at the head of the pack. Bob, you're Houdini, but I hope you figure out how to redeem the bonds," said Hirsch.

In assuring the representatives from Leg-



Harris and Hirsch break napkin-wrapped light bulb to mark "the marriage of two companies."

acy-Metropolitan's 10 stations (in addition to Equitable Capital Investments, one of their major lenders in attendance), Hirsch told the audience it would be "business as usual" until the "acquisition via merger" got final approval from the FCC, and that "management must remain in place" in the new setup. What remained the most cloudy issue was the future role Hirsch may play in the new company.

"I don't know where I'll be five months from now, let alone five years from now, but I am confident in your courage to carry on the company's success," said Hirsch, who along with Sillerman stands to acquire 15-20% of Group W stock as equity in the merger.

"Why am I telling you all this? Because I have been where you all are. I have been through lousy management and ownership changes before. I have been lied to, and I know how it feels," said Hirsch.

Having made a solo journey to the opening-day event, Group W Radio Chairman Dick Harris used some of his own humor to ease some of the Legacy group's concerns. Hirsch welcomed the chairman by wrapping a Sylvania light bulb in a napkin and calling Harris over to take part in his "ritual of religion," stomping a glass to commemorate "the marriage of two companies."

"In spite of persistent rumors in the press, we do not make light bulbs anymore," Harris stated flatly. "We quit manufacturing them five years ago. It's also not

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MEN 18-34

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IN JUST 30 DAYS ON-THE-AIR

.3 TO 2.0

MEN 18+

MON-SUN: 6A-MID BRCH DEC./FEB. '89

.0 TO 3.5

MEN 18-34

AND...

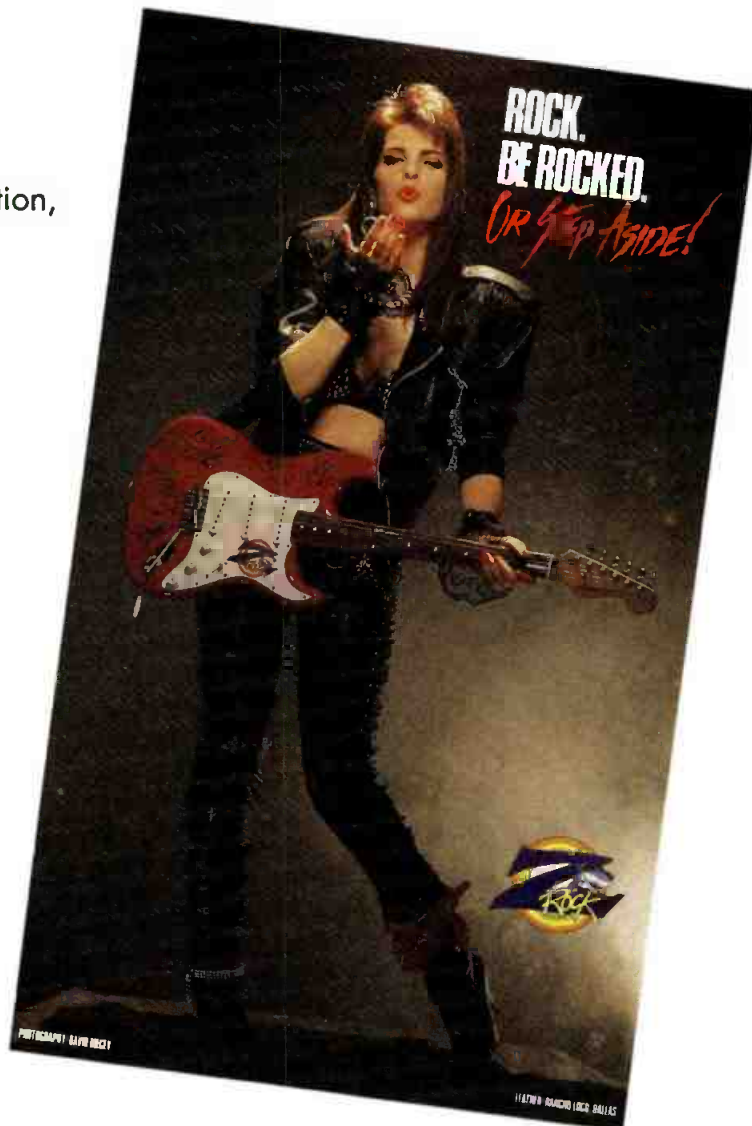
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true that I asked to do a radio show with Scott Muni in New York." Harris was referring to the longtime on-air personality at Metropolitan's WNEW-FM New York.

In an effort to communicate his enthusiasm about achieving a station mix that will give Group W ownership in nine of the top 10 markets (except San Francisco), Harris said the acquisitions give everyone "the chance to build the greatest radio group in U.S. history." He added: "We would be out of our minds to mess with your success. But we cannot be successful with just one company's blueprint."

Harris told BROADCASTING that the new Westinghouse banner would use a "regional configuration" to run the 23 stations under the expanded Group W Radio umbrella. He subtracted one station, announcing that Westinghouse's KODA-FM Houston would be sold to meet with FCC regulations. Legacy currently operates KILT-AM-FM Houston, and FCC rules do not permit ownership of more than one station on each band.



KILT's Dickie Rosenfeld

"Simply put, we have an AM that Westinghouse loves," KILT-AM-FM General Manager Dickie Rosenfeld said. "I was never scared in the least. I knew they needed good people to run both of these stations. You know, I have been through so many station sales, I'm starting to feel like a pork belly traded on the market."

On another front, Harris said that Siller-

man would also have to divest his half interest in New York's WNEW(AM) (Westwood One owns the other half), so Group W could retain WINS(AM) and Metropolitan's WNEW-FM.

"I never had any concerns about Westinghouse acquiring us," said newly appointed WNEW-FM station manager Ted Utz. "In the last five years, I have worked for three different stations and have seen seven different company operators change hands. It's become standard procedure in this business."

During the opening session, it was announced that Utz would be promoted from operations manager at WMMR(FM) Philadelphia to fill the position that Peter Coughlan resigned in New York. Legacy and Metropolitan officials declined to give the reason behind the departure. Also, Mike Craven, station manager for WMMR, was promoted to regional vice president for that station and WNEW-FM.

Hirsch, 42, and Sillerman, 41, started Legacy three years ago, and through the

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April 1988 acquisition of Metropolitan and previous holdings they own AM-FM combinations in New York (WNEW-AM-FM); Washington (WCPT[AM]-WCXR-FM), and Minneapolis-St. Paul (KDWB-AM-FM). The Los Angeles-based Hirsch has spent close to 25 years in the broadcasting business and describes himself as always being a "hands-on operator."

Sillerman, on the other hand, admits his role has been restricted to that of "financial engineer and financial investor." He also says he has been guaranteed a seat on Group W Radio's board of directors, while a role in the company "is up to Carl Hirsch, the individual.

"If he goes on his own, I'm not letting him out of my sight," Sillerman said. "We've obviously enjoyed a great partnership. Was there tension about this deal? Whenever you have two partners who have disparate roles, and one of them is on the forefront doing something, people always say that reflects a split in the partnership."

"I think we complement each other very well," Hirsch said. "When I sleep at night, I know he will represent my best interests. And he knows that I will do the same for him. For the record, there is no animosity between us." Sillerman adds: "But Carl once did describe me as the 'Pac Man' of radio—just going around and gobbling stations up."

Through his own companies and other radio groups, Sillerman will still have other interests to pursue after the Westinghouse deal has been transacted. Whether that conflicts with his serving on the Group W board, Harris says: "All I know is that Bob will have to shed his interest in WNEW to comply in the Legacy deal. Bob has a great vision in things. When it comes to company growth, it was his idea and willingness to make this happen."

Regarding Hirsch's future, Harris said: "Carl and I have been continuing talks. He may have a place with us, or he may go into his own world and develop his own business, again."

In closing ceremonies, Hirsch told his associates that he has scheduled a May 22 meeting in New York with Harris and other Westinghouse officials to discuss a possible "consulting" role. Hirsch also reiterated that he is "not burnt out" on the industry and will not "go riding off into the sunset." □

Group W reformats five easy listening stations

Group W Radio last week dubbed its new instrumental-based pop music format, "Adult Spectrum Radio," six months after the format began rolling out at the company's five easy listening stations. Group W indicated that the new format, targeted to adults 35-54, may eventually be available to nonGroup W stations in other key markets.

ASR, which the company said has evolved after one year of audience research and music testing, features a wide crossover of contemporary music that includes light



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jazz, soft rock, mainstream new age, oldies and modern country. Custom-arranged and custom-recorded music will also be included in the format's playlist. The sound is 60% instrumental and 40% vocal, according to the company, and includes news headlines, traffic updates, weather reports, business news and local sports.

Group W stations formerly carrying an easy listening format and now programming

ASR are KODA(FM) Houston, KQXT(FM) San Antonio, KMEQ-AM-FM Phoenix and KJQY(FM) San Diego.

As the format evolved, said Dave McKay, program director of KODA, executives at Group W raised the question of whether ASR should be labeled as "just another manifestation" of easy listening. "The consensus is that we really aren't easy listening anymore," he said. □

tingency reserve" to accomplish that. NPR's expanded newscasts, scheduled to be launched in July, will begin in the middle of the NPR bridge, supported by a combination of NPR funds and station a la carte subscriptions. Among other "routes to innovation," he said, is a soon-to-be-announced NPR acquisition of a program from "a noncommercial source that is not a station... We have been trying to get programming out front at these meetings for several years," he said, "and the marketing efforts there [by producers and distributors] should help."

"I am getting concerned about access to programming" for the smaller stations, said Chadwick, who said one answer may come in the form of new station consortiums that can repackage what is now essentially second or third tier national programming, such as Pacifica Radio's daily news, to create new alternative programming and new audiences. □

Public radio charts its future

Long-term planning, expansion of reach and audience to dominate annual meeting in San Francisco

Having heard at last year's Public Radio Conference that their programming was regularly reaching only 20% of the nation (BROADCASTING, May 30, 1988), noncommercial radio professionals will find audience expansion and strategic planning for the future high on the agenda of this year's gathering. Expecting 740 to attend this year's May 17-21 PRC in San Francisco, host National Public Radio and co-coordinator American Public Radio expect programming to be a thread to discussion of those and other topics.

"The more we can get people thinking about the future with confidence, the better prepared we will be," said NPR President Douglas Bennet, who agreed with APR senior vice president, network operations, Bruce Theriault that the expansion question must begin with definitions. "Does it mean more stations per market? Translators? Reaching other demographics?" Theriault asked rhetorically. The one-month-old Public Radio Expansion Task Force is tackling those fundamental questions, he said. The meeting, he said, is a chance to gather more information and perspective from the attendees.

"It is probably unrealistic to assume that we're going to cover the whole nation with originating stations," said Lynn Chadwick, president of the National Federation of Community Broadcasters, which will hold its annual meeting May 14-16 in Berkeley, Calif. The soon-to-be-released results of the National Telecommunications and Information Administration's "coverage study will remove a major stumbling block" by documenting public radio's current signal reach.

Emphasizing the need "to get more [satellite receiving] dishes out there," Chadwick said that through Task Force participation by NTIA, CPB, NPR, APR and the NFCB, "we're beginning to have a coordinated effort on expansion."

Although Bennet said NPR is confident there will be no more station dropouts than expected when NPR dues rise in fiscal 1990—the first year of fully unbundled programming, ending the days of everything for one price—he said that NPR will replace three of its cultural-performance program services next Oct. 1. That shakeout, he confirmed, is related to low carriage.

The stations, said Theriault, "are going to have to come to terms with the higher cost of unbundling." Key to that dilemma, he said, are programs such as NPR's *Fresh Air* and APR's *Marketplace*, currently "subsidized 80 or 90 percent" by CPB. Once CPB ends its involvement as developer of those and other programs, it will take a 50% system investment to fill the gap. System investment in the business news-magazine *Marketplace*, launched by the APR Program Fund, Pacifica Radio and several stations, is now only 20%-25%, he said. "We know it's going to go up," he said, but added, "If you require that the system increase its investment too soon, you may overshoot system capacity to carry" it and other programs.

Ready to announce several "programmatic initiatives in the next few days," said Theriault, APR accepts that "it takes time" to develop and launch new programs—a process Bennet described as "seeding, followed by maturation, followed by the stations taking on the costs." NPR is "trying to become a bridge from CPB support to system support" and can use its working capital "con-

Flamberg leaves RAB to form PR firm

The National Association of Broadcasters and the Radio Advertising Bureau last week said that as of June 1, their jointly operated Radio Futures Committee will no longer employ Warwick Advertising to handle the industry's forthcoming multimillion dollar advertising campaign. The committee has instead chosen Morgan, Rothschild & Co., a newly formed New York-based advertising, marketing and public relations firm to be headed by exiting RAB Senior Vice President for Marketing and Communications Danny Flamberg.

Newly elected RAB President and CEO Warren Potash described the development as "fortunate," since "the implementation needs of the committee coincide with [Flamberg's] entrepreneurial goals." Flamberg, who had been a member of the RAB senior staff since 1983, is leaving the association to start his own firm just months after an unsuccessful campaign against Potash for the top RAB seat.

Flamberg said last week that "short of being president," he was pleased with what he has been able to accomplish at RAB. At his new firm, which opens July 1, Flamberg said that radio clients will be a specialty, but the client list will not be limited to such. Radio Globo of Brazil has already committed as a client, he said, along with the Radio Futures Committee.

Flamberg was an instrumental player in the development of the long-delayed Radio Futures campaign, which was officially launched at the NAB convention (BROADCASTING, May 8). Warwick Advertising produced strong creative material for the campaign, he said, but the board felt that Flamberg's expertise as an industry insider would help to now "translate the message" into a morale-building, lobbying effort for radio. (Although it was not cited in the announcement, some broadcasters had expressed dissatisfaction with some past Warwick creative efforts.) He added that there was also some concern by the committee about costs, noting that Warwick's \$25,000 monthly retainer fee was significantly higher than his company's \$8,000. □

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Time, Warner counter Chris-Craft move to delay merger

Conceding point in Chris-Craft complaint, companies ask court to expedite next step for Warner's major shareholder

Time Inc. and Warner Communications have filed a complaint against Chris-Craft Industries and its broadcasting subsidiary in an attempt to prevent Chris-Craft from blocking or delaying the proposed Time-Warner merger.

Saying that they are willing to accept Chris-Craft's assertion that the merger triggers certain rights for Chris-Craft in its shareholder agreement with Warner, Time and Warner seek an injunction to compel Chris-Craft to explain how it wants those rights exercised, and to prevent Chris-Craft from blocking the merger. Discussions aimed at settling disagreements arising from the Warner-Chris-Craft shareholder agreement have broken off, according to Time and Warner.

Thus Warner management finds itself at odds again with Chris-Craft, which became Warner's major shareholder in 1984 as part of Warner's defense against a possible takeover by Rupert Murdoch. Swapping stock with Warner, Chris-Craft took a stake in Warner now amounting to a 15.5% voting share and signed a shareholder agreement with Warner. Since that time, Chris-Craft, headed by chairman and president Herbert Siegel, has fought Warner Chairman Steven Ross over such issues as Ross's compensation and Warner's acquisition of Lorimar Telepictures, completed earlier this year. As a result of the 1984 stock swap, Warner holds 42.5% of BHC Inc., Chris-Craft's broadcasting subsidiary.

As outlined in the complaint filed in Delaware Chancery Court, Chris-Craft asserts that Warner's merger with Time would breach a provision of the shareholder agreement between Warner and Chris-Craft. That provision prevents Warner from having any direct or indirect ownership of any television broadcasting station while Warner owns more than 25% of BHC's common stock. The company resulting from the merger, Time Warner Inc., would hold 7.5% of Turner Broadcasting System, the owner of WTBS-TV Atlanta. Chris-Craft's successful court battle to enforce this section of the shareholder agreement caused Warner to delay its acquisition of Lorimar Telepictures until Lorimar completed the sale of its television stations earlier this year.

Chris-Craft also alleges that the merger agreement between Time and Warner constitutes a "significant change" as defined in the Warner-Chris-Craft shareholder agreement. Such a significant change, under the terms of the agreement, compels Warner to divest itself of all of its BHC

stock, cancels Warner's right of first refusal to purchase the Warner stock held by Chris-Craft and enables BHC's merger or liquidation without Warner's approval.

Ross and Time chairman J. Richard Munro said in a statement that although they disputed Chris-Craft's interpretation of the shareholder agreement "...we are willing to accept their interpretation in order to put this issue behind us once and for all."

Agreeing to term the merger agreement a "significant change," Time and Warner are asking the court for an injunction that would direct BHC to "promptly" make the choice open to it under the shareholder agreement: to purchase Warner's BHC stock at the "fair value" defined in the shareholder agreement, to require Warner to use its best efforts to distribute the stock to its shareholders, or to ask for a combination of those alternatives.

The merging companies also seek a declaration that the shareholder agreement presents no bar to the merger if Warner fulfills those duties with respect to the BHC stock.

In their complaint, Time and Warner say they anticipate that Chris-Craft would commence litigation seeking to delay or ob-

struct the merger in an attempt to wrest concessions "with respect to matters other than the aforesaid provisions of the Shareholders Agreement." Chris-Craft management could not be reached for comment.

Warner's willingness to concede its right of first refusal for Chris-Craft's block of Warner stock opens up the possibility that Chris-Craft could sell the stock to an outsider, perhaps one who might possibly take action to block the Time-Warner merger.

Last Tuesday, the presiding judge in the Time-Warner suit said he would be meeting with lawyers on Friday (May 12) to determine the need or scope for discovery, or a pretrial gathering of information, in the case. The judge said that he would hear the trial at the end of May if no discovery were required, and at the end of June if discovery were necessary. It was reported that Chris-Craft had asked that four months be allotted for the discovery process.

Time and Warner say in the complaint that Warner's uncertainty over what steps it should take regarding its BHC holdings could delay the merger process.

Later in the week, Time was hit with a lawsuit filed by Viacom (See "Top of the Week.") □

Gulf + Western + Viacom?

Rumors fly of possible stock swap or buyout; companies refuse to comment

Viacom's stock price, which climbed 20% in five days on takeover rumors, rose even higher last week amid reports that Gulf + Western and Viacom had discussed a combination of the two companies.

Last Wednesday, Viacom's common stock closed at \$53.50. The company's stock had hit a high of \$55.25 on Monday, the day before it filed a suit against Time Inc. (see "Top of the Week"). Viacom's stock had been trading near \$40 until it began its recent climb around April 19.

One report had said that Gulf + Western had made a \$65 per-share offer for Viacom's stock, while another had hinted at an exchange of stock between the two companies. Spokespeople for both companies said that it was not their policy to comment on such reports.

Wall Street analysts have put forward a number of companies that Gulf + Western might acquire following the company's announcement last month that it would be selling its financial services business and focusing on the world of media and entertainment (BROADCASTING, April 17). Among companies considered good fits for the company in addition to Viacom are Tri-

bune and CBS.

One advantage of a Gulf + Western-Viacom combination for G + W is that it gives the company's Paramount Pictures unit a pay-television display venue on Viacom's Showtime and The Movie Channel. However, Viacom's suit against Time Inc. and its subsidiaries attacks Time's pending merger with Warner Communications on the grounds that the alliance of Warner's film production and Time's Home Box Office pay service would be anti-competitive or monopolistic.

Viacom's operating performance improved last year, but the company's bottom line was hurt by its interest expense on the 1987 leveraged buyout of the company by National Amusements Co. From pro forma results for 1987, Viacom's operating income grew 51% in 1988 to \$149.9 million. However, because of the company's \$275.2 million net interest expense for the year and its preferred stock dividend requirements, Viacom showed a net loss attributable to common stock of \$188.8 million in 1988. The 1987 pro forma net loss was \$219.3 million.

One analyst, although he could see the advantages of a merger to Gulf + Western, expressed doubt that the companies had a common agenda. "If we believe that the next battleground is going to be the battle

for networks," said Christopher Dixon, an analyst at Kidder, Peabody & Co., Viacom's cable services "can become very, very attractive to a company like Gulf + Western."

"The question you have to ask when you look at these companies is," said Dixon, "Is the company a potential buyer or a potential seller?" Both Gulf + Western and Viacom prefer buying to selling, he suggested. □

Attention K mart viewers

CBS strikes deal with chain for in-store promotion of network shows

Asserting that last season's fall schedule suffered from inadequate viewer sampling, CBS announced plans last week to correct that deficiency. Combining an exclusive arrangement with one of the nation's largest retailers, K mart, and an on-air numbers game, the network hopes to raise general awareness and viewership of the shows offered.

The agreement between K mart and CBS was concluded roughly two months ago, at which time NBC, which had also been talking with K mart, apparently began working on its own retailer-tie-in plan, which is expected to be presented at the NBC affiliate meeting this weekend in San Francisco. The five-and-a-half week CBS promotion, beginning in late August, is not dependent on affiliate participation, but allows stations to arrange additional promotions with local K mart stores.

The game itself makes instant winners of viewers matching numbers—revealed on-air during predetermined shows—with numbers on their game cards, obtained at K mart stores or from ads, including those placed in the retailer's circular, sent to 72 million homes weekly. Those inserts themselves will enable the network to reach more viewers at a significantly reduced cost compared to advertising through other means, said George Schweitzer, senior vice president, communications, CBS.

Children's advertising looking good

The upfront marketplace for the children's daypart on network television has been completed and three-network total dollars are believed to have increased. Assuming a healthy scatter market, overall dollars for the daypart in 1989 may show the first annual increase in four years ("Closed Circuit," April 24). This year also marked a complete return by the networks to guaranteeing advertisers demographic audience delivery. Two networks had stopped giving such guarantees following the ratings slide attributed to the introduction of the peplemeter.

Jake Keever, executive vice president, sales, ABC Television Network Group, attributed the increase in children's upfront dollars, which may have exceeded double digit growth, more to larger budgets in existing categories rather than to new categories: "I think we saw good growth by toy manufacturers."

Rose O'Connell, senior vice president, director network negotiations, J. Walter Thompson, Chicago, added that some of the new network dollars may have departed from the syndication marketplace: "There could have been disappointment in the delivery of some syndicated product. That is not to say that there aren't good syndicated shows...with reliable ratings and good clearance lists."

ABC is believed to have benefitted the most from the stronger marketplace, since its Saturday morning ratings were alone among the three networks to improve during the broadcast season.

Bottom Line

New bid. WPP Group last week revised its proposal to acquire Ogilvy Group, raising tentative per-share price from \$45 to \$50. Last week, Ogilvy stock was trading at \$51.875, indicating that investors expected even higher price for company. □

Turner stats. Turner Broadcasting System reported operating profit of \$52 million for first quarter of 1989, up 24% from same quarter in 1988. Operating profit of TBS's news segment grew 83% from figure year earlier, to \$32.4 million. Net loss applicable to common shareholders was \$11.8 million, compared to \$25.3 million in first quarter of 1988. Revenue was up 27% to \$232 million for the quarter. □

Complaint dismissed. Federal judge has dismissed complaint filed by Emmis Broadcasting over Outlet Communications' rejection of Emmis's \$17 million 1988 offer for WXIN-TV Indianapolis. Emmis President Jeff Smulyan said company had not decided whether it would appeal decision. Last month, Outlet retained First Boston Corp. to investigate possible sale of complete broadcast group.

Awareness of the game and the fall shows will be further promoted by print ads, spots on both the television and radio networks and by displays at K mart stores,

or a free trip to Hollywood for four.

Schweitzer said CBS began working on the fall promotion following the success of its *Pat Sajak Show* launch promotion. That



Conducting press conference are (l) Jerry Habeck, director of advertising, K mart, and Schweitzer

including large posters showing the series' actors, some of whom may make promotional visits to the stores. Gifts for the game's winners include six million CBS coffee mugs, six thousand TV's or VCR's, and 12 first prizes, a choice of a mini-van

game, used to attract viewer sampling of the late-night talk show, obtained over 350,000 responses, he said. Advance testing of the numbers game in four markets indicates it will appeal to a young audience, which CBS needs, he added.

Declining to comment on whether a numbers game would also appeal to high-income viewers with spending power was Jeff McElnea, president of Einson Freeman, the sales promotion agency CBS hired to develop the concept, who said that he had been asked to refer all such questions to the network.

K mart itself has been trying for at least several years to add higher-income shoppers to its customer base and has already undertaken an exclusive marketing arrangement with *Family Circle* magazine and designer Martha Stewart as part of that effort, according to one securities analyst who follows the company. More than one analyst characterized the bulk of K mart shoppers as lower- to middle-income.

Schweitzer said the sheer volume of potential viewers was justification in itself for the promotion: "They have 76 million shoppers coming through their stores at least once a month." □

Jimmy Carter tells journalists not to be so 'timid'

Speaking at CNN news conference, he says media should fight government censorship around world; Turner to install satellite dish receiver in Hanoi

Former President Jimmy Carter, speaking at a CNN-sponsored international news conference, called on the world's journalists not to be "so timid" when threatened by government censorship around the world and said press restrictions imposed in South Africa are a "disgrace to the news media that have shown an absence of courage."

Carter, during remarks in Atlanta May 4, made as part of a five-day conference of contributors to CNN's *World Report*, responded to a question about government-imposed news content restrictions in South Africa: "Wherever an oppressive government, like the one in South Africa, attempts to suppress the world press as they have in the past, the press has been too dormant, too timid, I hesitate to use the word cowardly, in fighting back. There was almost a giving up of courage by the major news sources from South Africa as soon as the Botha government said: 'We don't want any more news coverage of what's going on.'"

Carter added: "Had the press collectively and individually said we will not abide by this censorship, I think that you could very well have lessened the amount of restraint on news coverage out of South Africa."

The former President argued that the censorship in South Africa may have set a precedent for other governments. "I think it has emboldened other leaders to say: 'Well, we're not going to let news come out of our country if it's unfavorable to us.'"

His advice: "Don't be so timid. Stand up for your rights, insist on freedom of the press and if you get kicked out of a country, let that be a decision made by the government, but don't stay there as potential pawns or supporters or spokesmen for the oppressors like those in South Africa."

The nearly 200 conference participants, representing organizations from close to 100 countries that contribute to the *CNN World Report* weekly international news exchange program, also heard from United Nations Secretary General Javier Perez de Cuellar, who called the year-and-a-half-old program a "pathfinder" in the development of two-way information flow between developed and developing countries.

Another keynoter, Selina Chow, chief executive of Asia TV Ltd. in Hong Kong, also said that "Ted Turner should be saluted for having had the vision to initiate the concept."

The Rev. Jesse Jackson, in his May 5



Carter with Christina Pastrana of Columbia

luncheon address, said that with the aid of Turner executive Bob Wussler, he had obtained an agreement from the Soviet Union for his political organization, the Rainbow Coalition, to join with Soviet state broadcaster Gosteleradio and the Soviet Ministry of Culture to hold an eight-hour telethon Aug. 12 to raise money for victims of the Armenian earthquake. Jackson met with Turner and Wussler later in the day to discuss Turner Broadcasting's possible participation in the telethon, which would include artists performing at Moscow's Lenin Stadium, New York's Apollo Theater and a possible site in Los Angeles.

(Performances at Lenin Stadium the following day, Aug. 13, have already been established as part of a fundraiser to fight drug and alcohol abuse in a telecast to be made available on a pay-per-view basis in the U.S. by Showtime's MTV.)

In related news, Turner announced a deal with Vietnam TV making it the 83rd country to use CNN. Turner will install a satellite dish receiver in Hanoi and has sold Vietnam TV the rights to use CNN programming for its broadcasts. □

Pell bill would cut USIA request

The U.S.'s voice abroad would not be quite as loud in the coming fiscal year as it has been if an authorization bill now under consideration by the Senate Foreign Relations Committee should become law. The bill (S. 928), introduced by Chairman Claiborne Pell (D-R.I.), would lop \$65.5 million off the administration's relatively modest request of \$949.2 million for the agency.

But apart from the funding aspects, the bill is interesting for the strong preference it expresses for the use of public and commercial television programming, as opposed to that produced by USIA. It directs the USIA to use nongovernmental material when possible. And it expresses Congress's belief

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that "the free enterprise system, supplemented by public television, provides the highest quality and most objective news and public affairs programming available." The bill would direct USIA to promote access abroad to such programming.

Apart, too, from the cuts Pell would make in the USIA budget, the issue causing the major controversy in a markup session on the bill last week involved the Board for International Broadcasting, and the funds required to complete a massive shortwave relay station in Israel. The administration is seeking \$207 million; the House has approved \$194 million, with a promise to provide the additional \$13 million in fiscal year 1991. But the Pell bill would provide nothing for the project this year.

The axe fell most heavily, in the USIA portion of the bill, on the program to modernize the VOA's transmitting facilities. That item would be cut back from \$89 million to \$22 million. (The House voted \$65 million.) VOA salaries and expenses would be cut only \$2.5 million—but the funds cut are for VOA Europe. The House provided the full \$170.2 million requested for salaries and expenses.

The bill would ease up on the restriction Congress last year imposed on Worldnet, barring it from carrying anything but interactive programming, unless the material was provided by nongovernmental services. It would permit coverage of such events as U.S. elections, candidate debates and speeches, White House and State Department news briefings, and congressional

hearings. But it was in discussing such coverage that the bill would make clear Congress's preference for nongovernmental material. For the bill says that USIA would provide such coverage only if it is not available at a reasonable cost from C-SPAN or other public and commercial television service.

The TV Marti section of the bill also offers some new approaches. Like the House bill, it would deny use of any funds for operation of the station until the Presi-

dent has determined that a test of the facility has demonstrated that it is feasible and would not interfere with U.S. licensees.

There are other new approaches. One would direct the FCC to monitor the operation of the station and report to Congress "violations of international law" it observes, or any interference to domestic stations. But one that could become particularly controversial would circumscribe the kind of programming that would be allowed on the station, making clear, in a "sense of

Distant Signals

Crimson Satellite Associates, the joint venture between HBO and GE Americom whose plans to launch a Ku-band satellite service in the U.S. have suffered setbacks, is considering taking a small option in Luxembourg-based satellite operator SES, which has been negotiating to buy its Satcom K-3 satellite since early this year (BROADCASTING, Feb. 13). SES is operator of the new European cable-direct to home bird Astra, which uses a similar 16-channel bird also built by GE Americom. A CSA option in SES, however, would be under 5% and indications were it is driven by a need for flexibility in the SES payment schedule, rather than interest in European DBS by CSA or plans by HBO for a European satellite channel.

In related news, Astra Commercial

Director Marcus Bicknell confirmed that fewer than 50,000 home satellite dishes have been sold in the UK since the satellite launch early this year, far fewer than had been projected by Rupert Murdoch's multi-channel Sky TV, which is targeting the UK market almost exclusively. Bicknell noted that Astra itself has been predicting just 200,000 home dishes in place after a year of operation. He also added that one or more of the 16-channel satellite's 10 active channels is now available to 7.8 million cable households in Scandinavia, Belgium, Luxembourg, the Netherlands and Switzerland, as well as to 1.1 million West German cable homes.

A five-hour live international broadcast focusing on world environmental issues and shot on high-definition TV is being carried by at least

62 stations nationwide and organizers say there may also be cable availability. The June 3 *Our Common Future* telecast, syndicated in the U.S. by Orbis Communications, features Sting and other rock, popular and classical musicians, as well as statements of world political leaders from sites in Paris, Moscow, Tokyo, Sydney and New York's Lincoln Center in a mix of live remotes and recorded segments. Hughes Communications has agreed to transmit the HDTV satellite signal to HDTV viewing sites in Los Angeles and Minneapolis, with Hubbard Broadcasting and Hughes providing satellite uplink-downlink gear. The 2 p.m.-7 p.m. ET broadcast, which organizers stress is not a fundraiser, will be produced by Hal Uplinger of Uplinger Enterprises, with Tony Verna (both were producers of Live Aid), in conjunction with the Geneva-based Center for Our Common Future. The telecast will also air on the UK's BBC-2, Soviet Gosteleradio, Australia's ABC, Japan's NHK and France's Canal Plus. In a similar effort, American, Soviet and other international musicians are gathering for a three-day musical festival June 23-25 in Leninograd. The festival, featuring Richie Havens, is to be coproduced by Soviet Gosteleradio and Global American Television, the Colrain, Mass., TV company which has co-produced the Citizens' Summit spacebridges with Phil Donahue.

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Congress" provision, that the station is not to roil the political waters. The station, it says, is not operated in a manner that, among other things, would "impact adversely" on the "implementation of the November 1987 U.S.-Cuban immigration

agreement; the prospects for the resumption of broadcast interference talks between the United States and Cuba, and the prospects for cooperation between the United States and Cuba in areas such as narcotics interdiction, and the environment." □

age terrain. *Broker: Chapman Associates.*

WSKS-FM Sparta, Ga. □ Sold by Blue Moon Communications Corp. to Alexander Mitchell Communications Corp. for \$600,000. **Seller** is owned by Julia-Ann Hendrick and her daughter, Jana-Elizabeth Fogle. Hendrick owns interest in WKGO(AM) Milledgeville, Ga. **Buyer** is owned by Steven M. Layne, James A. Karrh, and Georgia Trust. It has no other broadcast interests. WSKS-FM operates on 97.7 mhz with 3 kw and antenna 100 feet above average terrain.

KEXS(AM) Excelsior Springs, Mo. □ Sold by Jeffco Television Corp. to Crossway Communications Corp. for \$600,000. **Seller** is owned by Willie A. Williams and his wife, Aubrey. **Buyer** is headed by Gary Michael Babb and has no other broadcast interests. KEXS is daytimer on 1090 khz with 1 kw.

KJUN(AM) Puyallup, Wash. □ Sold by 777 Broadcasting Inc. to KLDY Inc. for \$500,000. **Seller** is owned by Ray E. Courtemanche and his sister, Cheri Patch, and has no other broadcast interests. **Buyer** is owned by Josephine Schilling-Baine, and has no other broadcast interests. KJUN is fulltimer on 1540 khz with 1 kw.

WSJC(AM) Magee, Miss. □ Sold by CSB Communications Inc. to WSJC Inc. for \$325,000. **Seller** is owned by H. Craig Scott and Stephen Bunyard. Bunyard has interest in KKBV(FM) Shafter, Calif. **Buyer** is owned by Sam E. Floyd, his daughter, Helen F. Floyd, and Ronald E. Stone, who have no other broadcast interests. Wsjc is fulltimer on 810 khz with 50 kw-D, 500 w-N.

For other proposed and approved sales see "For the Record," page 69.

Changing Hands

KABB(TV) San Antonio, Tex. □ Sold by Alamo Broadcasting Corp. to River City Television Partners LP for \$11.5 million. **Seller** is owned by Paris R. Schindler, his children Shery S. Hawk, Raymond Schindler, and Suzanne Brown, and her husband, Timothy R. Brown. Paris, Raymond and Timothy own interest in KVLG(AM)-KBUK(FM) LaGrange and KIDY-TV San Angelo, both Texas. **Buyer** is owned by Atlantic Broadcasting. It is principally owned by Barry Baker, president, Better Communications Inc., and J. (Patrick) Rick Michaels, chairman, Communications Equity Associates. It is purchasing KDNL-TV St. Louis ("In Brief," Feb. 27). KABB is independent on ch. 29 with 3,160 kw visual, 316 kw aural and antenna 1,361.4 feet above average terrain.

Wow!(FM) Norfolk, Va. □ Sold by Willis Broadcasting Corp. to Ten Chiefs Company for \$8.3 million plus minority tax certificate. **Seller** is Norfolk-based group headed by Bishop L. E. Willis that also owns WAYE(AM) Birmingham and WSFU-FM Union Springs, both Alabama; KFTH(FM) Marion and KSNE(FM) Marshall, both Arkansas; WPDQ(FM) Green Cove Springs and WSVE(AM) Jacksonville, both Florida; WTJH(AM) East Point, Ga.; WESL(AM) East St. Louis, Ill.; WPZZ(FM) Franklin and WWCA(AM) Gary, both Indiana; WBOK(AM) New Orleans; WKJA(FM) Belhaven, WGSP(AM) Charlotte, WSRC(AM) Durham, WBXB(FM) Edenton, WTNC(AM) Thomasville and WGTM(AM) Wilson, all North Carolina; WURD(AM) Philadelphia; WKWQ(FM) Batesburg and WWPJ(FM) Marion, both South Carolina, and WPCE(AM) Portsmouth and WFTH(AM) Richmond, both Virginia. **Buyer** is Philadelphia-based group principally owned by Ragan Henry. It also owns WDIA(AM)-WHRK(FM) Memphis; WMSG(FM) Mount Clemens, Mich.; WWIN(AM)-WHITE(FM) Baltimore, WXTN(FM) La Plata, both Maryland; WMXB(FM) Richmond, Va., and KDIA(AM) Oakland, Calif. Wow! operates on 102.9 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Richard A. Foreman Associates.*

WNOO(AM)-WYVY(FM) Chattanooga □ Sold by Pye-Watts Communications Inc. to William H. Sanders for \$2 million. **Seller** is owned by John Pye Jr. and Burt Watts, who also own interest in WFPA(AM) Fort Payne, Ala. **Buyer** has interest in WQIM(FM) Prattville, Ala.; WSKX(FM) Suffolk, Va., and KBBB(AM)-KDXR(FM) Borger, Tex. He is director of Pinnacle Broadcasting Co., which owns WDUR(AM)-WFXC-FM Durham, N.C.; KAMA(AM)-KAMZ(FM) El Paso, and KLLL-AM-FM Decatur, Ill. He is director of Jones Intercable Inc., which owns and operates cable systems in Alabama, Arizona, Arkansas, California, Colorado, Florida, Georgia, Illinois, Kansas, Louisiana, Maryland, Michigan, Minnesota, Missouri, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, South

Carolina, Texas, Virginia and Wisconsin. He is stockholder of Martin Media Inc., which is general partner of Calvalley Radio LP, licensee of KSJQ(FM) Manteca, Calif., and is stockholder of Radeck Broadcasting Inc., general partner of Big Sky Broadcasting LP, licensee of KTVH(TV) Helena, Mont., and shareholder of Turner Broadcasting System Inc., parent company of WTBS(TV) Atlanta. WNOO is daytimer on 1260 khz with 5 kw, and WYVY operates on 102.3 mhz with 3 kw and antenna 287 feet above average terrain. *Broker: Sailors & Associates.*

KWHN(AM)-KMAG(FM) Fort Smith, Ark. □ Sold by Johnson Communications to Fort Smith FM Inc. for \$1.2 million. **Seller** is principally owned by Dewey Johnson and James Cypert, who have no other broadcast interests. **Buyer** is principally owned by Al Germond and Don Lynch, who also own interest in KARO(FM) Columbia, Mo. KWHN is fulltimer on 1320 khz with 5 kw, and KMAG operates on 99.1 mhz with 100 kw and antenna 2,000 feet above aver-

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NCTA ready to stand tall in Texas

Registrations for annual convention running ahead of last year; among schedule of panels and speakers are Jesse Jackson, FCC's Quello, TCI's John Malone, NBC's Robert Wright

The National Cable Television Association is putting the finishing touches on its annual convention, which runs next week—May 21-24—in Dallas, with registration ahead of last year and total square feet of exhibit space also up.

As of last week, registration stood at 10,628. Barbara York, NCTA vice president, said the association was doing "extraordinarily well" in registration. The number of exhibitors stands at 284 (there were 315 last year), but contracted exhibit space is up from 163,000 square feet last year to 182,000 this year.

The theme of the conference is "Cable Television: Informing and Entertaining America," and begins on Sunday with a series of meetings, including several public policy roundtables. NCTA has three senators on its official agenda for a Monday morning roundtable, Richard Bryan (D-Nev.), Conrad Burns (R-Mont.) and Ted Stevens (R-Alaska), who will be joined by Senators Charles Grassley (R-Iowa) and Howell Heflin (D-Ala.) for the public policy roundtables. About 35 congressmen will also take part in the roundtables.

That evening there will be screenings of two original cable movies, TNT's *Gore Vidal's Billy the Kid* and USA's *The Haunting of Sarah Hardy*, at the Loews Anatole theater.

The convention begins Monday, with the first of 40 sessions, 10 of which are technical, following the CablePac breakfast at the Adolphus Hotel. The opening general session, "Cable Television: Programming Directions for the '90's," will feature Stewart Blair, chairman, United Artists Entertainment; Michael Fuchs, chairman, HBO;



Frank Biondi Jr., president, Viacom International; Alvin Perlmutter, president, Alvin Perlmutter Inc., and Fred Silverman, Hollywood producer, with Robert Wussler, executive vice president, Turner Broadcasting, moderating. The panelists will appear before a background of 32 television monitors, which will be tuned to 32 different cable services.

Other Monday sessions will explore cable as an investment, signal leakage, the franchise renewal process, PPV, program promotion, and launching new programs. The latter will feature Tom Rogers, NBC Cable president; Larry Namer, Movietime president; Robert Johnson, Black Entertainment Television president; Tom Freston, MTV Networks president, and Roger Williams, ESPN vice president. Monday evening there is a welcoming party from 5 to 6:30 at the convention center.

On Tuesday morning, the Rev. Jesse Jackson will speak to a breakfast sponsored by the National Association of Minorities in Cable and NCTA. Tuesday panel sessions include cable's stock performance, marketing co-ops, cable opportunities abroad, and two featuring congressional and FCC staff. A panel session on increasing penetration

will feature Peter Barton, senior vice president, programming, TCI; Henry Schleiff, chairman, Viacom Broadcast and Entertainment Groups, and Kay Koplovitz, president and chief executive officer, USA. Tuesday will also see the return of NCTA's "informart" session, where 12 small discussion groups will examine a variety of topics.

The system ACE awards will be bestowed that evening at a ceremony at the Fairmont hotel hosted by comedian Martin Mull.

Wednesday features several more panel sessions before the closing general session, including the convention's only official telco session. Moderated by Cox Cable President James Robbins, it will feature FCC Commissioner James Quello; Terry Maguire, senior vice president, ANPA; John Sie, senior vice president, TCI; Frank Drendel, president, CommScope, and Gene Kimmelman, legislative director of the Consumer Federation of America. NCTA said the reason no telco representatives were on the panel was because "we really wanted it to be our industry" views getting across to the members.

The closing general session, a "CEO Perspective," will feature John Malone, president and chief executive officer, TeleCommunications Inc., and Robert Wright, NBC chairman. Wednesday night will close with the gala dinner dance and awards banquet at the Fairmont. The NCTA board meets Thursday morning, with speaker Gerry Abramson, mayor of Louisville, Ky.

Technical sessions over the three days will delve into HDTV, fiber optics, PPV addressability, the work of the Cable Labs, cable audio and signal theft.

The exhibit hall will be open 11 a.m. to 5 p.m. on Monday, 9 a.m. to 5 p.m. on Tuesday and 9 a.m. to 1 p.m. on Wednesday. Dan Dobson, trade show manager, said there are 78 new exhibitors this year.

The two principal HDTV exhibits will be furnished by the Sarnoff and Faroujda Labs; however, there will be no dedicated HDTV demonstration area. On the fiber front, Dobson said there were a number of companies exhibiting, but added, "I thought we'd get more than we did."

Two new radio networks will make their NCTA debuts, Galactic Radio and International Cablecasting. And three Bell operating companies will have a presence on the floor. Bell Atlantic is exhibiting, but Dobson said the company has not returned several requests for information on what it plans to exhibit, beyond an early indication that it would be an ANI ordering device. Ameritech is exhibiting a CATV order entry device. U.S. West will also be on the floor, Dobson said, but NCTA did not know what products it would demonstrate.

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House subcommittee looks at TV violence bill

Lawmakers quiz network executives, who say legislation is unnecessary because their own policies already deal with excessive violence; depiction of drug use also under fire

Legislation aimed at curbing violence on television is awaiting action on the Senate floor and last week came under the scrutiny of a House Judiciary subcommittee. The bills (H.R. 1391 and S. 593) would lift anti-trust restrictions for three years to enable industry groups (broadcast, cable, and motion picture interests) to meet and devise a voluntary code to regulate violent programming.

During the hearing, some subcommittee members voiced their concern about the portrayal of illicit drug use on television programs and expressed an interest in dealing with that problem through legislation. The Senate version was amended in the Judiciary Committee last month to address the drug use issue. However, Dan Glickman (D-Kan.), a key sponsor of the House TV violence bill, was reluctant to "add subjects to this bill. I worry about adding subjects to this bill based on assumptions or 'gut feelings.'"

Just how fast the measure will move in the House remains an open question. The Senate has twice passed the measure, but it has stalled both times in the House, primarily because of the Judiciary Committee's former chairman, Peter Rodino (D-N.J.), who generally did not favor antitrust exemptions. This time, however, many observers feel Rodino's successor, Chairman Jack Brooks (D-Tex.), will not be as rigid, and they expect it to pass the Judiciary Committee.

Brooks did not directly indicate where he stands on the proposal to grant an antitrust exemption. But his opening remarks did show a sensitivity to the issue of TV violence. "There is a concern held by many across the country—especially parents with young children—about the level of violence shown on television today," said Brooks.

But in questioning witnesses, the chairman seemed to reveal his own doubts as to whether there is a conclusive link between television violence and violent behavior. He also said he did not believe cigarette smoking had decreased because the ads were removed from television (in 1971). Rather, he said, it was the result of education programs in the schools. He thinks education is "a lot more important" when it comes to fighting drug abuse.

The key witness was Senator Paul Simon (D-Ill.), who is the author of the Senate measure. Simon stressed the need for giving industry room to regulate itself. The bill, he said, "neither requires the members of the industry to meet, nor does it dictate



Subcommittee Chairman Brooks

what should be contained in any voluntary guidelines the industry might develop."

He said the evidence that television violence contributes to aggressive and destructive behavior is overwhelming. "It is time for the television industry to form an alliance with American families in changing that picture." He also told the subcommittee that independent producers support his bill. A spokeswoman from the Motion Picture Association of America said MPA does not yet have a position on the initiative.

Witnesses representing the American Psychological Association, the National PTA and the American Academy of Pediatrics endorsed the measure. The American Civil Liberties Union opposes the legislation. ACLU's Barry Lynn called it unconstitutional and said it encourages government control of content.

Representatives from the three television networks told House members they felt the legislation was unneeded, although only ABC said it opposed the initiative. CBS "neither opposes nor supports" the bill,

said Beth Waxman Bressan, vice president and assistant to the president of CBS/Broadcast Group. Only NBC specifically said it does not oppose the measure.

As for the cable industry, the National Cable Television Association has not taken a stand on the bill, although cable programmers may have a problem with this approach. Simon told the congressmen that he would be "surprised" if the cable industry opposed it. He said they have not reacted "negatively...they know we have a problem."

NBC's Alan Gerson, vice president of program standards and marketing policy, said the network strives to eliminate excessive and gratuitous violence. "Where violence plays an integral role in a story or theme, it must be presented in a way that does not glorify violence or endorse it as an acceptable solution to human problems," said Gerson.

Alfred Schneider, Capital Cities/ABC vice president for policy and standards, said his company was troubled by the scope of the antitrust exemption. ABC thinks it

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would be susceptible to a court challenge. Furthermore, the antitrust exemption applies to activities conducted within the 36-month timetable, said Schneider, adding that, "on its face, it would not provide protection for actions to implement any guidelines developed under the bill following the 36-month period."

Like NBC, ABC and CBS both explained the review process they use to evaluate programs for violent content. Brooks asked the network witnesses if they thought television has an influence on young people. Bressan said there was "some impact." Schneider said there may be a tendency for young viewers to imitate what

they see. Gerson said his network operated with a policy that accepts the notion of some effect on viewers.

Asked if the networks would cooperate in devising a code if the exemption were granted, CBS's Bressan said "yes." Gerson said NBC would "cooperate." And Schneider said ABC would "attend." □

Cable gets two court decisions to cheer about

Judge in Alabama overturns rule charging fee for franchise renewal; another, in Michigan, says incumbents can play tough to block competitors

Cable TV systems franchised in the mid-1970's and now looking ahead to renewal negotiations with franchising authorities last week had reason to cheer the decision of a U.S. district judge for the northern district of Alabama. He had issued a summary judgment overturning a Birmingham City ordinance that would have imposed a heavy burden—in terms of services and fees—on Birmingham Cable Communications, a subsidiary of Time Inc.'s American Television & Communications Corp., as a price for franchise renewal.

The judgment not only serves to reinforce the cable industry's confidence in the provisions of the Cable Communications Policy Act of 1984 designed to protect cable systems at renewal time, it says the ordinance clearly violated that act. It would also appear to serve as a warning to cities to be judicious in considering the advice of consultants they hire for assistance on franchise renewal matters. Both cities and consultants have been following the Birmingham case closely.

The case has not run its course. The Birmingham City Attorney, Jim Baker, said last week that the city "disagrees with the judgment entirely" and will appeal to the U.S. Court of Appeals for the 11th circuit. But if the summary judgment is ultimately upheld, Birmingham will be out of pocket about \$1 million, the money it has paid consultants. The city had intended those costs to be covered by BCC as part of the price of renewal.

The city in December 1986, two years before the BCC franchise was to expire, adopted the franchise-renewal ordinance. It would have required BCC, among other

things, to build a high-tech voice, data and video institutional network, as well as two-way capability on the residential network, for the free use of the city and other institutions. It also would have compelled BCC to dedicate several leased access channels for other commercial program providers to use in competition with BCC.

What's more, it would have required the cable system to pay hefty fees, including a \$100,000 filing fee and a franchise fee based on 5% of the annual gross revenue of not only the Birmingham operations but those of any of BCC's affiliates or of its parent in Alabama, as well as cover almost \$1 million in the costs the city incurred in hiring consultants to work with it on the renewal matter. The city's largest commitment to a consultant was \$650,000, to the Washington law firm of Preston, Thorgrimson, Ellis & Holman, whose Craig J. Gehring was the city's principal adviser.

BCC, in urging the court to grant summary judgment, said the ordinance represented a return to the days the Cable Act was designed to end. "The city's coercive ordinance," the pleading said, "represents exactly the type of municipal scheme, concocted by outside consultants, that Congress sought to prohibit by passing the Cable Act." BCC argued the ordinance violated the act, both by imposing fees exceeding the limit of 5% of annual gross revenue established by the act, as well as by imposing minimum substantive franchise renewal standards without following the procedures specified in the act for the renewal applicant's protection.

Judge Seybourn H. Lynne agreed. In a terse, three-page order, issued on May 5, he granted the requested summary judgment. He declared that the ordinance at issue "is void and unenforceable because it is in conflict" with the Cable Act, as well as the Supremacy Clause of the U.S. Con-

stitution. He also ruled that the cable system "is entitled to apply for and may obtain renewal" of the cable franchise without paying more than the 5% franchise fee. Nor, he said, need BCC pay "the city's franchising expenses, consultant costs, or any other regulatory costs or fees."

What's more, Lynne ordered the city "to comply with each and every substantive procedural requirement" bearing on cable television franchise fees and renewals. This, he made clear in a footnote, referred to the fact that the ordinance was enacted before the city "had ascertained needs and interests" and before BCC had submitted its proposal balancing needs and interests against the costs involved. "Thus," he said, "such ordinance is unenforceable because its enactment is in irreconcilable conflict with the procedural requirements of section 626 of the Cable Act."

Lynne left one aspect of BCC's complaint unresolved. The cable system had sought a ruling that the city deprived it of its civil rights guaranteed by the Cable Act and the U.S. Constitution's Supremacy Clause. But BCC did not focus on that element of the complaint, disposing of it in a footnote that contended that the Civil Rights Act "forbids state and local governments from depriving any U.S. citizen of any rights, privileges or immunities secured by the Constitution and laws of the United States." Lynne's decision to set that claim aside could complicate the city's appeal. Lawyers say that issue would normally have to be settled before the case could be taken to the appeals court.

BCC's counsel, David Saylor, said the case has "broad significance" as the first one dealing with a cable system's renewal rights under the Cable Act. And besides making those rights clear, Saylor said the court order stands for the proposition that a cable system need not let a renewal process run to a conclusion before going to court to seek a declaratory ruling that a city is violating its rights.

However, another communications lawyer who serves as a consultant to cities in their dealings with cable operators said the case was "a setback for Birmingham and other cities" but not as great as it might have been. The reason, he said, was the terseness of Lynne's judgment. "If the judge had written an opinion, it would have been of some moment." As it was, the consultant said, the judgment "was not persuasive." Since the issues in the case "are ambiguous"—he cited the city's adoption of an ordinance governing cable service before completing a needs assessment—"it [the judgment] will be hard for other courts to follow."



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And in Michigan...

The Birmingham case was not the only one emerging from the courts in the past couple of weeks to improve cable operators' mood as they prepare for their convention in Dallas next week. U.S. District Judge Robert Holmes Bell, of the western district of Michigan, last month issued a ruling making it clear that incumbents can play a version of hardball against a would-be competitor without violating the antitrust laws.

At issue was a complaint Aurora Cable Communications filed against the Tribune Co. and Jones Intercable Inc. In 1986 Aurora sought to obtain franchises to serve the cities of Houghton and Hancock, in competition with Tribune and later, after Tribune completed the purchase of the systems that was then underway, with Jones. Aurora was granted the franchises. But it claimed in its complaint that it had only a limited amount of time to establish itself in the market before Tribune and Jones could upgrade the systems. And, Aurora added, Tribune and Jones conspired to delay the issuance of the franchises by opposing its applications. That was for openers.

Aurora, which was suing for unspecified damages, also claimed that Tribune had Aurora's construction crew arrested and prosecuted for trespassing when the workers moved Tribune's cables on the utility poles, and that Tribune and Jones conspired with the local utility companies to have Aurora's construction delayed and its cost increased by insisting on certain installation regulations. In sum, Aurora was claiming violations of the Sherman and state antitrust laws and interference with its expectancy of a valid business relationship with prospective cable subscribers.

Bell granted a summary judgment dismissing those claims.

Tele-Communications Inc., the nation's largest cable operator, had faced similar charges in a case brought against it by a would-be competitor, Central Telecommunications Inc., in Jefferson City, Mo., several years ago. A U.S. district court jury, in a verdict upheld by the U.S. Court of Appeals for the Eighth Circuit, awarded Central \$36 million (BROADCASTING, Sept. 8, 1986). TCI had argued that it had a right under the First Amendment to continue to operate the city's cable franchise regardless of whether it had a franchise. The appeals court not only rejected that argument; it noted that TCI had done little to enhance its reputation in its effort to retain its monopoly position in Jefferson City. The panel said TCI's campaign was accompanied "by numerous unethical and illegal acts."

Tribune and Jones took another approach, although theirs, too, stemmed from the First Amendment, but that portion of it guaranteeing the right of citizens to petition their government. For purposes of their motion to dismiss, Tribune and Jones did not challenge the claim that they disparaged Aurora's applications, made misrepresentations, or sought the arrest of the Aurora crew for trespassing. Rather, they based their motion to dismiss on the *Noerr-Pennington* doctrine. That holds that the Sherman Act does not apply to actions designed

to influence government action, regardless of hostile or anticompetitive intent or purpose to eliminate competition. What's more, Bell said, "misrepresentation in the political arena, as distinct from the judicial arena, is outside the scope of the Sherman Act."

Bell concluded that the *Noerr-Pennington* doctrine provided a basis for dismissing both the federal and state antitrust charges, as well as the state claim of tortious interference with a business expectancy. He accepted Tribune's *Noerr-Pennington* defense as well with regard to the company's request that the Aurora crew be arrested and charged with trespass. "It appears that Tribune was simply doing what it had a legal right to do," said Bell.

As for the claim that Tribune and Jones engaged in a conspiracy with the telephone and power companies to delay construction of Aurora's system by insisting on various installation requirements—that Aurora install its cable 12 inches above Tribune's

cable, for instance, and pay for pole "change-outs" where Aurora's new pole occupancy required a taller pole. But Tribune said it made its demands for business and safety reasons, and Bell said Aurora had not presented evidence excluding the possibility that the parties to the alleged conspiracy had acted independently. Furthermore, he said, a pole-owning utility would have no apparent motive to enter into a conspiracy to restrain a would-be renter of the poles.

None of the parties engaged in the dispute is now involved in the cable business in the Houghton-Hancock market. The Tribune's sale to Jones—along with many of its other cable properties—was completed after Aurora was granted its franchises. After a couple of months, Aurora decided to abandon the project, and sold out to CableAmerica. That company, in turn, sold the systems to Bresnan Communications, which also bought Jones's. So again, only one company serves the market. □

HDTV week on Capitol Hill

Lawmakers say U.S. must win high-tech race; legislation emerges; AEA report calls for government to spend \$1.35 billion on industry, government HDTV consortium

High-definition television was in the congressional spotlight last week as House and Senate hearings were convened on the sub-

ject and new legislation (S. 952 and H.R. 2287) was introduced in both chambers that would stimulate the growth of an HDTV industry in the U.S. Also last week, the American Electronics Association released a five-year business plan calling for the federal government to spend up to \$1.35 billion in grants, loans and guarantees to insure the development of HDTV through



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The AEA plan was officially unveiled at a Senate Commerce Committee hearing on technology and competitiveness where Commerce Secretary Robert Mosbacher was the lead witness. Mosbacher, however, was not receptive to the idea of a government subsidy. He said industry is counting on "Uncle Sugar...I don't think they should depend on that."

There is a role for government to play, said the secretary, but it should be limited. He thinks federal funding should be restricted to no more than "seed money" for research and development. "I have serious doubts as to whether throwing money at it is the answer," said the secretary.

Congress may have other ideas. HDTV has fast become a congressional priority and there is a growing eagerness on Capitol Hill to adopt a national industrial policy that will insure that U.S. companies will be able to compete with Japan and Europe, where government and industry are already working to develop an HDTV market. It seems that HDTV is at the core of a much broader debate concerning the competitiveness of the American electronics industry in general.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), for one, indicated his desire to see government work with industry to speed the development of advanced television and superconductivity technologies. "The need for industry-government cooperation to build that technology base and speed the commercialization of new inventions is great," said Hollings.

Mosbacher and Hollings are at odds over more funding for the National Institute of Standards and Technology (NIST). Last year, legislation was signed into law which renamed Commerce's National Bureau of Standards to the NIST, and it created a new post of Under Secretary of Commerce for Technology.

Hollings is unhappy because the Bush budget recommendation for NIST's fiscal 1990 budget is less than the amount appropriated in fiscal 1989. He wanted a commitment from Mosbacher that the NIST would receive adequate funding so it could pursue an advanced technology program, but the secretary would not budge. Later, Mosbacher indicated to reporters that such funds might not be forthcoming until 1991.

Hollings scolded Mosbacher, saying he was "embarrassed" for the secretary. And the senator told reporters he felt that OMB had "stultified" Mosbacher's testimony. He said his committee would move ahead on legislation reauthorizing NIST and that as chairman of the appropriations subcommittee with jurisdiction over NIST he would work to get adequate funding.

Meanwhile, at the House hearing, Craig Fields, director of the Defense Department's Defense Advanced Research Projects Agency, said DARPA is beginning and hopes this month to complete the selection process that will ultimately provide \$30 million in funding for two to four HDTV proposals.

Fields told a joint meeting of the House

Armed Services subcommittees on investigations and on research and development, that a review group with representatives from the FCC, the Department of the Treasury, NASA and others has already completed site visits to companies submitting the 49 proposals—narrowed down from an original field of 82.

Mosbacher was grilled by Senate committee members who want the department to take a leadership role in developing an HDTV strategy. They urged him to move quickly and they wanted to know where he stood on certain legislative remedies. But Mosbacher would not be pinned down. He later told reporters he would respond with a set of recommendations to the Senate before the end of the summer. He is slated to report to the House Telecommunications Subcommittee July 1.

He made it clear he does not favor a national industrial policy. And Mosbacher said he felt it is up to the private sector to "take the ball and run with it." He also expressed doubts about the industry's eagerness to move on HDTV. "If they are really ready to move forward, they would have."

He said the administration was still reviewing whether it will endorse the removal of antitrust restrictions to permit joint industry ventures to develop and market HDTV equipment. Senator John Kerry (D-Mass.), who last week introduced S. 952, which would amend the antitrust laws to allow such joint ventures, was unhappy with Mosbacher's failure to endorse the antitrust approach and accused him of "playing word games."

The secretary pointed out that President Bush wants to make the research and experimentation tax credit permanent and that he wants to reduce the capital gains tax.

But those proposals did not satisfy Hollings. If government does not "lead" then industry will "leave," said Hollings. The U.S., he feels, is "losing every day." The chairman displayed a chart that shows "our companies have significantly lost market share even here in our home market."

Republican Trent Lott of Mississippi defended Mosbacher. "You are entitled to review your hand and get your people on board," said the senator. Nevertheless, he emphasized that "time is running out. We need to get rolling.... Let's have a strategy."

The AEA proposal was presented to the Senate committee by AEA Vice President Pat Hill Hubbard. She also appeared at the House hearing, and the AEA proposal was the subject of several press briefings. Prepared by the Boston Consulting Group, it calls for the establishment of an Advanced Television Corp. and an industry-government consortium that would "monitor and guide development of a U.S.-based ATV industry and supporting component industries." The ATV Corp., to be headed by a board appointed by the President and representing industry, government and academia, would operate in conjunction with the NIST.

Also under the plan, Congress would appropriate \$100 million each year for three years, beginning in 1990, to DARPA to continue research on HDTV. And the NIST

would be authorized to provide loan guarantees of up to \$500 million and direct loans of up to \$500 million to the U.S.-based ATV industry participants to manufacture and market ATV products. Moreover, some \$50 million would be appropriated over three years to the Commerce Department to help in the development of ATV production and transmission standards.

At an AEA press briefing, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) commended AEA for its report and said it would be the subject of a subcommittee hearing this summer. "I haven't had the opportunity to review AEA's plan in depth; this report is significant because it signals that American industry, large and small companies alike, can be a real force in the creation of the next generation of TV technologies."

At the House Armed Services hearing last week, Investigations Subcommittee Chairman Nicholas Mavroules (D-Mass.) called the competition over HDTV a test of American industry resolve and said "this is one battle we've got to capture." Mavroules said later that trade issues are going to play a key role in Congress's HDTV proceedings, and while he said his position should not be construed as protectionist, "We have to get tough on trade." He added: "I'm not worried about Japan, but Europe 1992, which is a bigger market."

But subcommittee member Norman Sisisky (D-Va.) raised concerns over drawing on government funds for HDTV, given the tremendous pressure on the congressional budget. Sisisky also noted similar competitive difficulties facing other commercial sectors and asked: "How in good conscience can I try to build up one industry, when we're losing others?"

Responded AEA's Hubbard, who spoke at this hearing as well: "We're not trying to build up an industry, but to save an industry, a key industry."

Congressman Ron Dellums (D-Calif.), chairman of the research and development subcommittee, remarked later that he found "fascinating" the suggestion of a partnership between government and non-defense-related private industry that under other circumstances would be labeled by his colleagues as a "commie, pinko idea."

But Alfred Sikes, assistant secretary for communications and information, National Telecommunications and Information Administration, Department of Commerce explained he expected any jointly funded HDTV program to be "an industry-led, not government-led effort. In the long run, it will be their [industry's] assets at risk." He also noted that whatever capital cost reduction effort the government undertakes, such as tax breaks, would be viewed as startup aid and not a sustained effort.

The House bill (H.R. 2287), introduced by Representatives Mel Levine (D-Calif) and Don Ritter (R-Pa.), would establish an industry consortium (called TV Tech) that would be financed in part by government loans and grants. It would be modeled after Europe's Eureka '95 HDTV joint venture, which developed Europe's 1,250/50 production and satellite transmission system. □

As compiled by BROADCASTING from May 3 through May 10 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.

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■ **KOWL(AM)** South Lake Tahoe, CA (BAL890428EB; 1490 khz; 1 kw-U)—Seeks assignment of license from Isenberg Media Corp. to David H. Isenberg for assumption of liabilities. Seller is owned by Stan Isenberg, his wife, Lois, their son David H. Isenberg, and his wife, Evie, and William A. Kingman. It has no other broadcast interests. Buyer is owned by David H. Isenberg. He is general partner of Regency Communications LP, which is purchasing KAAA(AM)-KZZZ(FM) Kingman, AZ, and KOWL(AM)-KRLT-FM South Lake Tahoe, CA (see above). Filed April 28.

■ **KOWL(AM)** South Lake Tahoe, CA (BAL890428EF; 1490 khz; 1 kw-U)—Seeks assignment of license from David H. Isenberg to Regency Communications LP for assumption of liabilities. Buyer is owned by Michael P. Cefaratti; Richard D. Singer, and David H. Isenberg, all general partners, and CGS Communications of Kingman Inc., and Desert Sands Communications, both limited partners. CGS Communications of Kingman Inc. is licensee of KAAA(AM)-KZZZ(FM) Kingman, AZ. Michael P. Cefaratti is president, director and 26.4% shareholder of CGS Communications of Kingman Inc.; Richard D. Singer, is vice president, secretary, director and shareholder of CGS Communications. David H. Isenberg is president, secretary, director and shareholder of Isenberg Media Corp. (dba KOWL Radio), current licensee of KOWL(AM) South Lake Tahoe, CA. Filed April 28.

■ **KJYE(FM)** Grand Junction, CO (BAPH890424HU; 107.9 mhz; 100 kw; ant. 328 ft.)—Seeks assignment of license from Maranatha Broadcasting Co. to Robert Reichard for \$81,406. Seller is headed by Richard C. Dean, president. Buyer has no other broadcast interests. Filed April 24.

■ **WBSG-TV** Brunswick, GA (TEMP890427; CH 21; 500 kw-V; ant. 1,510 ft.)—Seeks transfer of control from Richard L. Huff to WBSG-TV Ltd. Seller has no other broadcast interests. Buyer is owned by Andrew B. Sloan, Don A. Pederson, Leonard G. Wright, Janey Sloan and Dorothy Wright. It has no other broadcast interests. Filed April 27.

■ **WSKS-FM** Sparta, GA (BALH890321GN; 97.70; 3 kw; ant. 100 ft.)—Seeks assignment of license from Blue Moon Communications Corp. to Alexander Mitchell Communica-

tions Corp. for \$600,000. Seller is owned by Julia-Ann Hendrick and her daughter, Jana-Elizabeth Fogle. Hendrick owns interest in WKGO(AM) Milledgeville, GA. Buyer is owned by Steven M. Layne, 12%; James A. Karth, 40%, and Georgia Trust, 48%. It has no other broadcast interests. Filed March 21.

■ **WWSB(TV)** Sarasota, FL (TEMP890428; ch. 40; 2871 kw visual, 431 kw aural; ant. 771 ft.)—Seeks assignment of license from Southern Broadcast Group Inc. to Calkins Newspaper Inc. Seller is principally owned by George Borsari Jr., Robert R. Nelson and his son Robert W. Nelson, and Douglas Barker. Borsari owns interest in WYFX(AM) Boynton Beach, FL. Both Nelsons have interest in WBRD(AM)-WDUV(FM) Bradenton, FL; WTGS-TV Handeville, SC, and KOOG-TV Ogdenville, UT. Barker also owns interest in WTGS-TV and KOOG-TV. Buyer is headed by Grover J. Friend, president, and has no other broadcast interests. Filed April 28.

■ **KBXL(FM)** Caldwell, ID (BALH890426HW; 94.1 mhz; 40 kw; ant. 2,574 ft.)—Seeks assignment of license from Christian Broadcasting Co. to KSPD Inc. for \$200,000. Seller is owned by Richard M. Shaw, his wife Marilyn, and his brother Edwin L. Shaw. It also owns co-located KBGN(AM). Buyer also owns KSPD(AM) Boise, ID. Filed April 26.

■ **KCEV(FM)** Wichita, KS (BALH890424HV; 88.3 mhz; 50 kw; ant. 200 ft.)—Seeks assignment of license from Wichita Educational Broadcasting Foundation to Bible Broadcasting Network Inc. for no consideration. Seller is nonprofit corporation headed by Ray Mulligan. It has no other broadcast interests. Buyer is equally owned by Lowell L. Davey, Georgeanna Davey, Keith Wohlenhaus, H. Ron White and R. Lindsay Poteat. Bible Broadcasting is nonprofit corporation which also owns WYFK(FM) Columbus, WA; WVO(AM) Decatur, GA; WYFA(FM) Waynesboro and WYFS(FM) Savannah, all Georgia; WYFL(FM) Henderson and WHPE(FM) High Point, both North Carolina; WYFB(FM) Gainesville, FL; WYFG(FM) Gaffney and WYFH(FM) North Charleston, both South Carolina; WYFI(FM) Norfolk, WYFJ(FM) Ashland, and WYFT(FM) Luray, all Virginia. It also owns eight FM translators in Florida and Virginia, and one STL in North Carolina. Filed April 24.

■ **WWLK(AM)** Eddyville, KY (BAL890425EC; 900 khz; 1 kw-D, 250 w-N, DA-1)—Seeks assignment of license from Lakes Broadcasting Co. to Tilent Inc. for \$65,000. Seller is owned by Brian J. Gentry, who has no other broadcast interests. Buyer is owned by Jimmy Ray and Shelby Jean Baggett, who are directors and president and secretary/treasurer, respectively, of Bibletime Ministries Inc., nonprofit, nonstock corporation which owns WBCE(FM) Wickliffe, KY. Baggett is vice president and director of Calvary Educational Broadcasting Network, nonprofit, nonstock licensee of KOKS(FM) Poplar Bluff, MO. Filed April 25.

■ **WSSH(AM)** Boston and WSSH-FM Lowell, both Massachusetts (AM: BTC890421GX; 1400 khz; 1 kw; FM: BTCH890421GY; 99.5 mhz; 32 kw; ant. 600 ft.)—Seeks app. of assignment of license from Noble Broadcast Group Inc. to The Griffin Group Inc. for \$39 million ("Changing Hands," April 24). 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, CT; WGBB(AM)-WBAB(FM) Long Island, NY; XTRA-AM-FM Tijuana, Mexico (San Diego, CA); KBEQ(FM) Kansas City, KS; KBCC-AM-FM Denver; KYOK(AM)-KMJQ(FM) Houston; KMJM(FM) St. Louis; WMHE(FM) Toledo, OH, and KIXI(AM)-KMGI(FM) Seattle. 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, CT; WTRY(AM)-WPYX(FM) Albany, NY, and WHJJ(AM)-WHJY(FM) Providence, RI. Filed April 21.

■ **WATD(AM)** Brockton, MA (BAL890426EA; 1410 khz; 1 kw-D, DA)—Seeks assignment of license from Marshfield Broadcasting Co. to Metro South Communications Inc. for \$175,000. Seller is owned by Edward F. Perry Jr. and William C. Blackmore. It also owns co-located WATD-FM. Perry owns interest in WHCI(FM) Amherst, MA, and Educational FM Associates, technical consulting firm. Buyer is headed by Donald Sandler, who has no other broadcast interests. Filed April 26.

■ **WDMJ(AM)** Marquette, MI (BAL890425EB; 1320 khz; 5 kw-D, 1 kw-N, DA-N)—Seeks assignment of license from CJL Broadcasting Inc. to Goetz Communications Corp. for \$90,000. Seller is owned by Leon R. Felch and James R. Callow, who also own WCJL-AM-FM Marinette, WI. Buyer is owned by John H. Hackman, 10%; Scott M. Trentadue, 10%, and Goetz Broadcasting Corp., 80%. Goetz Broadcasting Corp. also controls WDLB(AM)-WLJY(FM) Marshfield, WFAW(AM)-WSJY(FM) Fort Atkinson, WQJY(FM) West Salem, WRDB(AM)-WNFM Reedsburg, all Wisconsin, and WIXN-AM-FM Dixon, IL. Filed April 25.

■ **WSJC(AM)** Magee, MS (BAL890427EA; 810 khz; 50 kw-D, 500 w-N, DA-N)—Seeks assignment of license from CSB Communications Inc. to WSJC Inc. for \$325,000. Seller is owned by H. Craig Scott and Stephen Bunyard. Bunyard has interest in KKBB(FM) Shafter, CA. Buyer is owned by Sam E. Floyd, Helen F. Floyd and Ronald E. Stone, who have no other broadcast interests. Filed April 27.

■ **KEXS(AM)** Excelsior Springs, MO (BAL890425EF; 1090 khz; 1 kw-D)—Seeks assignment of license from Jeffco Television Corp. to Crossway Communications Corp. for \$600,000. Seller is owned by Willie A. Williams and his wife, Aubrey. Buyer is headed by Gary Michael Babb, and has no other broadcast interests. Filed April 25.

■ **WOKX(AM)** High Point, NC (BAL890428EG; 1590 khz; 1 kw-D)—Seeks assignment of license from Club Towers Broadcasting Inc. to Living Word Evangelistic Association for \$150,000. Seller is nonprofit group equally owned by David J. Rodick, Barry McGee, David Miller, Thomas Simpson and Coy Green. It has no other broadcast interests. Buyer is equally owned by W. Wellington Boone, Garland Hunt and Kathryn Boone, and has no other broadcast interests. Filed April 28.

■ **WWWS(FM)** Curwensville, PA (BTC890309EB; 102.9 mhz; 1 kw; ant. 636 ft.)—Seeks transfer of control from Ray Goss to Mark E. Harley for \$375,000. Purchase includes WCCS(AM) Homer, PA ("For the Record," April 24). Filed March 9.

■ **WBRE(TV)** Wilkes-Barre, PA (TEMP890426; ch. 28; 4,120 kw visual, 820 kw aural; ant. 1,645 ft.)—Seeks assignment of license from WBRE Associates to Adams TV of Wilkes-Barre Inc. Value of deal is approximately \$40 million ("Changing Hands," April 17). Seller is owned by I. Martin Pompadur and Ralph Becker, who purchased station in 1984 for \$21 million ("Changing Hands," Feb. 20, 1984). Principals have interests in Toledo Television Investors, a Connecticut limited partnership which owns WNWV-TV Toledo, Ohio. They also own interest in Television Station Partners, which owns WRDW-TV Augusta, GA; WEYL-TV Saginaw, MI; WROC-TV Rochester, NY, and WTOV-TV Steubenville, OH. Buyer is Clearwater, FL-based group owned by Stephen Adams. It also owns KOOL-AM-FM Phoenix; KHIF(FM) Boulder, CO; WHOI(TV) Peoria and WKLL(AM) Wood River, both Illinois; WWLP(TV) Springfield, MA; WLAV-AM-FM Grand Rapids and WLX-TV Onondaga, both Michigan; KEZK(FM) St. Louis; WWAY(TV) Wilmington, NC; KISS(FM) San Antonio, KOSA-TV Odessa and KAUZ-TV Wichita Falls, all Texas; KQUL(AM)-KZOK(FM) Seattle; WTRF-TV Wheeling, WV, and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. Filed April 26.

■ **KEGG(AM)** Dainerfield, TX (BAL890425EE; 1560 khz; 1 kw-D)—Seeks assignment of license from Roberts Broadcasting to Breckenridge Broadcasting Co. On Aug. 6, 1986, FCC issued its consent to assignment of KEGG(AM) from Breckenridge Broadcasting Co. to present licensee, Stacy Mark Roberts, dba Roberts Broadcasting. As consideration for sale of KEGG(AM), Stacy Mark Roberts agreed to pay Breckenridge Broadcasting Co. \$150,000 pursuant to promissory note. Stacy Mark Roberts has defaulted on promissory note and has ceased operation of KEGG(AM) as of April 4, 1989. Roberts has agreed to transfer KEGG(AM) license to Breckenridge Broadcasting Co. as partial satisfaction of its financial obligation to Breckenridge. Buyer is owned by Owen Woodward, 15%, and Doug Williams, 85%. It also owns KILE(AM) Galveston and KSTB(AM)-KROO(FM) Breckenridge, both Texas; KNOR(AM) Norman and KTAT(AM)-KYBE(FM) Frederick, both Oklahoma, and CP for new FM in Stephenville, TX. Filed April 25.

■ **KABB(TV)** San Antonio, TX (TEMP890428; ch. 29;

3160 kw visual, 316 kw aural; ant. 1,361.4 ft.—Seeks assignment of license from Alamo Broadcasting Corp. to River City Television Partners LP for \$11.5 million. Seller is owned by Paris R. Schindler, his children Shery S. Hawk, Raymond Schindler and Suzanne Brown, and her husband, Timothy R. Brown. Paris, Raymond and Timothy own interest in KVLG(AM)-KBUK(FM) LaGrange, and KIDY-TV San Angelo, both Texas. Buyer is owned by Atlantic Broadcasting. It is principally owned by Barry Baker, president. Better Communications Inc., and J. (Patrick) Rick Michaels, chairman, Communications Equity

Associates. It is purchasing KDNL-TV St. Louis ("In Brief," Feb. 27). Filed April 28.

■ KTYL(AM) Tyler, TX (BAL890428EA; 1330 khz; 1 kw-Ü)—Seeks assignment of license from KTYL Radio Inc. to Radio Center Inc. for \$115,000. Seller is owned by James I. Stansell; his wife, Brenda; William Harrison, and Marilyn Dawson. It also owns KLAQ(FM) Durant, OK, where Harrison is general manager. Buyer is owned by William Michael Harris, and has no other broadcast interests. Filed April 28.

New Stations

Applications

■ Crystal River, FL (BPED890410MD)—Christian Family Cinema Inc. seeks 91.9 mhz; 3 kw; 100 m. Address: Rte. 2, Box 667, Lake City, FL 32055. Principal is owned by Peter J. Swartz Jr., Linda M. Swartz, Milton Bontrager, and Freida Bontrager, and has no other broadcast interests. Filed April 10.

■ Sylvester, GA (BPH890413MI)—K&B Broadcasting Co. seeks 106.1 mhz; 3 kw; 100 m. Address: 105 Dunbar Circle, Sylvester, GA 31791. Principal is owned by Karen Barnard, who has no other broadcast interests. Filed April 13.

■ Sylvester, GA (BPH890413MB)—Douglas M. Sutton Jr. dba Radio South Georgia seeks 106.1 mhz; 3 kw; 100 m. Address: P.O. Box 1380, Moultrie, GA 31776. Principal is owned by Douglas M. Sutton Jr. and James D. Hardy. Hardy holds interest in WMGA(AM) Moultrie, GA. Filed April 13.

■ Sylvester, GA (BPH890412ME)—Miller-Parker Broadcast Co. seeks 106.1 mhz; 3 kw; 100 m. Address: P.O. Box 210, Sylvester, GA 31791. Principal is owned by Perry Parker and Clarence A. Miller, who have no other broadcast interests. Filed April 12.

■ Idaho Falls, ID (BPH890412MG)—Country Investment LP seeks 105.5 mhz; 100 kw; 299 m. Address: 6192 Winstead Place, Boise, ID 83704. Principal is owned by Eddie L. Garcia, who has no other broadcast interests. Filed April 12.

■ Idaho Falls, ID (BPH890412MA)—SPH Associates seeks 105.5 mhz; 100 kw; 299 m. Address: 5152 N. Santa Monica, Whitefish Bay, WI 53217. Principal is owned by Stephen A. Sincropi, Randal L. Phillips, and Clifford M. Harrington. It has no other broadcast interests. Filed April 12.

■ Idaho Falls, ID (BPH890411MB)—Communications Investment Co. seeks 105.5 mhz; 100 kw; 28 m. Address: P.O. Box 2147, Idaho Falls, ID 83403. Principal is owned by Allen J. Potts and Fred M. Hall. It has no other broadcast interests. Filed April 11.

■ Herrin, IL (BPH890405ME)—Herrin Broadcasting Inc. seeks 92.7 mhz; 3 kw; 99 m. Address: 2279 Springs Landing Blvd., Longwood, FL 32779. Principal is owned by Barbara Reichel and Norris Reichel. It has no other broadcast interests. Filed April 5.

■ Herrin, IL (BPH890405MF)—Adlai E. Stevenson IV seeks 92.7 mhz; 3 kw; 100 m. Address: 429 Arlington, Chicago, IL 60614. Principal has no other broadcast interests. Filed April 5.

■ Herrin, IL (BPH890405MG)—Pyramid Inc. seeks 96.7 mhz; 3 kw; 100 m. Address: P.O. Box 73, Energy, IL 62933. Principal is owned by Edward Helleny and Jay H. Pearce, and has no other broadcast interests. Filed April 5.

■ Rock Valley, IA (BPH890411MC)—Durrell, Lundin & Rackley Inc. seeks 106.9 mhz; 3 kw; 26m. Address: 1019 19th St., NW, 3rd Floor Suite 500, Washington, DC 20036. Principal has no other broadcast interests. Filed April 11.

■ Duluth, MN (BPH890425MA)—AABG Inc. seeks 101.7 mhz; 3 kw; 100 m. Address: 2424 Centre Village, 43 S 7th St., Minneapolis, MN 55415. Principal is owned by Robert J. Schroeder, Gary L. Clark, Jack Seiler, and John D. Gourley. It has no other broadcast interests. Filed April 25.

■ Carthage, NY (890501)—Moreland Broadcast Associates seeks ch. 7; 316 kw visual; 383 m. Address: 1222 Arsenal St., Watertown, NY 13601. Principal is owned by Moreland Group Inc., Guyon Turner, David C. Schaller, George W. Kimble, and David James Alteri. It has no other broadcast interests. Filed May 1.

■ New York, NY (BPCT890501)—Challengers for New Jersey Inc. seeks ch 11; 58.35 kw visual; 507 m. Address: P.O. Box 1293, Plaza Station, Secaucus, NJ 07096. Principal is owned by Ted Kavanau, Lydia Curtin, Allen S. Levine, William McCreary, and James E. Felton, who have no other broadcast interests. Filed May 1.

■ Burnet, TX (BPH890414MA)—Nolte Broadcasting Corp. seeks 92.5 mhz; 2.4 kw; 100 m. Address: 20707 Camelback, Lago Vista, TX 78645. Principal is owned by Mark C. Nolte, and Shane Fox, and has no other broadcast interests. Filed April 14.

■ Jacksonville, TX (BPH890410MC)—Robert W. Shivery seeks 102.3 mhz; 3 KW; 100 m. Address: 408 Alexander St., Jacksonville, TX 75766. Principal has no other broadcast interests. Filed April 10.

■ Jacksonville, TX (BPH890410MA)—Radio Jacksonville Inc. seeks 102.3 mhz; 3 kw; 100 m. Address: Route 9, Box

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332, Conway, AR 72032. Principal is owned by Mary Ann Stone, Richard P. Osborne, and Richard H. Reynolds. Lloyd V. Stone, husband of Mary Ann Stone, is president, director and 45% stockholder of New FM 103.5 mhz New Boston, TX. Filed April 10.

■ Brandon, VT (BPH890413NA)—Lewis Creek Broadcasters Inc. seeks 101.9 mhz; 3 kw; minus 12 m. Address: Lewis Creek Rd., Charlotte, VT 05445. Principal is owned by Pati Nariotomi, who has no other broadcast interests. Filed April 13.

■ Brandon, VT (BPH890412MH)—The Mirkwood Group seeks 101.9 mhz; 3 kw; 91 m. Address: 21 Franklin St., Brandon, VT 05733. Principal is owned by Michael Carr, Tim Hoehn, and Gary P. Savoie, and has no other broadcast interests. Filed April 12.

■ Brandon, VT (BPH890413MO)—Edward and Carole Pickett seek 101.9 mhz; 100 w; minus 154 m. Address: 1 North Park Place, Fair Haven, VT 05743. Principal has no other broadcast interests. Filed April 13.

■ Brandon, VT (BPH890413MD)—Bruce M. Lyons seeks 101.9 mhz; 3 kw; 100 m. Address: 314 Ivy Place, 100 Wolf Rd., Lebanon, NH 03766. Principal has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413MF)—Gregory Winston seeks 105.9 mhz; 6.79 kw; 392 m. Address: 2237 N. 106th St., #308 Seattle, WA 98133. Principal has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413ME)—Vancouver Communications Co. seeks 105.9 mhz; 9.5 kw; 348 m. Address: 2000 W. Glades Rd., Boca Raton, FL 33431. Principal is owned by Laurie Silvers who has 15% percent non-voting interest in Channel 68 Inc., shareholder of WKCF-TV Clermont, FL. Filed April 13.

■ Vancouver, WA (BPH890413MC)—KLRK Inc. seeks 105.9 mhz; 50 kw; 149 m. Address: Dewils Industries, 630 NE 127th Ave., Vancouver, WA 98662. Principal is owned by Duane D. Wilson and Tracy O. Wilson, who has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413MH)—Thomas M. Eells seeks 105.9 mhz; 6.3 kw; 406 m. Address: 10750 Cushdon Avenue, Los Angeles, CA 90064. Principal has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413MA)—McCoy Communications LP seeks 105.9 mhz; 6.73 kw; 390 m. Address: 7045 NE Cleveland Ave., Portland, OR 97211. Principal is owned by Paul McCoy, who has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890412MF)—Columbia River Wireless Inc. seeks 105.9 mhz; 25 kw; 252 m. Address: 3204 Ruston Way, Tacoma, WA 98402. Principal is owned by Margaret McCormick, who has no other broadcast interests. Filed April 12.

■ Vancouver, WA (BPH890413MW)—Columbia-Williamette LP seeks 105.9 mhz; 6.4 kw; 390 m. Address: 1335 SE Marian, Portland, OR 97202. Principal is owned by William S. Cerney, who has ownership interest in WLBK(AM)-WDEK(FM) Dekalb, IL; WVPO(AM)-WSBG(FM) Stroudsburg, PA; WWON(AM)-WNKX(FM) Woonsocket, RI. Filed April 13.

■ Vancouver, WA (BPH890412MI)—Florinda J. Weagant seeks 105.9 mhz; 10 kw; 329 m. Address: 1315 SE 97th Ave., Vancouver, WA 98664. Principal has no other broadcast interests. Filed April 12.

■ Vancouver, WA (BPH890413NB)—Cascade Broadcasting of Vancouver seeks 105.9 mhz; 6.87 kw; 387 m. Address: P.O. Box 6143, Vancouver, WA 98668. Principal is owned by B. Jean Andrews and Irmatine C. Chastang, and has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413NC)—Shabaz Communications Inc. seeks 105.9 mhz; 6.6 kw; 392 m. Address: Route 2 Box 374, Lacey, WA 98629. Principal is owned by Joseph M. Shabaz, who has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413ND)—Vancouver USA Broadcasters Inc. seeks 105.9 mhz; 50 kw; 150 m. Address: P.O. Box 9032, Gresham, OR 97030. Principal is owned by Gregg Clapper, who has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413MZ)—Point Broadcasting Co. seeks 105.9 mhz; 6.6 kw; 399 m. Address: 1206 NW Hoyt, Portland, OR 97209. Principal is owned by John Q. Hearne, who has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413MY)—Reunion Broadcasting Service seeks 105.9 mhz; 5.5 kw; 390 m. Address: 1925 K Street, NW, Suite 300, Washington, DC 20006. Principal is owned by James Gammon, and has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413MX)—Vancouver-Portland Broadcasting Corp. seeks 105.9 mhz; 5.4 kw; 433 m.

Address: 168 Business Park Dr. #100, Virginia Beach, VA 23462. Principal is owned by Paul T. Lucci, Wayne G. Souza, and William M. Barnard. It has no other broadcast interests. Filed April 13.

■ Vancouver, WA (BPH890413MV)—The Vancouver Radio Group Inc. seeks 105.9 mhz; 18 kw; 253 m. Address: 1112 108th Ave. SE, Bellevue, WA 98004. Principal is owned by Fred W. Hudson, who is president, 100% stockholder, OF KBNP(AM) Portland, OR; interest in KLRR-FM Redmond, OR. He is also owner of The Oregon News Network and Washington News Network. Filed April 13.

Facilities Changes

Applications

AM's

■ Naples, FL, WNOG 1270 khz—April 26-Application for CP to increase night power to 5 kw and make changes in antenna system; change night TL to Naples Park, FL; 26 15 26N 81 40 33W.

■ Harlan, KY, WFSR 1470 khz—April 24-Application for CP to change FREQ: 970 KHz; increase ground radials to 77 m.

■ Bolivar, MO, KYOO 1200 khz—April 26-Application for CP to reduce power to 1 kw (1 kw-CM); change from DA to Non-DA and change TL to NE corner of Bolivar, MO, on North Hartford St.; 37 37 16N 93 24 06W.

■ Springfield, MO, KWTO 560 khz—April 24-Application for Mod of CP (BP870528AD) to modify DA standard radiation patterns; add augmentation and change top loading on tower #4.

■ Hot Springs, VA, WWES 1270 khz—April 20-Application for CP to increase power to 5 kw.

FM's

■ Linden, AL, WDAL 107.1 mhz—April 13-Application for CP to change FREQ: 98.5 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: On Marengo County Rte. 53, 3.5 km SW of Uniontown, AL; class: C2; per docket 87-451.

■ Phoenix, AZ, KPHF 88.3 mhz—April 11-Application for Mod of CP (BPED831212AG) to change ERP: 25 kw H&V; HAAT: 306.8 m H&V; TL: Top of Shaw Butte, Phoenix, AZ.

■ Stevenson, AL, WVSU 101.7 mhz—April 10-Application for CP to change ERP: .531 kw H&V; HAAT: 184 m H&V.

■ Apache Junction, AZ, KVVA-FM 107.1 mhz—April 05-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; class: C2; TL: 9 km SE of Apache Junction, AZ.

■ Middlefield, CT, WPKT 90.5 mhz—April 07-Application for CP to change community of license from Middlefield to Meriden, CT.

■ Chicago, IL, WXEZ-FM 100.3 mhz—May 1-Dismissal of BPH8902071A (change ERP: 8.3 kw H&V; HAAT: 358 m H&V) is rescinded.

■ Corydon, IN, WJDW-FM 96.5 mhz—March 29-Application for Mod of CP (BPH85114MD) to change antenna supporting-structure height.

■ Harlan, KY, CP FM 105.1 mhz—April 04-Application for Mod of CP (BPH860317MR) to change ERP: .27 kw H&V; HAAT: 316.2 m H&V; TL: on Pine Mtn., 6.44 km N of Harlan, KY.

■ Hazard, KY, CP FM 104.7 mhz—March 29-Application for Mod of CP (BPH870327ML) to change ERP: .25 kw H&V; HAAT: 346 m H&V; TL: State Road 1096, 6.3 km S of Hazard, KY.

■ Middletown, MD, WAFY 103.1 mhz—April 13-Application for Mod of CP (BPH820908AW) to change ERP: 1 kw H&V; HAAT: 173.8 m H&V; TL: 300 m ESE of intersection of Schley Ave. and Old Swimming Pool Rd., Braddock Heights, MD; 39 25 05N 77 30 03W.

■ Great Barrington, MA, WBBS 105.1 mhz—March 24-Application for Mod of CP (BPH860313MS) to change antenna supporting-structure height.

■ Garden City, NY, WDRE-FM 92.7 mhz—April 03-Application for CP to change orientation of existing antenna.

■ Paul Smith, NY, WPSA 89.1 mhz—April 04-Application for CP to change FREQ: 98.3 mhz.

■ Utica, NY, WKGW 104.3 mhz—April 05-Application for CP to change ERP: 100 kw H&V.

■ Dunn, NC, WDKS 103.1 mhz—March 27-Application for CP to change FREQ: 103.5 mhz; ERP: 24 kw H&V; HAAT: 213 m H&V; TL: .32 km SW of County Roads 1426 and 1424, Sampson County, NC; class: C2; per docket 88-200.

■ Eugene, OR, KMGJ 94.5 mhz—April 12-Application for Mod of CP (BPH861009ID) to change HAAT: 395.88 m H&V.

■ Springfield-Eugene, OR, KSND 93.1 mhz—April 12-Application for Mod of CP (BPH870225IF) to change ERP: 100 kw H and 33.3 kw V; HAAT: 985 m H&V.

■ Lincoln City, OR, KCRF 96.7 mhz—March 30-Application for CP to change ERP: 30 kw H&V; HAAT: 191.3 m H&V; correct site elevation & coordinates: 44 52 32N 123 59 03W.

■ Reedsport, OR, KSYD 92.1 mhz—April 06-Application for CP to change ERP: 2.78 kw H&V; HAAT: 102 m H&V; TL: 2.5 km NE of Reedsport, OR, at 20 degrees True.

■ Columbia, SC, WCOS-FM 97.9 mhz—March 27-Application for CP to change FREQ: 97.5 mhz; HAAT: 299 m H&V; class: C1; per docket 86-72.

■ Darlington, SC, WMWG 105.5 mhz—April 07-Application for Mod of CP (BPH860826IA) to change ERP: 1.8 kw H&V; HAAT: 122 m H&V.

■ Aberdeen, SD, KGIM-FM 106.7 mhz—April 04-Application for Mod of CP (BPH870724MB) to change HAAT: 211 m H&V; TL: 8 km N of Columbia on County Rd. 16, 3.2 km W on Township Rd., Brown County, SD.

■ Rupert, VT, WRQL 104.1 mhz—March 30-Application for Mod of CP (BPH880225MN) to change ERP: 1.5 kw H; HAAT: -113 m H; TL: Behind the Sheldon Store on Main St., Rupert, VT.

■ Waukesha, WI, WMIL-FM 106.1 mhz—April 13-Application for CP to change ERP: 20 kw H&V; HAAT: 232 m H&V; TL: .5 mi N of E. Capital Drive on N. Humboldt Ave. extended, Milwaukee, WI; 43 05 48N 87 54 19W.

■ Casper, WY, KTKL 106.9 mhz—April 03-Application for CP to change HAAT: 586 m H&V; TL: on Casper Mtn., approximately 10 km S of Casper, WY.

TV's

■ Brunswick, GA, WBSG-TV ch. 21—April 25-Application for Mod of CP (BPCT8612161L) to change ERP: 2884 kw (vis); HAAT: 311 m; TL: 5.5 km E of U.S. Rte. 301 at Buffalo Creek Crossing near Nahantua, GA; ANT: AndrewATW30H3-HTC-21; 31 08 22N 81 56 15W.

■ Cadillac, MI, WGKI ch. 33—April 21-Application for Mod of CP (BPCT840813KG) to change ERP: 61.52 kw (vis); ANT: Bogner B16UO (BT).

■ Wilmington, NC, WUNJ-TV ch. 39—April 26-Application for Mod of CP (BPET850116KI) to change ERP: 4500 kw (vis); HAAT: 1813'; ANT: AndrewATW30H4-DSC-39.

■ Okmulgee, OK, KGLB-TV ch. 44—April 24-Amendment of application (BMPCT890125KI) to change ERP: 11.3 kw (vis); HAAT: 160 m; TL: 1.3 km N of Preston, OK; ANT: Acrodyn-TLUIKACT; 35 43 25N 95 59 20W.

■ Bayamon, PR, WDWL ch. 36—April 28-Application for Mod of CP (BPCT860508KG) to change ERP: 9.3 kw (vis); HAAT: 266 m; TL: Barrio Dajao Bayamon, PR; ANT: BognerLPS2; 18 18 48N 66 11 06W.

■ Lake Dallas, TX, KLDT ch. 55—April 26-Application for Mod of CP to change ERP: 2468 kw (vis); ANT: BASC SC-30DASM (DA)(BT).

Actions

AM's

■ Pinellas Park, FL, WTKN 570 khz—April 24-Application (BPH861212AC) dismissed for CP to change city of license to Tampa, FL.

Actions

■ WOR New York City Renewal Proceeding Held in Abeyance - MM docket 84-1122, et al. (Report DC-1403, action in docket case). Commission ordered that New York City comparative renewal proceeding be held in abeyance pending its consideration of proposed settlement agreement involving station WOR, now licensed to RKO General Inc. It also directed Review Board to take no further action on exceptions filed in this proceeding. Action by Commission May 4 by Order (FCC 89-139).

■ Settlement Agreement for WRKS-FM New York City, approved - MM docket 84-1122, ET AL. (Report DC-1402, action in docket case). Commission has approved settlement agreement allowing RKO General Inc., to sell its station WRKS-FM, New York, NY, to Summit-New York Broadcasting Corporation for \$50,000,000. As approved, RKO would receive 65 percent of sale proceeds, with remainder going to other competing applicants. Action by Commission May 4 by Order (FCC 89-138).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

Colorado mountain AM/FM. small market, needs turnaround. Covers 2 ski resorts. Need sales oriented general manager who can purchase 49% ownership with \$25,000 down. Rush resume and financial qualifications to: Bill Kitchen, P.O. Box 160, Louisville, CO 80027. EOE.

Are you ready for your first management position? Growing New England group searching for sales manager to motivate seasoned sales staff to new heights. Must have strong sales background. Opportunity to grow with the company. Send resumes to General Manager, WNCN-FM, Box 551, Montpelier, VT 05601. EOE.

Wanted: Motivated person to assume control and ownership of small market AM in northwestern PA, including assumption of first and second mortgages. Replies to Box D-29. EOE.

Shenandoah Valley AM/FM operation looking for program/operations director. Solid on-air/production skills. First time management applicants as well as seasoned professionals. Immediate opening. Minorities are encouraged to apply. Box D-49. EOE.

Sales manager: Develop and implement effective sales strategies for new FM radio station. Supervise three to five part time sales people. Base salary and commission with override on total station sales. Send resume to WCRI, 103 North Major St., Eureka, IL 61530. EOE.

General manager with entrepreneurial spirit needed to launch brand new Class A FM "start up" in north central Indiana, scheduled to sign on late summer. Strong sales background is a must. This is a golden opportunity for a goal oriented, success minded individual. Your success will be rewarded with a piece of the station. If you've gone as far as you can in your current situation send your resume in confidence to John A. Bulmer, President, Bulmer Communications Group, c/o WZOO-FM, P.O. Box 102, Ashtabula, OH 44004. No calls please. Equal opportunity employer.

Station manager for AM/FM station in northern New England. Good opportunity for a person with a strong sales and management background. Salary plus bonus. Please respond to Box D-55. EOE.

HELP WANTED SALES

Imagine a fast-growing radio market, with over 2 million people, no local TV, no full-area newspaper and no format competition. Now, imagine yourself selling in southern California at Lite Hits KQLH-FM! If you're motivated, aggressive, enjoy direct retail and making lots of money, call Robin Abercrombie, LSM, now at 714-737-1370. Immediate opportunity! EOE. MF.

Trumper Communications is seeking account executives for present and future openings. If you are a radio salesperson with a minimum 2 years experience with a successful track record, we want to hear from you. We are a growing broadcast group offering excellent opportunities and earnings potential. Send resume to: Trumper Communications, Inc., 900 Oakmont Lane, Suite 210, Westmont, IL 60559. EOE.

Need a Super Star! Senior account executive who can sell direct and can work agencies in Philadelphia market. Management potential! Respond to Box D-15. EOE.

Start now. Heavy duty sales people. Must be motivated. 100,000 watts rated #1 25-54, 25-49, 18-49, 18-34, 12-24, 18 +, 12 +, 6am-12 mid, Mon/Sun. Resume to: KXGO FM, Personnel Director, P.O. Box 1131, Arcata, CA 95521. EOE.

Southwest major market group owner wants proven professional who can handle significant responsibility now and in the future. Translation: great list, great city, growing station, advancement opportunity. This is a highly competitive situation in which only the strong, creative, hard-working, innovative quick-thinkers survive. If you can meet the challenge, you will be amply rewarded. Reply with resume, references and last three year's billing history. EOE/MF. Box D-47.

Need hard-driving Country jock-salesperson. Beautiful Gulf Coast. Guaranteed start of \$18M. Call or write Lowell Thomas, WENG, P.O. Box 2908, Englewood, FL 34295. 813-474-3231. EOE.

50,000 watt low-dial legend in top 75 market seeks sales applicants for future openings. Station is flagship for group operation and is located in a dynamic Southeastern growth market. If you are creative, hard working and growth oriented, this could be the career opportunity for you. If you have outgrown your present market or situation apply in confidence. EOE. Box D-57.

Account executive. \$40,000 plus/year opportunity. WWDB-FM, Philadelphia's leading Talk station seeks radio salesperson with one to two years experience in local sales, both agency and direct. Send resume to Dan Sullivan, 3930 Conshohocken Ave., Philadelphia, PA 19131 or call 215-878-1500. EOE.

Excellent written and verbal communications skills are needed for this rare opening in our sales department. If you're creative, aggressive, presentable, and want to make money, call Mike Harris, WEOK/WPDH, Poughkeepsie, NY. 914-471-1500. EOE.

HELP WANTED ANNOUNCERS

Moonlight with Davis Desjays. If you live in the Baltimore/Washington area and do not have a Saturday air-shift, you can make good supplemental bucks doing weddings and private parties. Call 1-800-999-DAVIS. EOE.

Aggressive, music intensive, small market Top 40 needs creative, funny, & topical morning person. Unique Mid-MO market. T & R to P.D., KFBD, PO Box 583, Waynesville, MO 65583. EOE.

WNNZ, New England's 50 KW Oldies station seeks professional, hardworking, team player for air shift, production. No beginners. Great opportunity. T & R to Jack Morrow, Box 30064, Springfield, MA 01103. EOE.

Afternoon drive position open. Good A/C communicator needed. T&R to WLBR, P.O. Box 1270, Lebanon, PA 17042. EOE.

HELP WANTED TECHNICAL

Unique position available for unique person. AM/FM group seeking broadcast technical type to work with group chief. Must be flexible, responsible and able to travel. Prefer at least 2 yrs experience. Headquarters in Mid-South. Attitude most important. EOE. Box D-33.

Engineering pros wanted: Osborn Communications is looking for engineering professionals. Heavy construction, RF, audio a must. SBE certification a plus. Send resume, salary history to Mark Olkowski, 405 Lexington, Ave., 54th Floor, New York, NY 10174. EOE.

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; new 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 letter, 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.

Chief engineer some part-time announcing and production. Automation experience a must. Excellent facilities. Top 100 market. Compensation commensurate with experience. Send tape and resume to M. Jones Fuquay, GM, WDEF AM/FM, 3300 S. Broad St., Chattanooga, TN 37408. EOE.

HELP WANTED NEWS

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.

WTOP has big shoes to fill. Does your reporter work go beyond just getting the story right? Can you tell a listener what it all means, and get it on the air quickly? Have you got the confidence and openmindedness to handle our editor's desk, deciding what's "news," keeping calm when things get chaotic? Does your anchor work sound like All-News radio in the Nation's Capital should? And above all, are you a team player with a can-do attitude? We've got a staff of top pros, the newest and nicest facility in radio, and two openings. To apply for these and future opportunities, do not call! But send your resume, references, writing samples, one page cover letter, and an audio cassette of work you're proud of to Holland Cooke, Operations Manager, WTOP NewsRadio 15, 3400 Idaho Ave., NW, Washington, DC 20016. Outlet Communication is an equal opportunity employer.

Newsperson. Long hours, low pay but great place to start. No calls please. KQSS, Box 1432, Globe, AZ 85502. EOE.

Medium market newstalk station in sunny South looking for fulltime sports assistant. Must have excellent writing and reporting skills, strong on air delivery and thorough knowledge of sports. Pep and Talk show work a plus. Rush tape and resume to Jim Powell, WVOC Radio, 56 Radio Lane, Columbia, SC 29221. EOE.

Anchor/reporters: St. Louis's KXOK seeking tapes/resumes for All-News operation. Call Jeff Long, 412-244-7600. EOE.

WHYY-FM seeks reporter to produce in-depth stories for daily local news programs and for NPR. Requires minimum of two years reporting experience, preferably in public radio, excellent writing skills, sound news judgement, and strong air presence. Send resume with air-check to: Personnel, WHYY, 150 North Sixth St., Philadelphia, PA 19106. EOE, MF.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director. Need Oldies pro (with programming experience) who is people oriented, has excellent air quality, adept with numbers and research, street active, and creative. Great opportunity with highly respected broadcast group. Send tape and resume to Tom Hunt, General Manager, WWMG-FM, 1437 E. Morehead St., Charlotte, NC 28204. EOE.

WHYY-FM seeks music producer to host weekday Classical music broadcasts, conduct interviews with musicians, and to produce concerts and special programs. Requires previous on-air experience, solid background in Classical music and recordings, warm and engaging air sound, proven programming skills, and a commitment to building and maintaining a listening audience. Send resume with audition cassette to: Personnel, 150 North Sixth St., Philadelphia, PA 19106. EOE. M/F.

SITUATIONS WANTED MANAGEMENT

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, 301-424-6061.

GM, skilled in administration, sales, programming, engineering, and FCC matters. Available in 30 days. Equity considered. Box D-11.

General manager. Medium/small market. Fully experienced with developing a dedicated staff for success. West only. David, 209-435-9455.

Station sold, 20-year management pro. Bottom line, community involved. Available now. 505-865-0717.

13 year veteran, self-employed, returning to radio. Solid experience. Seeking small - medium GM or medium - large SM position. 305-770-6450.

Major market G.M.: Station sold, available soon. Experience, credentials, skills, abilities. AM and turnaround specialist. All market sizes or groups considered. Box D-35.

Sales manager. Experienced motivator and trainer. Managing by objectives creates results. So does leading by example. Calif. only. Box D-38.

General manager/general sales manager available now! Proven record of dramatic ratings and sales increases every FM radio station managed past several years. Aggressive. Mature. CRM. My references and resume prove it all. Box D-42.

Sales boosting general manager/consultant. Desire beautiful location on the ocean for base. 413-442-1283.

GSM ready to build billing and increase street excitement. I'm a charging street fighter with five years of major market agency/retail experience. If you need a leader for your NY suburb, NJ, CT, LI station, reply to Box D-45.

General manager available now. Proven leader with track record for permanent or interim/consulting position. John Wagner, 915-581-7208.

SITUATIONS WANTED SALES

Successful five year radio sales veteran seeks a new radio sales challenge in a large Southern market. Top biller. Abilities and experience include developing low billing existing accounts, adding new accounts and soft selling agencies. Box D-54.

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 tunnel radio experience, seeks simple down to earth entry level radio station on East Coast. Norman, 617-298-3437.

27 years Easy Listening experience. Final career move. Bonneville or similar only! Neil Sher, 717-675-6982.

Experienced Oldies jock wants to go Country, Soft Rock. After five, Bill, 308-534-1211.

One of the best play by play announcers is available. Pro and college extensive experience. Four years in present position. Excellent studio skills with network experience in both. 40k plus. 314-441-3380 after 5 p.m. Central time.

Ivy League grad seeks entry-level announcing position. Unique, dynamic personality. Extensive knowledge of sports, music, and politics. Totally willing to relocate. Neil, 301-424-4984.

I am the best at what I do. Number one ratings in morning/afternoon. Powerful production. 7 years experience. Wants small or medium market. Joe, 205-837-8813.

8 year broadcasting vet, AC, CHR, seeks major or top medium market. Humor, phones, PM drive a specialty. Jeff, 614-389-2640.

Versatile announcer with 4 years experience in news and production. Broadcast graduate. Dave, 303-278-0106.

Easy listening music FM's only. Bonneville or similar only. Years of experience. Final move. 717-675-6982.

PBP pro Want major college football, basketball and/or baseball. 12 years. M.S. Communications. Owned company that originated football, basketball broadcasts. Someone who can make a difference. Box D-60.

SITUATIONS WANTED NEWS

Diligent, energetic, Sportscaster available for play-by-play or color commentary. Well-versed in all sports, all levels of competition. Also, News anchor/reporter. Willing to relocate. Call Marc, day or night, at 201-287-3327.

Sportscaster, 14 yr. experience. 16 AP awards for sports-casts and PBP. Medium/major markets only. 303-241-6452.

Veteran sportscaster who detests cliches. knows how to write, and can ask intelligent questions. Have done major college PBP and some PBP is a must. I'm good, not cheap and not desperate. Box D-18.

Announcer, experienced in mature news delivery and studio control operations, seeks full time or part time employment with radio broadcaster in the Philadelphia, southeastern Penna., southern New Jersey or northern Delaware areas. Also available for "Free Lance" commercial, non-commercial or industrial voice work in or out of stated area. Will send demo tape upon request. F. Randall, Suite 123, 545 Greentree Rd., Turnersville, NJ 08012.

Network O&O sportscaster seeks to upgrade from part to full-time work. Seeking major or strong medium market station for all responsibilities. Box D-37.

Sportscaster: High-energy professional with talk show, PBP and color commentary experience in large media market. Knowledge of all sports as well as technical engineering aspects. Bruce Reichner, 284 Mountain Rd., Windsor, CT 06095. 203-683-1656. Will relocate.

Depth, insight, enthusiasm! Knowledgeable sportscaster seeking key radio/TV opportunity that includes PBP. Five year pro ready to make a major move. Bill, 914-620-1814.

Sports anchor/reporter. Experienced nightly news sports anchor/reporter in Long Island/NYC market. Developed and produced local features. Have host and play-by-play experience. Call Mike 718-934-1434. Messages 212-545-5661. 9-5.

Lost broadcast rights to exclusive packager. Top shelf sportscaster looking for college football and basketball. Big ten experience. Al at 608-755-9976 or 752-7895.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Your News/Talk or Full-service AM languishing? Maybe you need savvy, goal-oriented, demographics-minded, ND/PD/OM, who knows how to program news, topics people talk about. Who is promotion-minded and knows how to involve station and community. Currently employed, L.A. metro. Box D-39.

Attention sports directors. Live updates, wrap-ups, and interviews available from all Detroit area major sports events, including NBA playoffs, by veteran sportscaster and network correspondent. 313-357-2000.

MISCELLANEOUS

It's working! Successful, experienced account executives can find rewarding opportunity in operating their own broadcasting business. Dealerships still available. Part time/minimal investment. Contact Audio Quest. 614-486-7700.

Radio careers! Deejay, news, sports - 90 page manual trains you! \$14.95. Details: Communications, 3322 S. Campbell, Suite S-440. Springfield, MO 65807.

CONSULTANTS

Startups/turnarounds: Ex G.M., any format, revenue generator, CP to full broadcast, train existing staff, all areas, office systems. FCC, sales and bottom line oriented, fix a mess fast, any broadcast problem solved, West only. 505-293-1252. T.J.

TELEVISION

HELP WANTED MANAGEMENT

Aggressive, award-winning PTV station in Southwest seeks director of operations. Responsible for management and supervision of facility scheduling, graphics design, on-air operation, and station physical facilities including uplink and remote services. Bachelor's degree in related field. Equivalent education and experience accepted in lieu of degree on a one-year for one-year basis. Seven years experience in broadcast or media operations, including facility management, administration, budgeting, graphics, photography, production techniques, personnel supervision. General knowledge of FCC regulations desired. Salary \$29,848 negotiable DOE. Closing date 6-5-89. Submit application and/or resume to UNM Personnel, 1717 Roma N.E., Albuquerque, NM 87131. Reference this ad and Requisition #435-A. AA/EOE.

General sales manager: This middle market, leading independent is searching for a highly motivated, hard working individual. Ideal candidate should have some national sales experience, with a heavy emphasis on local sales, new business development and sales management. We're a dynamic, growing group operator with great benefits, and terrific growth opportunity. Inquiries will be held in strict confidence and should be sent to: Box D-36. EOE.

Program/promotion director: Opportunity for seasoned manager with minimum of three years experience who knows movies and how to promote them. Group owned operation needs strong hands-on manager. Background in commercial and/or program production a plus. Send resume to General Manager, WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE, M/F. No phone calls, please.

Manager, teleconferencing services for the premier distance learning production facility. This client/production service position requires a dynamic person who possesses excellent organizational, interpersonal, and communication skills. Responsibilities include: 1) Management of transponder purchase/schedule; 2) Confirmation of technical facilities as scheduled; 3) Maintaining the high visibility of facility through marketing and public relations activities. Minimum requirements: BA/BS required, M/MS preferred in Telecommunications or related field. 2-4 years experience in satellite programming. Television production experience required. Experience in live, interactive educational programming, marketing, and/or public relations preferred. For full consideration, send resume to: Marshall E. Allen, Director Educational Television Services, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585, 405-744-5960. Deadline for receipt of resume: June 9, 1989. Oklahoma State University is an affirmative action/equal opportunity employer.

Assistant news director: News animal needed to handle daily news operation. If you're a news god/goddess with expertise in people, producing and promotion, don't miss your entrance to news heaven! Letter and references to Dean Bunting, KCRG-TV, 501 Second Ave., SE, Cedar Rapids, IA 52401. EOE, M/F.

Top 20 VHF independent wants results-producing, hands-on marketing manager to direct development efforts involving vendor, promotional events and product usage research. Resumes to GSM, KCPQ-TV, 100 South King, Seattle, WA 98104. EOE.

HELP WANTED SALES

TV production & distribution company needs syndication specialist, office producer/manager. Huntington (LI) based. Call 516-351-5878 for appt. or fax resume 516-351-5875. EOE.

National sales manager: Immediate opening for individual with strong background in television sales, national rep or agency experience. Excellent negotiating skills and attention to detail a must. Send resume and earnings history to Richard Heath, GSM, WTVM-TV, P.O. Box 1848, Columbus, GA 31994. EOE. No calls, please.

KOVR-TV is searching for a local sales manager. Must have established credentials with minimum of 5 years local television sales management or sales experience. Vendor sales experience is mandatory. Send resume to Dave Ulrickson, General Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, M/F.

Unlimited potential for sales manager with desire to succeed. We're the only TV station serving a beautiful area with over two billion dollars annual retail sales. Part of that is yours if you're right for this job in southern California. Call Ray Webb. 619-241-KVVT. EOE.

Marketing specialist: California's #1 Independent TV station seeks to fill the position of marketing specialist (Northern division). Broadcast sales experience preferred. Position requires skills in creation of new business and servicing existing accounts. Comprehension of independent television helpful. Immediate reply essential. Send resume to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H.

Looking for an up and coming, experienced sales person to join a growing team in the Naples/Ft. Myers, Florida market. If you desire to succeed at a dynamic station in the number one growth market in the U.S., call Hank Douglas, 813-261-4126. WEVU-TV, (ABC), EEOC.

Local account executive: Seeking a bright, energetic salesperson who is goal oriented with 1-2 years media sales experience desired. Strong emphasis on new business development. Send resume and earnings history to Richard Heath, GSM, WTVM-TV, P.O. Box 1848, Columbus, GA 31994. EOE. No calls, please.

Top list available for aggressive self-starting account executive. Fastest growing area southern California means good money where the living is great. Opportunity knocks...call Brent Cox. KVVT. 619-241-5888. EOE.

HELP WANTED TECHNICAL

Chief engineer, WTOV-TV (NBC) Steubenville, Ohio needs knowledgeable, hands-on chief engineer with VHF transmitter experience and strong management skills. Prefer person with budgeting experience and 3-5 years experience in chief or assistant chief's position. Send resume to: Gary Bolton, VP/GM, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE.

Director of engineering. Well equipped, group-owned CBS affiliate in top 30 market, with heavy commitment to news seeks a leader for engineering department of 25 people. Must have minimum five years in engineering management, with good people skills. EOE and excellent benefits. Send resume and salary history to: Station Manager, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202.

TV station maintenance engineer: Must have experience with Sony 3/4" VCR's, players and production equipment. RCA, Sony 1" hybrid and UHF transmitter experience a plus. Combined station/transmitter operation. Located 30 miles north of Indianapolis-opportunity for advancement. Call WMCC-TV 23. 317-552-0804. Equal opportunity employer.

Cable/broadcast TV engineer: Two years experience in operating and maintaining TV routing and studio equipment required. Must have Umatic VCR repair experience. AAS degree or equivalent required, FCC General license and SBE Certification preferred. Starting salary: \$24,700 to \$33,200 depending upon experience and qualifications. Qualified candidates may send letter of application and resume to: Supervisor, Non-Licensed Personnel, Indianapolis Public Schools, 120 East Walnut St., Indianapolis, IN 46204. EOE.

Maintenance engineer: Central California network affiliate seeks maintenance engineer with minimum 3 years experience in the maintenance and component level repair of modern broadcast equipment. Resume to Personnel, KSEE, P.O. Box 24000, Fresno, CA 93779. EOE, M/F/H.

Chief engineer: Fast growing CBS affiliate seeks leader with mobile KU/satellite truck experience. Proven supervisory, personnel and hands-on skills a must. Send resumes to Frank Imes, General Manager, WCBI-TV, Columbus, MS 39703. No calls. EOE.

Operational engineer: Oklahoma's #1 television station is looking for the best. Experienced SNG/ENG and master control operator needed for major facility. Competitive compensation and excellent benefits. Send resume to Box D-52. EOE, M/F.

Master control: A progressive northern New England station seeks experienced person for operations/engineering, 1"-3/4" formats, full time, ENG receive and satellite knowledge a plus. Please send resume and salary history to Box D-59. EOE.

Translator maintenance technician: KGSW-TV is seeking a maintenance technician to perform maintenance and installation on its translators, and assist others with studio and transmitter maintenance as required. Candidates should have five years combined transmitter and studio experience. Salary depends on experience. Send resume and salary requirements to: James Gonsney, Technical Operations Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. EOE.

Chief engineer: WLIG-TV, Long Island, NY, seeks experienced chief engineer. Complete knowledge of UHF transmitter and studio equipment required for this hands-on position. Excellent salary and full benefits. Immediate opening. Call or write Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797, 516-364-1500. EOE.

HELP WANTED NEWS

Producer: Is there a small to medium market producer who wants to work for a class act? KTBC-TV, Austin, Texas has an immediate opening for a 6:00 news producer. We need someone with good news judgement, who's a good writer, who's creative, a team player and fun to be around. Tapes and resumes to: Tim G. Gardner, KTBC-TV, P.O. Box 2223, Austin, TX 78768. KTBC-TV is an equal opportunity employer.

Co-anchor: No. 1 Upper Midwest 100+ NBC affiliate is seeking a co-anchor to complement newscasts. Minimum two years experience on-air, supplemented with two years or more of reporting experience. Send tape, resume and letter stating news philosophy to: News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702-0047. No calls accepted. EOE.

News producer: KCRA-TV needs a creative thinker to produce its weekend newscasts. Superior writing skills required. Experience in a computerized newsroom considered a plus. If you're good at working under time pressure deadlines and enjoy a heavy work load, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Crl., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

Special feature reporter: Looking for a very special feature reporter...someone to travel the backroads of northern California and bring back interesting stories devoid of cliches or drivel. We want a story teller — someone who can weave words and pictures together in a memorable way. If you're good at telling interesting stories and don't mind living out of a suitcase now and then, send non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Crl., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

Feature photographer: KCRA-TV is looking for someone to travel the backroads of northern California. We don't want "quick and dirty." We want beautiful, memorable pictures. NNPA award winners encouraged to apply. Interested? Rush non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Crl., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

General assignment reporter: Seeking an aggressive, prolific, idea-generating general assignment reporter. This one's for serious folks only. If you're the best in your shop, we want to see your tape. We offer a great opportunity for a great reporter. If you're ready to become a part of one of the best news operations in the country, send a non-returnable tape and resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Crl., Sacramento, CA 95814. EOE, M/F. No beginners, and no calls, please.

News producer: Industry leader in top thirty market needs a take charge hard news expert to produce fast-paced, well-written newscast. BA/BS and 2 years experience needed handling all the tools: Live, uplink, graphics. Send resume to Box D-53. EOE, M/F.

Play-by-play sportscaster: Exciting opportunity involving major college football/basketball for big-league professional! Box D-41. EOE.

Producer: Medium market NBC affiliate looking for creative, hard-working producer. Responsible for noon/early newscasts. Experienced candidates send tape and resume to Jim LaBranche, News Director, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. EOE, M/F.

Live feature anchor: Medium market NBC affiliate seeks fresh face who can handle daily live feature reports from around our ADI. If you can make 3 minutes in a comfield interesting, you're our person. Send tape and resume to Jim LaBranche, News Director, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. EOE, M/F.

Tropical paradise: Work in one of the most interesting places in the world. Dominant station does one hour, live newscast each night. Staff expansion continues. Need one investigative reporter and one general assignments reporter. Anchor work possible. Contact John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910 or 671-477-9484. EOE.

Television news producer: Three years experience in all phases of television/broadcast news. No phone calls, please. Reply to News Director, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE, M/F.

Reporter/producer: Statewide Public Television network needs experienced journalist. Must possess demonstrated writing skill. Experience in broadcast television, government and legislative reporting preferred. Send resume, tape and salary history to: Personnel, P.O. Box 20066, Tallahassee, FL 32316 by May 26, 1989. EOE.

Assignment editor: WFSB, a Post Newsweek Station, seeking organized creative, energetic person to coordinate assignment desk coverage. Job includes dispatching and coordinating reporters and photographers and determining the importance of all potential news stories and how they will be developed and followed up for use on the air. Prefer those who currently live in the Northeastern part of the country. 2-3 years experience on assignment desk required. College degree preferred. Send resume to: Sue Maier, Assignment Manager, WFSB, 3 Constitution Plz, Hartford, CT 06103. EOE.

Weekend anchor/reporter: 2-3 years hard news experience including live. Will consider cut-ins or substitute anchors ready for own weekend shows. Non-returnable tapes resume/references to: News Director, WEAR-TV, 4990 Mobile Hwy., Pensacola, FL 32506. (UPS) or Box 12278, Pensacola, FL 32581. No calls. EOE, M/F.

Sports reporter/videographer: Aggressive sports department seeking individual who can work a sports beat, develop contacts and break stories. Some back-up anchoring. Tape and resume to: Kenny Rice, Sports Director, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE.

KTVN-TV has an opening for a co-anchor. The job requires previous anchoring experience, 2-3 years preferred. Reporting and live field skills a must. Send tapes and resumes to Patricia Clemm, News Director, P.O. Box 7220, Reno, NV 89510. No phone calls, please. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

Sports photojournalist: Top 15 station looking for aggressive, hustling sports photographer/editor to join award winning staff. Will be responsible for shooting, editing and filing video. It's not Monday through Friday and your schedule will vary. Immediate opening for part-time position to become full-time August 1, 1989. Send non-returnable tape, resume and references to Nelson Jones, Chief Photographer, WTSP-TV, Box 10,000, St. Petersburg, FL 33733. EOE.

Reporter/anchor: We're looking for a reporter who wants to lead the newscast every night. Should demonstrate ability to enterprise and produce hard news and features. Must have strong writing and production skills as well as anchor potential. Send tape and resume to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No phone calls! We'll call you. EOE, M/F.

News producer: Two years experience in blocking and writing news programs including live and newscaster segments, ability to lead and motivate a reportorial staff of number 1 rated 11:00PM broadcast. EOE, Box D-63.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Georgia production company: Looking for qualified individuals with experience in: Industrial/commercial/medical/broadcast production. EOE, M/F. Box D-31.

News promotion producer: Live in beautiful Baltimore, enjoy the Chesapeake Bay & work with a great team. If you have 2-4 years news promotion experience, an incredible reel and live to produce breakthrough news promos, if you have experience in field and post-production, knowledge of print and radio production and a people oriented, winning attitude, then the WMAR-TV Creative Services Department is looking for you. We're an NBC affiliate. Rush your reel and resume to Andy Hunt, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. WMAR-TV is an equal opportunity employer.

SE Coastal market looking for a co-host of top rated early morning and noon news programs. Excellent opportunity with group-owned network affiliate. Send resume and salary requirements to Box D-40. We will ask for a tape later. EOE.

Director of production: Production director needed by multi-state consortium of public television state networks and state education agencies. Duties include working with advisory councils to set priorities for the development and production of satellite-delivered student and teacher courses, budget oversight and fundraising. Must have Bachelor's degree in Broadcasting, Communications, Instructional Technology or Instructional Design or related field. A minimum of ten years direct experience in instructional television programming, a minimum of five years direct experience supervising instructional production budgets required. Knowledge of and experience in public broadcasting also required. Job located in Columbia, South Carolina. Send resume by June 1, 1989 to: Production Director, SERC, P.O. Box 50,008, Columbia, SC 29250. EOE, M/F.

Newscastr director: Medium market NBC affiliate looking for creative director to switch noon/early newscasts. Experienced candidates send tape and resume to WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. EOE, M/F.

Editor: Min. 2 years exp. BVE 900 with DVE in A/B system. Promotion writing skills essential. Sunny south Florida. Send tapes for immediate review to: Promotion Manager, WTVX, 3601 N. 25th St., Ft. Pierce, FL 34946. EOE, M/F.

Senior artist: Do you have a proven track record in broadcasting design? If you aren't scared of taking charge of news graphics and coordinating special projects...send us your resume. Organization skills helpful. General knowledge of the technical operation expected. Box D-46. EOE, M/F.

Assoc./asst. audio & video producer: Very busy in-house production dept. requires energetic self-starter to help build direct response programing and Nat'l. TV commercials. Previous experience and education necessary. Salary commensurate w/exp. to \$25,000. 9-to-5ers need not apply. Send resume to Producer, P.O. Box 7012, FDR Station, New York, NY 10022. EOE, M/F.

WSBK-TV, Boston's #1 India, seeks a design director who can continue our 20 yr. hallmark of breakthrough design. From print, set and paintbox design the sky is your only creative limit! Send resumes to: Vikki Kendall, WSBK-TV, 83 Birmingham Pkwy., Boston, MA 02135. EOE.

Host/hostess for daily Entertainment Magazine show in top 25 market. Experience in magazine format and field producing desired. EOE. Box D-56.

News promotion producer: Leading top 30 NBC affiliate is looking for an aggressive news promotion writer/producer. Requirements include: Hands-on 3/4 & Beta editing, strong writing and people skills, with a minimum of 3 years experience. This position is ideal for a #2 promotion person, or a news producer looking for a creative change. This position offers excellent growth potential for the right person who wants an active role in the decision making process. Salary is competitive and attractive for all qualified persons. No phone calls, please. Send resume & tape to Promotion Manager, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

Videographer/editor wanted for award winning creative services department. Must have at least three years experience shooting and editing commercials, promos or programming. Must be able to direct and work well with talent, possess excellent lighting skills and be able to contribute to as well as execute creative. Will be able to participate in 35M live shoots. If you have a great reel, a desire to live in a top twenty market in the Southwest and want the opportunity to do breakthrough work, send a reel and resume to Creative Services Manager, KTVK-TV, P.O. Box 5068, Phoenix, AZ 85010. EOE.

ACE editor, full-blown Ampex post facility. Looking for strong commercial background using 2-ch ADO, AVC 33, Chyron, 4-ch Still Store. VIDEOGRAPHER/TECH, minimum of 4 yrs. prefer commercial background. Studio experience a must. Doug Force, WATL 36, One Monroe Pl., Atlanta, GA 30324. EOE, M/F.

Producer/director/editor for top ten Sunbelt Independent. Require working knowledge of CMX340. Produce, direct, shoot and edit field or studio projects. Post produce in a one person edit bay. Reply to Director of Creative Services, KTXA-TV, 1712 E. Randol Mill Rd., Arlington, TX 76011. EOE.

SITUATIONS WANTED MANAGEMENT

Young, mid 30's, self-starting OM with mid 20's all phases experience desires another OM challenge. Proven bottom line oriented OM track record. Proven motivation, people and training skills. Proven innovative and integrated operations. Proven ratings builder. Three degree plus Lifetime General. Box D-32.

Traffic manager: Seeking the #1 or #2 traffic management position in your broadcasting organization. 17 years experience in our industry, all in traffic. Excellent coordinator and leader desirous of advancing my career. Box D-44.

Hire a part-time sales manager with fulltime experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast, Al Wunder, 201-697-1414.

SITUATIONS WANTED TECHNICAL

Technical EIC/video engineer: 15 years experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certification. For resume and information: 412-264-4756.

Television chief engineer. 24 years total engineering experience. 13 years as chief engineer. Experience with news operations in network affiliates. Please reply Box D-30.

Help Wanted Management

OPERATIONS MANAGER/ PROGRAM DIRECTOR

WOKQ 97.5 FM, a Fuller-Jeffrey Broadcasting Station, has a rare and immediate opening for an Operations Manager/Program Director. Country-formatted WOKQ is the #1 station in the Portsmouth-Dover-Rochester market, one of the fastest growing and most desirable areas in the country. WOKQ also serves the Manchester market as well as northern Boston metro.

This OMP/D must be a "people person" able to motivate the air staff, give great attention to detail, be up-to-date on the latest programming techniques, and possess good production skills. Understanding the creation and implementation of market research is a must.

Knowledge of the Selector music system is necessary, as is familiarity with PC's. You must also be literate in technical matters to direct the efforts of the contract engineer.

Salary will be set according to experience and ability. Incentive bonuses are also offered as well as an excellent benefits package.

No phone calls, please. Send resume and cover letter detailing why you want to join a great group of broadcasters to help lead one of America's most successful medium-market stations into the 90's. Send to:

Martin R. Lessard
Regional VP/General Manager
WOKQ(FM), PO Box 576
Dover, NH 03820

WOKQ 97.5
THE RADIO STATION YOU CAN DEPEND ON • 50,000 WATTS FM STEREO

WOKQ is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

RADIO GENERAL MANAGER - ENTREPRENEUR - PRESIDENT

Quality group seeks talented radio GMs who want to run a business. Yes, you must be able to oversee sales, programming and people - knowledgeably, skillfully and effectively - but you must think like a working president. Run your own show with in philosophic guidelines and with corporate support! If this appeals to you we have premium top 100 properties in great locations owned and overseen by consistent and straight forward people. Serious incentive compensation.

Write us about yourself and how you fit this profile. Confidentiality respected.

BOX D-62

EOE

SALES MANAGER

One of the country's leading medium market groups specializing in turn arounds is looking for high energy, aggressive, extremely sales-minded people as sales managers. You will be one of the station's top billing sales people as well as work with management in leading our sales force to meet their billing goals. Many of our sales managers have become equity partners. EOE. If local sales is your bag, and you're good - contact me:

DON WILKS

WILKS-SCHWARTZ BROADCASTING

P.O. BOX 9013
SPRINGFIELD, MA 01102
413-781-1011

WILKS-SCHWARTZ BROADCASTING

Springfield - WHYN AM/FM
Providence - WLKW-FM
Syracuse - WKFM
Louisville - WVEZ/WWKY
Oklahoma City - KKNF-FM
*Norfolk - WNVZ-FM
Sarasota - WSRZ/WSPB
* Waiting FCC approval

Situations Wanted Management

ATTENTION CHRISTIAN BROADCASTERS

47 year old professional with 30 years radio experience (20 in management, 16 in Christian broadcasting). seeks GM position. Self-motivated, innovative achiever offers excellent skills and record of success. Strong in sales, talented programmer, versed in budgeting and FCC rules, involved in church and community. Cognizant that solid financial performance provides opportunity for evangelism. Prefer Mid-Atlantic or Southeast.

Call (912) 232-4789

BOB BOLTON

IMMEDIATELY AVAILABLE FOR MANAGEMENT
PROGRAMING OR CONSULTING POSITION.
MY CAREER SPANS 29 YEARS AND
INCLUDES VAST BROADCAST EXPERIENCE.
CALL ME FOR DETAILED RESUME
205-626-7875

Situations Wanted Announcers

TALK HOST #1 DETROIT 18.7 SHARE #1 WASH. DC 14.1 SHARE

Would you like numbers like this for fall? 20 yr Maj Mkt Pro seeks new opportunity, talent/programming experience. Great record, great references.

For T&R: ART DINEEN (602) 846-9695

ASK ME HOW TO BUILD A RADIO TALKSHOW AUDIENCE TO DRAW LISTENERS TO ADVERTISERS.

ASK ME WHICH WAY
TALK SHOWS SHOULD GO
TO FLOURISH IN THE '90s.
MAJOR TO MEDIUM MARKETS
CALL MEL YOUNG
602-963-9144

TELEVISION

Help Wanted Management

GENERAL MANAGER PUBLIC ACCESS

Prominent public access channel, serving 170,000 homes in suburban Virginia, seeks General Manager. Responsibilities include administration of: Budget, fund development, community liaison/marketing, operations management, personnel oversight, and volunteer services. Experience in business management, community relations, and television production required. Salary commensurate with experience. Submit resume, cover letter, and salary history to:

Search Committee:
General Manager
P.O. Box 2465
Fairfax, VA 22031

EOE

WANTED!

Experienced Reporters, Producers,
Camerapeople, VTR Editors,
Assignment Editors.

For: "CRIMEWATCH TONIGHT", an upcoming, nationally syndicated program, from the producers of "PEOPLE MAGAZINE ON TV".

Please apply only if you have solid experience in your field, and can show examples of high quality, imaginative work.

Send tapes and resumes to:
Ted Kavanau
c/o "PEOPLE MAGAZINE ON TV"
Current Trends Productions
555 West 57th St., 10th Fl.
New York, NY 10019
EOE

Situations Wanted News

NETWORK CREDIBILITY

WITH MATURE PROFESSIONALISM. 15 YRS. EXPERIENCE. WILL ENHANCE AND PROMOTE STATION. INSTANT RAPPORT WITH VIEWERS. SINCERITY. SEEK FULL TIME ANCHOR POSITION. PREFER TEXAS OR OKLAHOMA. CONSIDER ALL. WHITE MALE.

214-270-1114 MORNINGS

Help Wanted News

PRIMARY WEATHER ANCHOR

WE'RE "NUMBER ONE" IN NEWS AND PLAN TO KEEP IT THAT WAY! SO, WE NEED A GREAT WEATHERPERSON TO JOIN OUR TEAM. THIS OPENING WILL NOT LAST LONG. WE'RE A SMALL MARKET, LIFESTYLE INTENSIVE, RFP OWNED, NETWORK AFFILIATE WITH DETERMINATION TO "BE SOMEBODY" WHEN IT COMES TO NEWS. IF YOU DO WEATHER, AND CAN HELP.

SEND YOUR RESUME TO BOX D-43.
EOE

Help Wanted Sales

ACCOUNT EXECUTIVE
SF teleproduction facility seeks an intelligent, enthusiastic, aggressive, organized and motivated person to handle existing accounts and develop new ones. Experience necessary, good writing and communication skills and computer literate. Position available immediately.

SEND RESUME AND SALARY/COMMISSION HISTORY TO:
BOX D-61 EOE

Help Wanted Technical



SATELLITE UPLINK ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with earth station maintenance experience. These positions demand an extensive background in television and satellite uplink engineering. There will be some travel involved. Turner Broadcasting System offers an excellent benefit and compensation program.

Send resume to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center, Box 105366
Atlanta, Georgia 30348-5366
TBS is an equal opportunity employer

Blind Box Responses:

BOX (letter & number)
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Situations Wanted Programing Production & Others

WILLING AND ANXIOUS

to relocate in Southwest
TV traffic experience
with IBM 36 and Columbine software
payroll/personnel, employe benefits
administration, full-charge bookkeeping
Contact Tehani Sandoval 9AM-5PM
806-383-3321; after 6PM, 806-352-4924

Help Wanted Programing Production & Others



ASSOCIATE PRODUCER

We're looking for a creative self-starter who can generate ideas, book great talkers, produce clever studio demonstrations and, in general, do everything it takes to produce the top-rated local afternoon talk show in the country. At least six months experience with a similar studio-based show is a must.

Please send a letter and resume (no tapes yet, please) to **KSTP-TV, Dept. AP**



Attn: Jennifer Groen,
3415 University Avenue,
Minneapolis, MN 55414

Equal Opportunity Employer, M/F

DIRECTOR OF SATELLITE SERVICES

Turner Program Services seeks individual with strong technical background of satellites, earth stations and television programming distribution. Will assist in international development of CNN television. Electrical engineering degree preferred. Applicants must be willing to travel internationally and should have some desire to learn television programming sales. Please send resumes to:

TURNER PROGRAM SERVICES

One CNN Center
P.O. Box 105366
Atlanta, Georgia 30348-5366
Attention: Manager of Office Services
E.O.E.

Help Wanted Programing Production & Others Continued

WE'VE GOT THE "NEED A WRITER/PRODUCER" BLUES!

CHICAGO'S VERY OWN WGN-TV HAS AN OPENING FOR A FIRST-RATE WRITER/PRODUCER. CREATE SPOTS FOR OUR GREAT MOVIES, PROGRAMS, THE CHICAGO CUBS AND EVEN BOZO THE CLOWN!

SEND RESUME AND REEL TO:

CREATIVE SERVICES
WGN-TV
2501 W. BRADLEY PL
CHICAGO, IL 60618



NO PHONE CALLS, PLEASE
EQUAL OPPORTUNITY EMPLOYER

QUANTEL PAINTBOX GENIUS

If you're a great designer, know how to make magic with a Quantel PaintBox, enjoy working with and leading the way for a top notch design team and production facility... apply today. This a job with a future!

Send reel and resume to:
Lou Bortone, Exec. Art Director
WBZ-TV
1170 Soldiers Field Road
Boston, MA 02134
(No calls, please!)

Group W Television is an Equal Opportunity Employer

PRODUCER/DIRECTOR

The nation's #1 Independent station and Washington D.C.'s most watched station is seeking a Producer/Director to join our award winning team. Versatility and creativity aren't just catch words, they're essential. You'll direct the country's #1 rated prime time newscast, and be a part of Emmy winning sports, specials and documentary programs. We'll challenge you, and push you and expect the world from you. If qualified, please rush tape and resume to:



Personnel
Fox Television/WTTG
5151 Wisconsin Avenue, N.W.
Washington, D.C. 20016
E.O.E.

**Help Wanted Programing
Production & Others Continued**

**FORMER NETWORK TV
NEWS PRODUCER**

Sought for a very lucrative (\$75K+) NYC, or Chicago-based position as a consultant to an expanding, high-powered TV publicity firm with national clients and contacts. We are a group of former producers doing TV publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to:

**PRIMETIME
240 MOUNTAIN VIEW LANE
MILL VALLEY, CA 94941**

EOE

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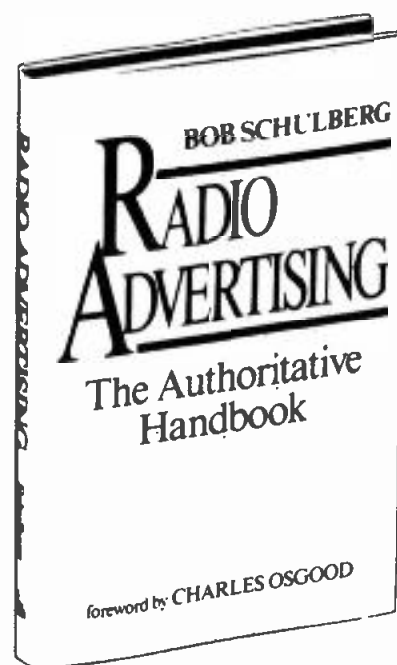
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Yaggi

Appointments at Gannett Broadcasting: **Cecil Walker**, president and CEO of Gannett Broadcasting and president, Gannett Television Group, Rosslyn, Va., announced that **Ron Townsend**, president and general manager, WUSA-TV Washington, will become president of Gannett Television Group. Gannett owns 10 TV stations. **Henry K. Yaggi**, VP and station manager, WUSA-TV, succeeds Townsend as president and general manager. **Joe Franzgrote**, president and general manager, KARE(TV) Minneapolis, named senior VP, Gannett Television Group, and president and general manager of KUSA-TV Denver. **Ken Tonning**, president and general manager, KUSA-TV, named president and general manager, WTLV(TV) Jacksonville, Fla.; **Linda Rios Brook**, president and general manager, WTLV(TV), named president and general manager, KARE(TV). **C.E. "Pep" Cooney**, president and general manager, KPNX-TV Phoenix, named senior VP, Gannett Television Group. According to Cecil Walker, shift in general managers is due to Franzgrote's promotion to senior VP and return to Denver, which is his home.



deCastro



Wert

Appointments at Evergreen Media Corp., Irving, Tex.-based group owner of three AM's and four FM's: **James deCastro**, president and general manager, WLUP-AM-FM Chicago, named executive VP, Evergreen Media. DeCastro will also be responsible for operations of Evergreen-owned KFAC(AM) Los Angeles; **Lawrence J. Wert**, local sales manager, WLS-TV Chicago, named VP and general manager, WLUP-AM-FM; **Greg Solk**, operations manager, WLUP-AM-FM, named VP and station manager.



Farnsworth

Heather Farnsworth, general sales manager, KBHK-TV San Francisco, joins WUHF(TV) Rochester, N.Y., as VP and general manager.

John McCutcheon, general sales manager, KPOM-TV Fort Smith, Ark., named general manager of KPOM-TV and co-owned KFAA(TV) Rogers, Ark. Stations are owned by J.D.G. Television Inc.

Appointments at Legacy Communications Group, Los Angeles-based group owner of four AM's and seven FM's: **Mike Craven**, General Manager, WMMR(FM) Philadelphia, named regional VP of WMMR and WNEW-FM New York. Also, WMMR Operations Manager and regional programming director **Ted Utz** assumes station manager responsibilities at WNEW-FM, succeeding **Peter Coughlan**, who resigned.

Diane Sutter, VP and general manager, WTQV-TV, Shamrock Broadcasting, Lexington, Ky., adds duties of general manager,

WWSW-AM-FM Pittsburgh. Sutter replaces **Ted Atkins**.

Becky Norris, assistant controller, *El Paso Times*, El Paso, joins WHAS-TV Louisville, Ky., as business manager.

Anthony J. Rizza, general manager, WJAS (AM)-WSHH(FM) Pittsburgh, joins Sheridan Broadcasting Corp., Pittsburgh-based group owner of two AM's and two FM's, as VP, radio properties.

Susan Knaack, general manager, WHBY(AM)-WAPY-FM Appleton, Wis., elected broadcast VP by Woodward Communications Inc. board of directors. Knaack will continue as general manager of Appleton properties and adds duties of operating authority for Woodward's KFTH(AM)-KATF(FM) Dubuque, Iowa.

Claire Sturkie, regional sales manager, WCHL(AM) Chapel Hill, N.C., elected VP, Village Broadcasting Inc., group owner of one AM and two FM's.

Robert M. Rosenthal, general manager, KZIQ-AM-FM Ridgecrest, Calif., named VP.

Perlita Schroeder, general manager,

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KVXO(FM) Spokane, Wash., joins KAAR(FM) there as general manager.

Marketing

Catherine P. Schulte, account supervisor, DDB Needham Worldwide, Chicago, joins Buena Vista television, Los Angeles, as VP, marketing.

Appointments at ABC: **Howard Schneider**, freelance segment director, KABC-TV Los Angeles, named director of advertising, ABC Entertainment, Los Angeles; **Bernard A. Prazenica**, account executive, National Television Sales, Capital Cities/ABC Inc., Philadelphia, named sales manager; **Larry Price**, account executive, national television sales, New York, named director, national sales-West.

Appointments at CBS Sports Marketing: **Sid H. Gilmore**, president, Gilmore Sports, Los Angeles, named Western sports manager; **John Luginbill**, sales manager, CBS Radio Network, Detroit, named sports director, CBS Radio Sports Representatives, division of CBS Radio Representatives, New York; **Tom Breslin**, national accounts sales manager, Guinness Import Co., New York, joins CBS Sports Marketing there as sports specialist.

Michael K. Gannon, director, advertising sales, Eastern region, Bristol, Conn., named VP, Eastern advertising sales.

Robert H. Biernacki, executive VP, Mahlman Company, radio brokers, Bronxville, N.Y., forms Biernacki Brokerage, radio brokerage firm, New York.

Rebecca Hulme, account executive, HNWH, New York, joins Group W Radio there as account executive.

Bo Bancroft, director, Southeast region, Turner Cable Network Sales, named VP.

Mike Held, branch manager, MMT Sales Inc., St. Louis, named VP, regional group manager, Chicago.

Richard Jacobs, account executive, TeleRep, New York, named sales manager.

Michael Terenzio, account executive, Seltel, Detroit, named manager, Chicago.

Appointments at Katz Communications Inc.: **Deborah Ortiz**, research analyst, Katz Continental Television, New York, named research manager; **Tom Reilly**, sales assistant, and **Matt Mansi**, sales associate, Continental Research, New York, named research analysts; **Lee Kinberg**, recent graduate, Cornell University, Ithaca, N.Y., joins Katz American Research, New York, as research analyst.

Jim Baral, group sales manager, Petry Television, Los Angeles, named VP.

Greg Holcombe, account executive, Group W Radio Sales, New York, joins Interep Radio Networks as account executive.

Falth S. Jorgenson, regional account executive, WSUN(AM)-WYNF(FM) Tampa, Fla., joins Tampa Bay Interconnect, cable advertising firm there, as account executive.

Appointments at J. Walter Thompson, New York: **Mitchell Brooks**, **Bill Gross** and **Nancy**

Hallberg, account directors, named senior VP's.

John F. Cummo, president, JLC Associates, advertising agency, New York, joins Harvey Herman Associates Advertising there as executive VP, account services.

Bill Gilreath, VP and general manager, WHQT(FM) Coral Gables, Fla., joins Bay Area Interconnect, joint venture among Viacom Cable, Heritage Communications Inc. and The Lenfest Group, San Jose, Calif., as general sales manager.

Programming

James J. Allegro, senior VP, broadcast group, ABC Television Network Group, New York, named senior VP, network group, ABC Television Network Group.

Bob Sanitsky, director of development, Lormar Television, Los Angeles, joins Orion Television Entertainment there as VP, production, daytime, late night and first run syndication.



Allegro



Sanitsky



Lansbury



Braunstein

Appointments at Fox Broadcasting Co., Los Angeles: **Michael Lansbury**, director, sales programming, named VP, current programs; **Howard Braunstein**, manager, current programs and scheduling, named director, current programs and scheduling.

Appointments at USA Network, New York: **Gordon Beck**, executive producer and director, production, named VP, production and executive producer; **Richard Lynn**, director, business affairs, named VP, business affairs.

Dodi Fayed, chairman, Allied Stars, production company, Los Angeles, forms Knightsbridge International Television, Los Angeles- and London-based television development and production company. Fayed will serve as chairman; **C.Z. Wick**, former president, Michael Douglas Television, Los Angeles, named president.

William T. Armstrong, executive VP, Canadian Broadcasting Corp., Ottawa, named regional director, Ontario.

Susanna Capon, head of drama script unit, British Broadcasting Corp., London, joins British Satellite Broadcasting there as production executive.

James M. Bates, director, affiliate relations, Home Team Sports, Washington-based sports cable service, joins SportsChannel, Woodbury, N.Y., as director of sales and marketing.

Joseph T. Garrity, legal counsel, Jones Intercable Inc., Englewood, Colo., named president, Jones Programming Services Inc.



Garrity



Mellini

Lou Mellini, radio consultant with Bahakel Communications, Charlotte, N.C., named to newly created position of president-CEO, Business Radio Network, Englewood, Colo.-based satellite-delivered programming service

David Knight, director, talent acquisition, Westwood One Inc., New York, named VP, talent acquisition.

Chris Petersen, national accounts manager, Southeast region, ESPN, Bristol, Conn., named director, international sales, Far East, Los Angeles; **Pam Treacy**, account executive, Midwest region, ESPN, Chicago, named senior account executive.

Greg Gunn, president, Gunn Production Services, Atlanta-based production company, joins World Sports Enterprises, motor-sports production company there, as production manager; **Michael A. Roth**, independent producer, joins World Sports Enterprises as production associate.

Martin Doan, operations manager, WRC-TV Washington, joins KCRA-TV Sacramento, Calif., as production manager.

Michael Karas, program director, WBFS-TV Miami, joins WPGH-TV Pittsburgh as director of programming.

Susan G. Goldstein, producer, noncommercial WETA-TV Washington, joins WUSA(TV) Washington as associate producer, 22:26, public affairs program.

Jennifer Auther, education reporter, WKYC-TV Cleveland, named co-host, *Sunday Today in Cleveland*, public affairs program.

Kim Leslie, news director, WMZQ-AM-FM Washington, joins WRC-TV there as host, *Shannon and Luch's Television Homefinders Guide*.

Andrea Traubner, producer, noncommercial WNET(TV) New York, named associate director of program acquisitions; **Midge Woolsey**, department administrator, performance programs unit, named manager, program acquisitions department.

Greg Kamp, writer and producer, Telesis Productions Inc., Rochester, N.Y., named

director of marketing.

Steve Kreindel, regional manager, Home Box Office, Los Angeles, named regional director, affiliate operations.

Ame Arlt, director of consumer promotions, Comcast Cable Communications, Bala Cynwyd, Pa., named director of marketing, Northeast region.

Appointments at QVC Network Inc., Denver: **Chuck Price**, VP, affiliate relations and sales, Cable Value Network, Denver, named VP, affiliate relations, Western division; **Joan Rickett**, director of marketing, Douglas Cable Communications, Topeka, Kan., named regional manager, Western division.

David Gillin, reporter, KOIN-TV Portland, Ore., joins KGW-TV there as story producer and reporter, *PM Magazine*; **Kathy Smith**, anchor, named celebrity guest interviewer, *PM Magazine*.

Doris McMillon, anchor, U.S. Information Agency's *Worldnet*, Washington, named host, noncommercial WHMM(TV) educational program *Capstone*.

Christine Brodie, assistant program director and music director, KTWW-FM Los Angeles, named program director.

Randy Gorbman, tape editor, NBC Radio Network, New York, joins WPTR(AM) Albany, N.Y., as program director and morning news anchor.

Mark Andrews, music director, KWJJ(AM) Portland, Ore., joins KEBC(FM) Oklahoma City in same capacity.

Jim Mader, air personality, WILV(FM) Madison, Wis., joins WMLI(FM) there in same capacity.

Craig Kilpatrick, air personality, WQFM(FM) Milwaukee, joins WMMS(FM) Cleveland in same capacity.

News and Public Affairs

Susan Spencer, correspondent, CBS News, New York, named national correspondent.

Lucia Newman, bureau chief, Cable Network News, Managua, Nicaragua, named bureau chief, CNN, Santiago, Chile. **Dan Hicks**, anchor, CNN, Tucson, Ariz., named anchor, sports reports, CNN, Atlanta.

Appointments at WLS-TV Chicago: **Carol Fowler**, bureau chief, Springfield, Ill., WMBD-TV Peoria, named writer and producer; **Diann Burns**, co-anchor, *Weekend Eyewitness News*, named co-anchor, 5 p.m. newscasts.

Appointments at WDIV(TV) Detroit: **Emery King**, general assignment reporter, named co-anchor, 5:30 p.m. newscast; **Rich Mayk**, general assignment reporter, named anchor, 12 p.m. newscast; **Paul Long**, general assignment reporter, named weekend weather anchor.

Appointments at WPVI-TV Philadelphia: **Mary Bock**, chief assignment editor, KCCI-TV Des Moines, Iowa, named overnight assignment editor; **Ken Clark**, acting news director and newscast producer, noncommercial WHYY-TV Wilmington, Del., named

Wilmington bureau chief.

Valerie Gibson, 6 p.m. producer, WWMT(TV) Kalamazoo, Mich., joins KUSA-TV Denver as weekend producer.

Mike Gleason, investigative reporter, WOWT(TV) Omaha, named executive news producer.

Kathleen Leighton, anchor and reporter, WOWT(TV) Omaha, joins WKBW-TV Buffalo, N.Y., as co-anchor and reporter.

Warren Olney, political editor and weekend co-anchor, KCBS-TV Los Angeles, joins KCOP(TV) there as news anchor.

Karen Marinella, general assignment reporter, WLVI-TV Cambridge, Mass., named weekend co-anchor.

Vic Bremer, director of broadcast operations, WCCO(AM) Minneapolis, joins WBBM(AM) Chicago as director of news and programing.

Technology



Neubert

Appointments at JVC Professional Products Co., Elmwood Park, N.J.: **Neil Neubert**, product manager, professional video products, named manager of engineering; **Thomas E. McCarthy**, regional sales manager, Northeast region, named general manager; **Michael Messerla**, national sales manager, television systems division, named national field manager; **John Brown**, national manager, government sales and market development, named national manager of market develop-

ment; **Chuck Evans**, zone manager, television systems division, Denver, named Midwest regional sales manager, Denver; **David N. Walton**, national sales manager, computer imaging products, named marketing manager.

Austin Basso, manager, television division products, Textronix, electronic product and system manufacturer, Dallas, named marketing manager, television division, Beaverton, Ore.

Don Crain, chief engineer, WSPA(AM) Spartanburg, S.C., joins Varian Associates, Continental Electronics division there, as district sales manager, Southeast.

Appointments at Dielectric Communications, manufacturer of television and radio broadcast components and antennas, Gibbsboro, N.J.: **Oded Bendov**, manager of engineering, named VP, antenna operations; **Joseph A. Zuba**, product manager, named director of broadcast sales and marketing.

Appointments at Sony Broadcast Products: **Thomas Baldwin**, director of technical operations, WCBS-TV New York, named sales representative, Paramus, N.J.; **Ralph Lee**, chief engineer, KSTP-TV Minneapolis, named sales representative, Irving, Tex.; **Michael Henning**, product marketing manager, Grass Valley Group, video studio equipment manufacturer, Grass Valley, Calif., named sales representative, Burbank, Calif. All three will market Sony's Library Management Systems product. **Peter Gloeggler**, product manager, cameras, Sharp Electronics Co., New York, joins Sony there in same capacity.

Peter Sumpf, manager, network facilities, ESPN, Bristol, Conn., named production operations manager.

Barry W. Hall, VP, finance and chief financial officer, California Amplifier Inc., manufacturer and marketer of microwave com-



Fritts and Turner

Television and Radio Political Action Committee from 1979 to 1988. The award, given to a broadcaster or public servant who demonstrates "unusual dedication to improving broadcasting's relationship with the federal government," is sponsored by the Television and Radio Political Education Committee and honors Grover Cobb, former NAB senior vice president for government relations.

Fritts received the first Mothers Against Drunk Driving (MADD) National Media Award for "continuous support and dedication for expanding public awareness of the drunk driving problem" from MADD National President Micky Sadoff.



Fritts and Sadoff

Give and take. Eddie Fritts, National Association of Broadcasters president and CEO, was on both the giving and receiving end at the NAB convention in Las Vegas. Fritts gave William F. Turner, vice president and assistant to the president of KCAU-TV, Sioux City, Iowa, the Grover C. Cobb Memorial Award. Turner directed the NAB's

ponents, Camarillo, Calif., named chairman and CEO.

Promotion and PR

Teri Everett, director, public relations, WJLA-TV Washington, joins CBS, New York, as press representative, *CBS This Morning* and *CBS Morning News*.

Kate Kelleher, VP, creative services, MCA TV, New York, joins WNYW(TV) there as director of advertising and marketing.

Paula Brown, director of creative services, USA Network, New York, named VP, creative services; **Ellen Kaye**, director of marketing, advertising and consumer promotion, named VP, advertising and promotion.

Stephen Gelber, VP, current programming, 20th Century Fox Television Division, Los Angeles, named VP, creative affairs.

Alex Wagner, director, public affairs, Group W Satellite Communications, New York, joins Lifetime Television there as director, public affairs.

Karl Lippert, president, Karin Lippert Public Relations, New York, joins Multimedia Entertainment's *Donahue* there as press relations director.

Karen Clark, writer and producer, creative services department, WSB-TV Atlanta, joins WBBM-TV Chicago as promotion production manager.

Allied Fields

Re-elected officers, Association of Maximum Service Telecasters, Washington: **Joel Chaseman**, Post-Newsweek Stations, chairman; **Ward L. Huey Jr.**, Belo Broadcasting, Dallas, vice chairman; **Dudley S. Taft**, Taft Broadcasting, Cincinnati, vice chairman; **Thomas B. Cookerly**, Allbritton Communications, Washington, secretary and treasurer; **Margita White**, AMST president; **Gregory L. DePriest**, AMST vice president; **John G. Conomikes**, The Hearst Corp., New York; **James E. Crother**, H&C Communications Inc., Houston, and **Richard J. Janssen**, Scripps Howard Broadcasting, Cincinnati, elected to board of directors.

Steve Kamner, deputy chief, Mass Media Bureau's Policy and Rules Division, FCC, named acting chief of legislative affairs; **Michele C. Farquhar**, attorney advisor, Policy and Rules division, Mass Media Bureau, named special assistant to general counsel for mass media affairs.

David A. Deltch, associate, Paul, Weiss, Rifkind, Wharton & Garrison, New York, joins Cablevision Systems Corp., Woodbury, N.Y., as assistant general counsel.



Master communicator. Roy H. Park (r), chairman of the board and chief executive officer of group owner Park Communications, presented former CBS News anchor Walter Cronkite with the Sales Executive Club of New York's "Master Communicator Award" at the April 18 inaugural banquet of the National Sales Hall of Fame. Park said that "Walter Cronkite is recognized not only as a commentator and anchor but as a journalist's journalist... who by his example informed the world of the highest American ideals."

David Pahl, assistant counsel, ESPN, Bristol, Conn., named associate general counsel.

G. Todd Hardy, executive VP, PrimeTime 24, joint venture between American Satellite Network and Satellite Broadcast Network, named general counsel, Millicom Inc., communications company.

Elected to board of directors, Scripps Howard Broadcasting, Cincinnati: **Gordon E. Heffern**, former chairman, Society Corp., bank holding company; **Robert E. Stauber**, former partner and director, Peat Marwick Main & Co.

Constance Clayton, superintendant of schools, Philadelphia, elected to Public Broadcasting Service board of directors.

Lourdes Balmaseda, program officer, Save the Children Foundation, New York, joins Hispanic Media Center, Washington-based program entity of Media Institute focusing on Hispanic media issues, as acting director.

Elected officers, Ohio Cable Television Association, Columbus: **Paul Szymanowski**, Buckeye Cablevision, Toledo, president; **H. E. Lytle**, Continental Cablevision of Ohio, Findlay, VP; **Stanley J. Smith**, manager, Viacom Cablevision, Dayton, secretary and treasurer.

Michael Rigas, VP, Adelphia Communications Corp., Coudersport, Pa., named to board of directors of National Cable Television Center and Museum at Pennsylvania

State University, University Park.

Michael A. Morris, VP, Congressional and Regulatory Affairs, California Cable Television Association, Sacramento, joins Continental Cablevision, Yuba City, Calif., as corporate counsel and director of government relations.

Av Westin, former executive producer, ABC News New York, given distinguished alumni award by New York University. Westin is member of NYU class of 1949.

Appointed to board of directors, Visnews Limited, international television news agency, London: **Peter Job**, managing director, Reuters Asia Ltd.; **Mark Wood**, Reuters editor-in-chief designate; **Patrick Mannix**, Reuters International technical manager.

Scott Weiss, co-founder, Weaton Investment Group, Atlanta, joins Turner Cable Network Sales there as director of special projects. Weiss will be involved in industry analysis and new business development.

Anna Chavez, anchor, KGO-TV San Francisco, honored by National Organization for Women for "unbiased perspective in broadcasting."

Robert Simmons, political reporter, KING-TV Seattle, named Knight Journalism Fellow at Stanford University.

Deaths



Williams as Zorro

Guy Williams, 65, star of ABC's *Zorro* and CBS's *Lost in Space*, died of apparent heart attack in his home in Buenos Aires. Williams's body was found May 6, but exact date of death is unknown. Williams played Don Diego de la Vega (alias Zorro) from 1957 to 1959.

From 1965 to 1968 Williams played Professor John Robinson in *Lost in Space*. Williams's film credits include "The Sign of Zorro," "Seven Angry Men" and "Sincerely Yours." Survivors include son, Steven.

Marlian A. Russell, 53, former operations director, Independent Network News (INN), WPXI(TV) New York, died of intracerebral hemorrhage May 7 at New York Hospital. In 1965 Russell became associate producer in public affairs and special events units of CBS News. From 1968 to 1978, Russell worked as freelance producer for ABC, CBS, NBC and Network Pool to help produce coverage of Apollo space missions, national political conventions and summit conferences. During that time Russell also worked as manager at News Election Service. In 1980 she joined Independent Television News Association, satellite news gathering service, as satellite manager. Russell joined WPXI's Independent Network News in 1980 and remained there until 1988. She had been doing freelance work at time of her death. Survivors include Russell's parents, Richard and Anita, and sister.

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William Potts: FCBA's Renaissance man

Scratch a communications lawyer, and a former FCC staffer will bleed. That's usually a serviceable lead for a story about a communications lawyer in Washington. Not so, William J. Potts Jr., the current president of the Federal Communications Bar Association. Not only would it not be accurate; he effectively began his career as a summer clerk with what is now Haley, Bader & Potts, in 1957. But his background lends itself to a more interesting beginning: Scratch Potts, and a frustrated baritone will bleed. Or a fancier of fancy cars.

Potts, tall and white-haired, has long since established himself as a leading member of the communications bar. Colleagues regard him as a first-rate practitioner. And as general counsel of the Association for Broadcast Engineering Standards—which represents full-time AM as well as FM stations—he has been a leader in a battle to slow, if not halt, what the association considers the FCC's debasement of the technical quality of radio by overloading the spectrum with AM and now FM stations. The FCC, he says of its efforts to squeeze in more stations, "is slicing the baloney thinner and thinner."

What's more, Potts has made his mark as president of the FCBA. He has helped open members' eyes to new areas of the law through a vigorous and creative program of continuing legal education. He has, for instance, stressed such new areas as computer law, intellectual copyright and international communications. A favorite project of his involves hearing reform and alternative dispute resolution. "The conventional meat and potatoes of communications law"—filling out various applications, for instance—"has become a smaller part of what a communications lawyer does."

All well and good, a solid record of accomplishment. Still, there are other members of the bar who can point to similar records. But how many of Potts's colleagues could, if the spirit moved them, belt out an aria from, say, "Dido and Aeneas," a work, he will patiently explain, by Henry Purcell, an English composer of the late Renaissance, based on Vergil's "Aeneid." Yes, says Potts's partner, Michael Bader, "Bill will sing an aria the way other people will do a show tune."

Music—serious music—has long been a passion of Potts's. His memories of growing up in New York—Queens was his borough—seem not to include ball games at Yankee Stadium so much as visits with friends to the \$1.50 seats in the upper reaches of the old Metropolitan Opera, on Broadway. As a student at Queens College, City University of New York, he toyed with the idea of music as a career, and started as a music major. And his interest in



WILLIAM JAMES POTTS JR.—president, Federal Communications Bar Association, and partner, Haley, Bader & Potts, Washington; b. Jan. 16, 1930, Philadelphia; BA, Queens College, City University of New York, 1952; U.S. Army, August 1952–September 1955; LLB, Georgetown University Law Center, 1958; Haley, Wollenberg & Kenehan (now Haley, Bader & Potts), 1958–present; partner, 1963; FCBA executive committee, 1982–85; FCBA vice president, 1987–88; present position, July 1, 1988 (expires June 30, 1989); m. Anne Marie King, May 12, 1951; children—Louise, 26, and William (deceased, October 1987, age 21).

music has continued, although he no longer practices the craft: "I haven't done anything on the stage for 15 years," he says.

Potts abandoned music as a possible career while still in college. He had gotten married, and decided that music—even, perhaps especially, serious music—was not a practical means of supporting a wife. So he switched his major—to education. He even did practice teaching in Queens schools, and, on graduation, earned a teaching license. But before Potts could test the practicality of that career move, he was drafted into the Army, in 1952, and found himself, in time, learning Italian in an Army language school in Monterey, Calif.

Whether Potts would have succeeded in a career in music, or in education, for that matter, remains one of those imponderables. But being drafted proved not such a bad thing. With an interpreter's diploma in hand, Potts was shipped to the Washington suburbs for duty with the Army Security Agency. To this day, he won't talk about what he did ("It was classified."). And after his discharge, he stayed on in Washington with the National Security Agency—and more classified work—for about a year before entering law school. He had decided that education was not for him, that there was more to life than teaching a fifth grade class. And since he had always been inter-

ested in history and politics, law seemed the logical career move. As for his choice of school, he was already in Washington, and he regarded Georgetown University Law Center as the best around.

Potts's entry into communications law, as he was preparing to enter his senior year at Georgetown, was not something he had planned. A mutual friend put him in touch with Bader, then an associate in the Haley firm, who told him of a clerk's job that was open there. The prospect did not excite Potts, for Bader said the firm specialized in communications law. And to Potts, that translated into telephone-related work—tariffs and cost-accounting and other such dry-as-dust material. Not in the Haley shop, Bader said. In fact, work there would involve something new and exciting—space law.

Andy Haley, one of the most colorful of a colorful breed of communications lawyers in the early years of the Communications Act of 1934, had always been on the leading edge of the practice. In 1957, with the Soviet Sputnik the center of world attention, Haley needed research assistance on a paper he was preparing on the radio frequency the satellite was using. Potts took the job, and, in due course, learned that the Soviets were communicating with the Sputnik illegally, operating on a frequency restricted for distress messages. Potts's future with the firm was set.

Over the years, as his career blossomed, Potts was able to indulge a hobby that seemed to provide him with perhaps as much satisfaction as music: It was cars, "strange cars," as he calls them. Interesting for a fellow who did not learn to drive until he was 23 years old. After all, cars are not the necessity in Queens that they are in most places. But he was responding to a fascination that had taken root 20 years earlier when, as a teenager living in Bay-side, Long Island, he and his brother watched the cars roaring down the highway past the house, and tried to identify them.

In 1959, Potts bought an old Citroen. Since then, he has had "a couple of Alfa Romeos," two more Citroens and "a couple of Peugeots," as well as a normal complement of Chevys and Oldsmos. At present, he drives a 1988 Peugeot 505 STX, "very middle class," he says, and a 2 CV Citroen Deux Cheveau, gray on gray, whose 1962 chassis carries a 1978 body. Why the fascination? It's the aesthetics. "I just love old classic cars," he says, "principally their design." He speaks longingly of "the cars of the '50's, the British and French. They're very beautiful."

Bader, one of his partner's principal fans, musing on Potts's interest in music, in history and politics, in classic cars, not to mention the law, describes him as a "Renaissance man." Strong language, perhaps. But against an often gray landscape, not too strong. ■

Turner Broadcasting System is resisting broadcasters' efforts to obtain provision in must-carry legislation that would deal with channel positioning issue. Negotiations between National Association of Broadcasters and National Cable Television Association over must-carry bill are deadlocked over NAB demands to have their signals protected from being shifted off-channel. TBS is one of original participants in court case which overturned FCC's first set of must-carry rules, although company later accepted inter-industry compromise on must carry. TBS says it is prepared to accept another compromise, but that it will not agree to legislation with channel shifting provision. "We see no justification for giving local UHF ch. 32 a federal right to displace CNN from ch. 8 on a cable system," wrote Bert Carp, TBS vice president of government affairs. Carp, in letter to NAB President Eddie Fritts and Preston Padden, president of the

Friedman farewell

Steve Friedman, president of GTG East, GTG Entertainment's reality programming division, resigned from the company last Wednesday with "no regrets." Citing a desire to "get back to what I do best," Friedman said: "I'd like to spend my time doing TV and not pitching it." Friedman, who was recruited from NBC's The Today Show by GTG Entertainment President Grant Tinker in September 1987 to oversee the production of USA Today: The Television Show, said that since he was replaced as executive producer of the show by Jim Bellows in November 1988 (BROADCASTING, Nov. 14), he has spent most of his time creating and pitching ideas and going to meetings.

Tinker told BROADCASTING that no replacement will be named. "I went after Steve not because we needed a president of GTG East but because I wanted someone to oversee USA Today," he said.

Both Tinker and Friedman characterized the parting as amicable. "Steve's leaving is totally friendly," Tinker said. "We talked it out over several meetings and came to a decision two days ago. We did it fast and decisively so there would be no speculation as to the reasons why," said Tinker. "Once he left the show," he said, "Steve was pretty much just sitting in his office and thinking about other projects, and he's the type of person that needs to be in the thick of things."

"I've got nothing but good things to say about Gannett and everyone involved," said Friedman. "They treated me great. They made it easy for me to stay and easy to leave now that I want to. In fact, they've made it so I don't have to rush out and find another job immediately," he said. Friedman's contract, which was signed in September 1987, was effective to September 1990.

With the resignation of Edie Magnus from USA Today: The Television Show, the anchor shuffle puts Beth Ruyak on the hot seat for the weekday and weekend editions of the GTG Entertainment production. Bill Macatee, who shared weekday chores with Magnus, will be teamed Monday-Friday with Ruyak. On the weekend telecast, she joins Boyd Matson, who assumed the job from Macatee a little more than a month ago. Ruyak started on the show as a Midwest correspondent out of the Chicago bureau, directly from an anchor/reporter position for KCRA-TV Sacramento, Calif.

According to GTG Senior Vice President Bud Rukeyser, Magnus was offered the weekend duties with Matson, but refused. "She decided that she did not want to take the weekend spot," Rukeyser said. "It was then our decision to replace her." Magnus was one of the original four weekday anchors when USA Today premiered last September, along with Macatee, Kenneth Walker and Robin Young (the latter two have also left the show).

Association of Independent Television Stations, warned that TBS lawyers think channel position requirements would make any new law vulnerable to court challenge.

San Diego-based Noble Broadcast Group said last week that it made \$200 million offer to acquire United Stations Radio Networks and Transtar Radio Networks but that discussions were postponed while networks "work together longer to introduce a number of synergies that will strengthen their operations together." United Stations President Nick Verbitsky said that offer, made during week of April 24, was rejected by networks and that "there is no offer on the table." Norm Feuer, Noble executive vice president and COO, said his company's interest in buying network has been met with "positive" response from current lenders—The Bank of New England, Prudential Capital, Mutual of New York and Provident National Bank—who would supply most, if not all, financing needed.

Mediated discussions between Capital Cities/ABC and the National Association of Broadcast Employees and Technicians (NABET) broke down last Thursday night with no date set for any further discussions. NABET issued statement saying it "did not consider the negotiations at an impasse." Company said, "The union made it clear it would not send the company's package back for another vote. The union also refused to permit those units that had accepted the company's offer to sign the agreement and to receive the 10% ratification bonus. As of Friday, NABET had yet to request strike authorization from membership. Options facing Capital Cities/ABC include possibility of implementing final offer for new contract with union approval.

CBS President-CEO Laurence A. Tisch said last week that the company has no plans for special dividend or other restructuring. Tisch's remarks were made at two-and-a-half hour annual shareholders meeting, which was also attended by chairman, William Paley.

High-level changes in network sports divisions were made last week. At NBC, newly appointed president, Dick Ebersol, named Terry O'Neil as executive producer, replacing executive VP, Michael Weisman, effective May 31. Weisman still has at least two years left on his contract. O'Neil's most recent network job had been as producer at CBS, and like Ebersol, had most recently been running independent production company. CBS will reportedly name Ric LaCivita as coordinating producer for network's baseball telecasts that begin in 1990.

Meredith Vieira and Steve Kroft were named as additional "co-editors" last week on 60 Minutes. Two were previously correspondents on West 57th, which is changing to sole-anchor format with newly hired Connie Chung. Current 60 Minutes personalities are Mike Wallace, Morley Safer, Harry Reasoner and Ed Bradley.

Writers Guild of America, East, voted last week to affiliate with AFL-CIO as part of latter's Department for Professional Employees, which includes Screen Actors Guild, American Federation of Television and Radio Artists, International Alliance of Theatrical and State Employees, and The National Association of Broadcast Employees and Technicians. Spokesperson for 3,200-member guild said it has always been separate from Writers Guild West, which itself "has not ruled out that they would also affiliate. Relations between the two unions will not change at all."

FCC granted settlement agreement for RKO's KRTH-AM-FM Los Angeles to Beasley Broadcasting for \$86.6 million. Competing applicants in case will receive \$30.35 million. FCC also granted settlement of RKO's WFYR-FM Chicago to Summit-Chicago Broadcasting for \$21 million. Competing applicants will receive \$7.27

million. FCC has also ordered that comparative renewal proceedings for RKO's WOR(AM) be held in abeyance, pending its consideration of proposed settlement agreement (see "For the Record," page 69).

United States Telephone Association announced last week hiring of Gerard Lederer as executive director of government affairs. Lederer joins association from United States Conference of Mayors where he was general counsel and assistant executive director. Lederer will succeed P.C. Koch, who resigned to join firm of Wunder, Ryan, Cannon & Thelen, and will report to Ward White, VP for government and public affairs.

Four television networks are making effort to secure right to cover live proceedings of House ethics committee when Speaker Jim Wright testifies on charges regarding his alleged violations of House rules. Speaker is said to be opposed to such coverage and committee rules, while calling for public hearings, prohibit television and radio coverage, still photography and electronic recording devices. Barbara Cohen, CBS News Washington bureau chief, who is representing ABC, NBC and CNN, as well as CBS in matter, wrote to committee on April 28 asking for change in that rule. She told committee that issue is of considerable importance to American public and that "time has long since passed" when broadcasting was treated differently than print. Cohen said last week she had received response saying no final decision on request had been reached.

Legacy Broadcasting has placed KDWB-AM-FM Minneapolis on market with broker Gary Stevens. Stevens expects stations to sell for \$17 million-\$20 million. Legacy is hoping to sell stations before announced deal with Westinghouse Broadcasting is completed (BROADCASTING April 24).

Terry Cole, former news director, and Mike Shapiro, former assistant news director, WTSP-TV St. Petersburg, Fla., were each charged May 10 with one conspiracy count and 15 counts of unlawful computer access. Cole and Shapiro had been arrested on 14 computer-related counts for allegedly using computers to steal files from rival station WTVT(TV) ("In Brief," Feb. 13, March 20, April 17). Chris Hoyer, chief assistant state attorney, said case is still open and investigation is ongoing. WTVT is still considering lawsuit against WTSP-TV ("Closed Circuit," April 10). Suit would allege lost ratings and revenue because of computer break-in.

White House announced intention to nominate Postal Rate Commission Chairman Janet Dempsey Steiger to replace Daniel Oliver as chairman of Federal Trade Commission and former associate general counsel to President Reagan, Deborah Owen, to replace FTC Commissioner Margot Machol.

Ogilvy Group said it has entered into discussions with WPP Group regarding WPP's possible cash acquisition of Ogilvy. Company said discussions follow WPP's expression of its willingness to pay more than \$50 per share for Ogilvy. At \$50 per share, price for Ogilvy would be \$880 million. Announcement is first indication of Ogilvy's interest in considering proposed takeover by London-based company.

Yves Faroudja, developer of SuperNTSC advanced TV transmission system, last week confirmed reports that Faroudja Laboratories, Sunnyvale, Calif., and David Sarnoff Research Center, Princeton, N.J., developer of Advanced Compatible Television (ACTV) systems are discussing formal cooperation in their research efforts. Possible point of disagreement is aspect ratio. Sarnoff Center and its sponsor, NBC, have been staunchly backing future screen dimensions of 16:9. Faroudja worries that 16:9 may be too expensive to be commercially successful.

CBS-TV led three networks with 68 daytime Emmy award nominations. NBC garnered 38, with ABC getting 26. NBC soap Santa Barbara was most nominated show with 13.

Proposed bills open doors to telcos

Legislation that would pave the way for telephone companies to become providers of video services is in the works in both the House and Senate. Senator Al Gore (D-Tenn.), who has been pitted against the cable industry in trying to pass legislation that would regulate cable programmers' role in the home satellite marketplace, is working on a package that would not only remove the cable-telco crossownership prohibitions in the Cable Act, but would restore rate regulation and require cable programmers to offer their services on a nondiscriminatory basis to all technologies.

Gore is looking for co-sponsors, and a companion measure may be offered in the House by Representative Rick Boucher (D-Va.). Boucher, a member of the House Telecommunications Subcommittee and a frequent cable critic, told BROADCASTING that he is drafting a telco-cable bill that he hopes will open a dialogue. Boucher is talking with Gore, but he said nothing has been finalized as to whether the measure will be a companion bill. "Cable today is an unregulated monopoly...rates have increased dramatically while the services have not. My constituents support competition," said Boucher, adding that he wanted to keep this issue separate from the subcommittee's consideration of legislation that would remove barriers that keep the Bell operating companies from offering information services and manufacturing equipment.

Senator John Breaux (D-La.) introduced a resolution last week that calls for lifting those restrictions on the BOC's. The prohibitions are contained in the modified final judgment issued by U.S. District Judge Harold Greene in his supervision of the AT&T breakup. The resolution, which does not have the same import as a bill, is designed to stimulate debate on whether it should be the Congress or the courts that establish the nation's telecommunications policy. It stays clear of the related issue concerning the BOCs' desire to provide video services. A spokesman from Breaux's office said the senator chose not to address the telco-TV issue because Gore is preparing legislation that would remove those legal and regulatory impediments preventing telcos from owning cable systems in their service areas. The co-sponsors of the Breaux resolution include other Senate Commerce Committee members Ted Stevens (R-Alaska) and Trent Lott (R-Miss.).

Paramount Pictures filed \$88 million lawsuit against Showtime in Los Angeles Superior Court, claiming pay network has not accepted last five movies as part of five-year movie pact signed in 1984. Paramount said financial arrangement of contract calls for Showtime to pay Paramount on per-picture and per-subscriber basis, but by taking fewer pictures and by not meeting subscriber levels, studio said Showtime owes it \$88 million. Paramount said that Showtime "never had more than half" of subscribers contemplated in last year of contract, causing Paramount to receive lower license fees and exclusivity premiums. Paramount alleged that Showtime refused to take "She's Having a Baby," "A New Life," "Permanent Record," "Plain Clothes" and "Blue Iguana" in order to save company money. Showtime had no comment on suit.

In footsteps of "free TV" on-air campaign, Television Bureau of Advertising is developing on-air promotional campaign for TV targeted at advertisers. Approval for initiative came at TVB's board meeting last week.

NBC announced last week it is renewing intact its Tuesday night schedule, including *Matlock*, *In the Heat of the Night* and *Midnight Caller*. Rest of network's new fall schedule will be announced today (May 15).

Editorials

Censorship by any other name

A House judiciary subcommittee last week cast its collective eye on a couple of television violence bills currently making the rounds. The bills, introduced in March (BROADCASTING, March 20), would exempt Fifth Estaters from antitrust laws so they could get together, if they chose, and engage in some collective self-censorship.

Excessive violence, like indecency, is a matter best determined by the individual broadcaster and viewer, not by any government body, or government spirit in the body of a "voluntary" industry code.

The bills carry no obvious big stick—they do not compel broadcasters to do any pow-wow, their backers assure—and they sunset after 36 months if no action has been taken. But if they are ineffectual, they are equally unnecessary and should be scrapped. And if they are not, then they are obtrusive and chilling and should be scrapped. Either option is acceptable.

Southern comfort for cable

A U.S. district judge struck a blow for the Cable Communications Act last week, putting cities on notice that franchise renewal time is not to be interpreted as open season on the pocketbooks of cable companies. The Alabama judge overturned a Birmingham city renewal ordinance that stopped just shy of the kitchen sink in exacting payment from its local franchisee. The ordinance as written would have required Birmingham Cable Communications to: (1) build a voice-data-video institutional network for the free use of the city and others; (2) not only break bread with its foes but pick up the check by stipulating that BCC dedicate several leased access channels for use by competing program suppliers; (3) pay a \$100,000 filing fee—shades of the Defense Department's \$600 screwdriver; (4) pay a 5% franchise fee on revenues not only from its Birmingham operations but from any of its or its parent's—American Television & Communications—affiliates in Alabama; (5) cover the almost \$1 million in consultant costs the city incurred in settling the renewal matter.

The judge, recognizing a "void and unenforceable" ordinance when he saw it, deemed it such, and in "irreconcilable conflict with the...Cable Act." The cable company's price for continuing to do business, the judge said, should be the no-more-than-5% franchise fee, and should not include "the city's franchising expenses, consultant costs or any other regulatory costs or fees."

Birmingham will now have to pick up its own tab for the high-priced help it got in trying to drag cable over the coals. With luck, that will prove a disincentive to other cities similarly tempted to turn a profit on franchise renewal.

Hunting season is over.

For the people

The House is trying to keep a lid on the upcoming ethics committee disciplinary hearing of embattled Speaker Jim Wright (D-Tex.) by disallowing broadcast coverage of the proceedings. That determination apparently stems from the paradoxical committee rule holding that a disciplinary hearing be held in public, while barring the presence of television, radio and still photography—in essence, barring all but a handful of the public. If Mr. Wright doesn't have anything to hide, he should welcome a national audience for his vindication. If he

does, all the more reason for the proceedings to be moved from the back rooms into a truly public forum. The networks, seeing the potential for high drama in the ultimate in reality programming, have asked that the rule be changed, and we agree. It is a vestige of the smoke-filled-room era when the doors to both the House and Senate were closed to the Fifth Estate. Those days are over. The days of the committee rule in question should be numbered.

Birds of peace

Communication can lead to understanding, and understanding to tolerance, even to cooperation. Cases in point are two trans-border communication efforts, one helping to heal the wounded, the other hoping to give everyone a cleaner place to live.

Since the *Live Aid* world hunger benefit broke boundaries for the ends and uses of television nearly four years ago, there have been several similar efforts (*Sport Aid* and *Farm Aid*, for example), each an admirable effort. Another upcoming satellite telecast, to air here and in 100 countries abroad on June 3, stands out. *Our Common Future*, described elsewhere in this magazine, first caught our eye because its aim is not to raise money, but awareness—awareness of the enormous environmental problems facing our globe, many of which can only be solved through common action. This five-hour telecast, sponsored by a Geneva-based environmental group, also has the distinction of exhorting its viewers with both the musical and the rhetorical. It will bring viewers not just ubiquitous musical activist Sting and other rock, popular and classical performers, but political leaders representing half of the world's people and the heads of international organizations such as the UN, the European Commission and World Bank.

Lastly, the telecast plans to make use of a technology that some see as a potential unifying force for world TV—high-definition. With the aid of Hughes Communications and Hubbard Broadcasting, some viewers will see parts of the broadcast in HDTV at special sites in Los Angeles and Minneapolis.

Elsewhere, the U.S. and USSR are cooperating in a satellite-delivered—Intelsat and Satcom—interactive video link to aid Armenia's earthquake victims (see story, page 51). Among the services provided by the "telemedicine spacebridge" are two-way medical consultations and video review of X-rays.

It is an unfortunate truism that it often takes a tragedy, like an earthquake, or the threat of one, like the potential poisoning of the planet, to get people—and nations—to lower their defenses and work together. It is a fortunate one that the Fifth Estate is there to make that connection at the drop of a guard.



Drawn for BROADCASTING by Jack Schmidt

"Here's a really late score: Redskins 24, Vikings 17."

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167,000 Units

Malrite Communications Group, Inc.

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OVER THE last 20 years cable television has experienced tremendous growth. Along the way cable pioneers like Gene Schneider and Amos Hostetter have worked hard to give something back to the communities they serve. For the last 10 years one "something" has been the live coverage of public affairs on the C-SPAN network.

Gene Schneider was 27 when he started a one-channel cable system in Casper, Wyoming in 1953. Those humble beginnings became an American success story. Today, as chairman and CEO of United Cable Television Corporation, he offers dozens of channels to over one million viewers nationwide. C-SPAN is carried to every United cable customer.

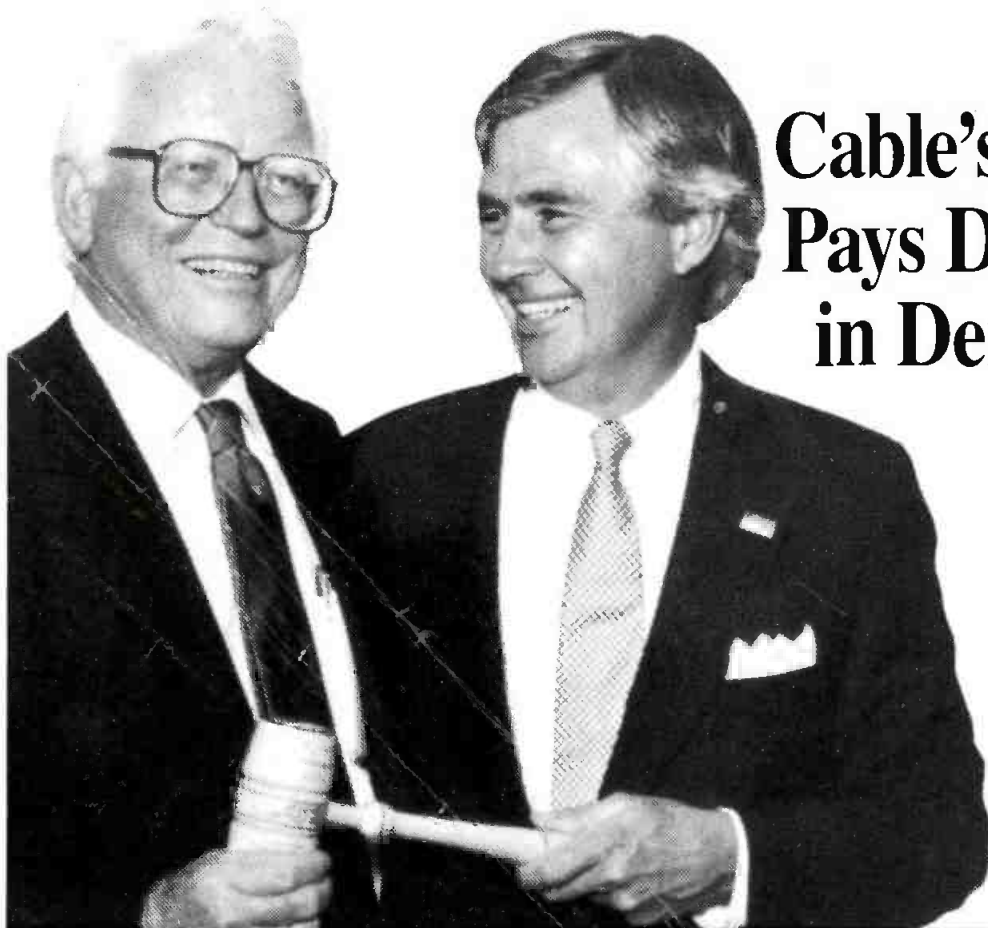
Amos Hostetter was also 27 when he received the cable franchise for Tiffin and Fostoria, Ohio in 1963. Today those communities are two of more than 300 communities served by Continental Cablevision, of which Amos is chairman and CEO. He defines "entrepreneur" as "someone who has total freedom to do what they want," and his company offers

C-SPAN to nearly 100 percent of its two million-plus subscribers.

In a corporate world where growth demands total commitment of time and financial resources, Gene Schneider and Amos Hostetter have unselfishly given both to C-SPAN for the benefit of all Americans who take their time to watch.

If you believe that success in business means merely turning a profit, turn your cable channel selector to C-SPAN. You'll learn a lot from a network developed and supported by cable industry leaders whose commitment to public service is just as important as their commitment to the bottom line.

C-SPAN
Tenth Anniversary
1979-1989



Cable's Growth Pays Dividends in Democracy

Gene Schneider (left), Chairman and CEO of United Cable Television Corporation passes the leadership of the C-SPAN Executive Committee to Amos Hostetter, Chairman and CEO of Continental Cablevision.

C-SPAN IS A PUBLIC SERVICE OF THE CABLE TELEVISION INDUSTRY.