



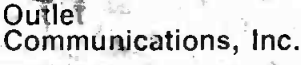













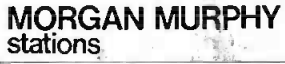







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Volume 28

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Hearing from the media...

Senate subcommittee hearing brings Hollywood and TV networks under one roof to debate fin-syn; subcommittee also puts cable under tough scrutiny. **PAGES 27, 29.**

SCI Television:

restructuring debt...

Company begins restructuring of \$1.3 billion in debt; whether it will leave SCI's current ownership structure intact is not certain. **PAGE 31.**

HDTV from all sides...

At international symposium at Montreux Palace in



Montreux, Switzerland (above), engineers talk high-definition television. **PAGE 47.**

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National Association of Broadcasters' joint board issues guidelines on telco entry; TV board calls for action on compulsory license, and radio board outlines major strategy for revitalizing AM radio.

33/ SAME BAT CHANNEL

Pre-release hype of Warner



Bros.' "Batman" brings renewed interest in original TV series.

34/ CHINA IN PERSPECTIVE

Pictures from China—of students demonstrating in Tiananmen Square and later confronting soldiers and tanks—add to accumulating evidence of TV's power to drive policy. As one observer said: "The most powerful discourse is not spoken; it is shown."

44/ AM STRATEGY

New Jersey broadcasting consultant gives FCC proposal to "rescue stand-alone AM stations."

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Walt Disney Pictures and Television invests in Viewer's Choice pay-per-view network.



L-r, seated: Bob Banner, Elton Rule; l-r standing: Gary Pudney, I. Martin Pompadur

38/ FOURSOME

Four broadcasting veterans form new production company, Paradigm Entertainment, to develop and produce TV programming.

39/ FIVE'S THE CHARM

Arbitron's May market-by-market sweeps report shows NBC winning its fifth sweeps in row. Also, for first time, Arbitron includes Fox Broadcasting in network daypart estimates.

38/ MINI MARKET

Networks say short-form mini-series will remain viable in



long term. Among new contenders: NBC's *Desperados*..., above.

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Six countries withhold approval of European Community's new media law that would permit "TV without frontiers."

55/ MAYORAL REQUEST

U.S. Conference of Mayors asks Congress to permit

telephone companies to enter cable business, and to give cities power to regulate rates of cable systems not subject to competition.

57/ RENEWAL REQUIREMENT

Senator Tim Wirth offers children's television bill requiring broadcasters to provide educational and informational programming for children as condition of station's license renewal.

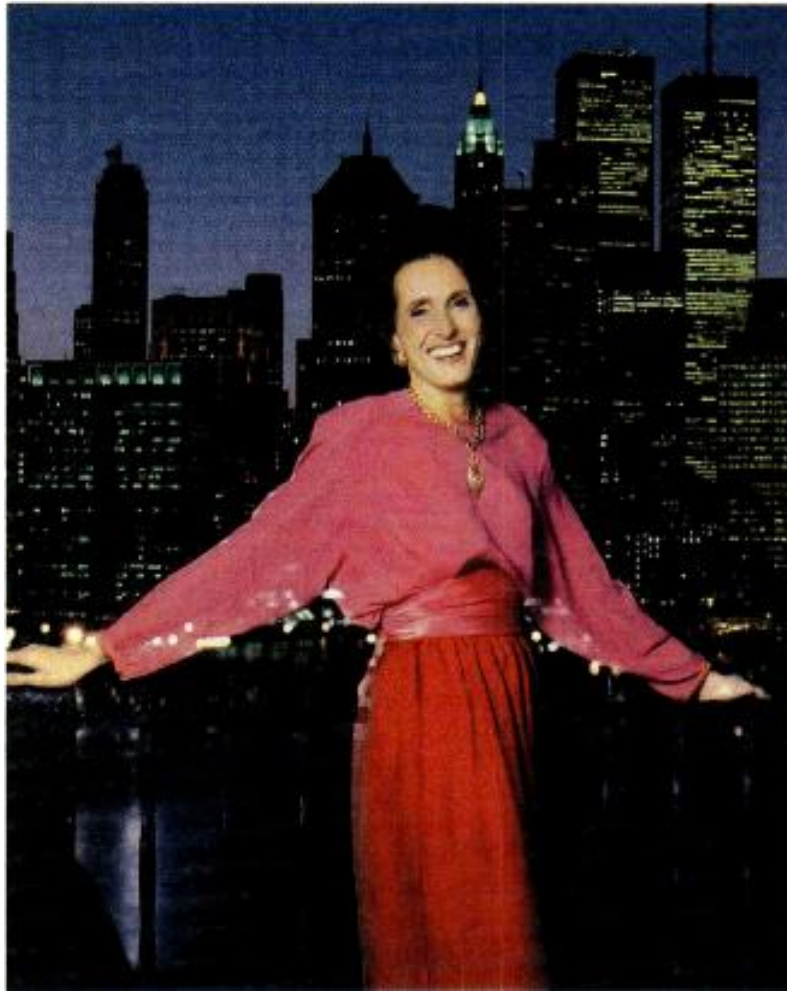
79/ DOING 'THE RIGHT THING'

Gannett's Cecil Walker has built his reputation on paying attention to detail—and people.

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WASHINGTON

Any day now

Alfred C. Sikes, whose nomination as FCC commissioner and designation as chairman had been expected along with two nominations that were announced on June 16, continued to twist in Washington wind all last week. But White House official on Friday (June 23) expressed "hope" nomination would be announced as early as today (June 26). Official said there was "serious and important reason for delay, though nothing that reflected on the individual's background and fitness." Official declined to be specific and would not comment on continuing speculation that delay in nomination was related to apparent White House pique at interview Sikes, now head of National Telecommunications and Information Administration, had given *New York Times* for its June 16 edition. Article said Sikes confirmed he expected to be nominated, and quoted him on his views on telecommunications matters. White House traditionally prefers that prospective nominees leave announcement of nominations to President.

Nominations that were made were those of Washington lawyer Sherrie Marshall, to serve term expiring June 30, 1992, and Andrew C. Barrett, member of Illinois Commerce Commission, to serve term expiring June 30, 1990. Barrett was concerned about shortness of term, and, he said, he asked White House for assurance of reappointment to full term. He said firm assurance was not given but that indication was that reappointment was virtually certain.

Tribune in progress

Paul McCarthy, broadcast-cable consultant based in Lynnfield, Mass., is under consideration by White House for seven-year term on Copyright Royalty Tribunal, which sets rates for cable television industry and formulas for distributing proceeds. McCarthy, who has

been mentioned in past for FCC vacancies, would replace Edward W. Ray, Reagan appointee who is now serving as chairman. Ray term expires in September, but he has not yet been asked by White House if he is interested in reappointment. White House expects to interview several candidates next month. CRT is five-member commission, but has operated for several years with only three.

Lining up for State

With task of filling three Republican seats on FCC now (almost) complete, speculation is beginning to focus on whom White House will name to take over State Department's Bureau of International Communications and Information Policy. Job is now held by Sonia Landau on recess appointment from former President Reagan, and she is interested in filling job permanently. But most observers doubt she will get appointment, and mention other names, most of them disappointed candidates for FCC jobs. They include communications attorneys James Smith and Susan Wing; Ira Golden, aide to Senator Pete Wilson (R-Calif.), and Anne (Dede) Neal, wife of Representative Thomas Petri (R-Wis.). Name of Bradley P. Holmes, chief of FCC's Policy and Rules Division and another disappointed candidate for FCC, is also said to be among "mentioned."

One non-FCC hopeful reported to be in at least interested column is Ambassador Gerald Helman, senior assistant to Undersecretary of State for Political Affairs Robert M. Kimmitt.

Second front

Secretary of Commerce Robert A. Mosbacher, Bush administration's point man in development of high-definition television industry, is continuing to attract overtures from Europeans interested in discussing cooperative effort in that regard. Last month, West German telecommunications minister, in visit to Washington, suggested U.S. join Europeans in effort to overcome Japan's lead in HDTV. And during his trip to Europe earlier this month, Mosbacher met in Paris and Brussels with ministerial-level people who were interested in discussing coordinated project. But, as was case with West German, Mosbacher reportedly did no more than listen. Bush administration has yet to develop its position, so Mosbacher is not in position to respond to such proposals. Cabinet-level Economic Policy Council, which Mosbacher heads, has policy issue under study. At moment, working group is preparing options for council, and there is no indication when policy-making process—which will require presidential review—will be completed.

Giving up on DBS

"I see no sense in beating a dead horse," said Clay (Tom) Whitehead of decision by his company, Orbital Satellite, to withdraw its direct broadcast satellite (DBS) application "on the theory that it just won't happen" in United States. Former director of White House Office of Telecommunications Policy (now merged into NTIA), as well as former president of Hughes Communications, Whitehead said he continues to believe high-power Ku-band DBS is "good idea for Hollywood and for the three networks, as the only way they are likely to bypass the increasing MSO bottleneck. But I see no action from either group."

Withdrawal of Orbital may affect FCC proposal to assign DBS orbital slots in pairs, which was in part motivated by need to accommodate applicants for more DBS channels than exist. Whitehead remains associated with National Exchange, authorized to launch two fixed-satellite service birds in 1993.

NEW YORK

Vital assist

Although television division is not most sought-after prize in battle for LIN Broadcasting—that honor goes to cellular telephone operations—company's seven

Playing HDTV politics: cherchez the Soviets

Background speculation at Montreux technical symposium (story page 17) swirled around role Soviet Union might play in international HDTV political struggle. Shortly before symposium's opening, stories in Japanese and European newspapers reported that Mikhail Gorbachev, during recent trip to West Germany, witnessed demonstration of Eureka production system and indicated USSR might be willing to join it. Peter W. Bogdals, president of Eureka 95 (HDTV) Directorate, confirmed that Gorbachev had seen Eureka system and "expressed a strong interest in the European HDTV project."

Hennkas Yushkivitschus, vice president of Gosteleradio, played down Gorbachev story. "I am sure that Gorbachev, who is commanding the administrative system, won't commend professionals on such complicated things as high-definition television," he said. Although he did not entirely rule out the possibility that USSR might one day join Eureka, his country's goal, Yushkivitschus said, is to arrive at world standard, not standard for Europe that would work for Soviet Union as well.



227



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affiliate stations may nonetheless play important role in determining outcome. In fact, company's decision to proceed with tax-free spin-off of stations (see "In Brief," May 29) may facilitate bid by regional Bell operating companies (BOC's) for remaining cellular and print operations. Thinking is that although there is no precedent ruling prohibiting BOC's from owning TV stations, attempt to do so would at very least elicit lengthy hearings on whether such ownership is consistent with BOC's consent decree administered by U.S. District Judge Harold Greene. Thus by separating TV and cellular operations, LIN facilitates offer of BOC stock for that of remaining LIN properties, thereby reducing tax bite that cash bid for cellular properties would trigger, and helping LIN shareholders, many of whom have low basis in rapidly rising LIN stock.

Codifiers

New York Mayor Ed Koch and Tucson Mayor Tom Volgy, two of co-sponsors of United States Conference of Mayors' resolution calling for cable reregulation and permitting telcos to compete with cable

Lengthening line at 1919 M

Communications attorneys and their clients can blame federal budget-cutting for a growing backlog in pending applications for transfers, license changes and new stations through FCC.

Hiring freeze and resulting attrition at FCC of nearly 100 full-time employees, particularly in the FCC's Office of Radio Services Division, who has watched FM branch staff decline from 45 to 39, said processing of transfer applications has been largely unaffected because they get top priority. But processing of facilities change applications has slowed to 10-15 months for processing new station applications has slowed to 12 to 15 months to two or three years. Some help is on the way, however, he said. Awaits of branch's problem, he said FCC Chairman Dennis Patrick has wanted hiring freeze to slow replacement of four of 13 employees who left last agency.

Matters are not really so bad in video services division, which doesn't have to handle volume as great as does radio services branch. Division Chief Roy Stewart said division has been able to keep "routine" applications moving through system at good clip, but that shortage of attorneys has caused slowdown in handling of contested applications. He said he hopes to bring in at least two more attorneys.

(story page 55), are organizing meeting of mayors July 31 at New York's Gracie Mansion to develop strategy for turning resolution's goals into law. Some 140 mayors have been invited to attend.

Nick's news

Nickelodeon is planning 15-minute daily news program for children that would air 260

mornings a year, originating from network's facilities now under construction at Universal Studios in Orlando, Fla. *Nickelodeon News* will premiere sometime next summer, coinciding with startup of Nickelodeon's Orlando facility. Program will include coverage of global news as well as "news that kids can use," said Gerry Laybourne,

president of Nickelodeon and companion service, Nick at Nite. Program also will be beamed to schools nationwide, Laybourne said, indicating that Nickelodeon version may be sponsored, but that program fed to schools would be commercial-free. Laybourne's remarks came during exclusive interview in which she outlines future program plans for Nickelodeon and Nick at Nite. (Complete interview will be published in July 3 BROADCASTING/CABLE.)

HOLLYWOOD

Much ado about mayhem

CBS may not go forward with announced four-hour mini-series based on murder trial of Robert Chambers. Chambers, dubbed "preppie murderer" because of his affluent, upscale lifestyle in New York City, was charged and convicted in death of young woman in same social circle. One reason for network's hesitancy is planned ABC two-hour made-for-movie based on same case. CBS mini would not be available to air until second quarter 1990, and ABC's movie will beat that schedule.



Meeting of radio minds. Last week the Radio Operators Caucus gathered in Washington to discuss issues of common interest. The ROC has assigned priority status to passage of a radio-only license renewal reform bill and they will concentrate on government relations activity. ROC member Richard Harris said the caucus represents "a political awakening."

Pictured, seated l-r: Michael Osterhout, Edens Broadcasting; Alan Box, EZ Communications; Michael Milson, Atlantic Ventures; Nancy Widmann, CBS Radio; John Dille, Federated Media; Richard Harris, Westinghouse Broadcasting.

Standing, l-r: Mike Faherty, Cox Enterprises; Bill Clark, Shamrock Broadcasting; Jay Hoker, Hoker Broadcasting; Richard Buckley Jr., Buckley Broadcasting; Jeff Smulyan, Emmis Broadcasting; John Lynch, Noble Broadcasting Group; Dan Mason, Cook Inlet Radio; Herb McCord, Greater Media; Mark Hubbard, Osborn Communications; Albert Kaneb, Barnstable Broadcasting; Donald Gale, Bonneville International Corp.; Steve Crain, Emmis Broadcasting; Randy Odeneal, Sconnix Broadcasting; Wayne Vriesman, Tribune Broadcasting Co.; McHenry Tichenor Jr., Tichenor Media System, and Lowry Mays, Clear Channel Communications.

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Where Things Stand

Solid box denotes items that have changed since last issue.

AM-FM Allocations

At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations, 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."

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 upgrading 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.

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, petitioned FCC to reconsider.

Cable Regulation

■ Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete as distributor of video services. Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing in April, where broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on 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 took close look at issue of vertical integration within cable industry during series of hearings it convened on concentration of ownership within media (see "Top of the Week"). No immediate Senate action is

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expected to emerge from those hearings although it was clear there is growing concern among subcommittee members about cable's market power.

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.

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.

Children's Television

■ A bill that would limit amount of advertising on children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Inouye also convened hearing on matter (BROADCASTING, April 17).

Senator Tim Wirth (D-Colo.) offered legislation last week that would require broadcasters to provide programming "specifically designed" for children (see page 57), as condition for license renewal. Wirth's measure is far more regulatory than House bill.

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5,

1988. Chief executive's rejection of bill has made it priority for 101st Congress.

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

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

Comparative Licensing

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

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

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

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

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

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 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.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

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 crossownership 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."

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

Direct Broadcast Satellites

Permittees and applicants to launch Direct Broadcast Satellites believe high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Variety of large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

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

High-Definition TV

Before going to Geneva Extraordinary meeting of CCIR on world HDTV production, U.S. State Department changed its position following suggestion of Advanced Television Systems Committee. ATSC requested that effort to establish 1,125/60 (SMPTE 240M)

system as world standard in 1990 be abandoned, and that decision should be delayed until end of next CCIR study period in 1990. Instead, it called on countries to study "common image" approach for possible interim world agreement in 1990. Although European countries made attempt in Geneva to vote on immediate world adoption of 1,250/50 system, U.S. position was eventually accepted in full.

Announcement is soon expected from Defense Advanced Research Projects Agency (DARPA) on which companies will receive shares of \$30 million Defense Department has set aside for research and development of new 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. DARPA has narrowed original 82 proposals to 49. Three or four are expected to win contracts.

"Blue ribbon" committee of FCC's advisory committee on advanced television service 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. Group has pushed back its goal for beginning of testing from Oct. 1 to

BY THE NUMBERS

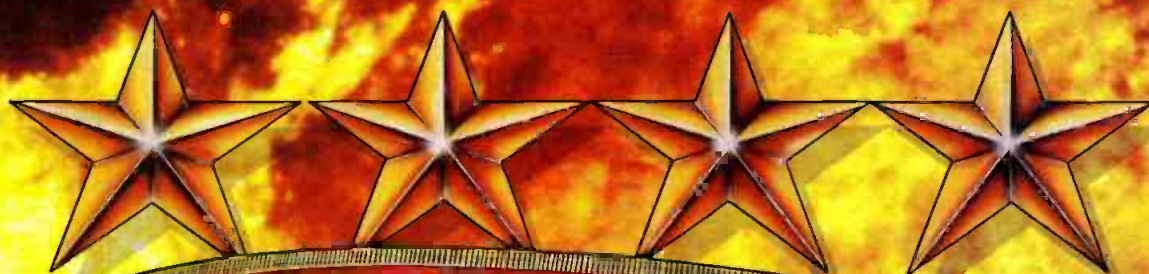
Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

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

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

WORLD WAR II...THE WAY IT WILL



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San Francisco-Oakland,		Houston	KPRC	Milwaukee	WITI	Wilkes Barre-Scranton	WOLF
		Minneapolis-St. Paul	KSTP	Nashville	WKRN	Dayton	WHIO
		Seattle-Tacoma	KCPQ	Greenville-Spartanburg-		Charleston-Huntington	WOWK
		Miami-Ft. Lauderdale	WBFS	Asheville	WLOS	West Palm Beach-	
		Pittsburgh	WPXI	Raleigh-Durham	WKFT	Ft. Pierce	WPBF
		Phoenix	KUTP	Oklahoma City	KOKH	Albany-Schenectady-Troy	WRGB
		Sacramento-Stockton	KXTV	Memphis	WMC	Tulsa	KJRH
		Indianapolis, Lafayette	WMCC	San Antonio	KENS	Flint-Saginaw-Bay City	WSMH
		San Diego	KUSI	Birmingham, Anniston	WTTO	Albuquerque-Santa Fe	KOB

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Top military leaders give surprising answers to questions about the now-legendary battles of the war. Embittered men describe the unspoken realities of fighting in the trenches. Journalists tell the real stories behind their report from the front.

New Answers.

The revelations provoke comprehensive—and often shocking—new answers to over fifty years of questions. Answers that may change our ways of thinking about Hitler and Pearl Harbor; Hollywood's political connections; the Nazi high command; the things we thought we knew.

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Johnstown-Altoona	WTAJ	Eugene	KVAL	Bowling Green	WGRB	New Orleans	WCCL
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Huntsville-Decatur	WTRT	Macon	WMAZ	Kingman/(Phoenix)	KMOH	Columbus	WVSB
Las Vegas	KVVU	Bakersfield	KDOB	Flagstaff/(Phoenix)	KNAZ	Anchorage	KTBY
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Jan. 2, 1990.

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

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.)

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite.

Indecency

■ Senate has adopted legislation targeting violent, sexually explicit and drug-related programming. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate. House Judiciary Committee passed bill targeting violence last week. Judiciary chairman Jack Brooks (D-Tex.) promised to keep measure free of other issues.

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 Su-

preme Court case involving constitutionality of ban on "dial-a-porn" messages.

Mergers and Acquisitions

■ Time Inc. and Warner Communications Inc. announced definitive agreement March 4 to merge, creating Time Warner Inc. On June 6, Paramount Communications, formerly Gulf + Western, made unsolicited \$10.7 billion all-cash tender offer for Time, throwing future of merger into doubt. Whether Time combined with Warner or Paramount, new company's revenues would make it largest media company in world. In attempt to salvage original merger with Warner despite \$175-per-share offer from Paramount, Time revised agreement with Warner and launched \$7 billion cash tender offer for majority of Warner shares. If tender were completed, Time would acquire balance of Warner with combination of cash and securities. Merger with Warner would, unlike previously envisioned stock swap, require no shareholder vote. Litigation over Time-Paramount conflict is proceeding in Delaware Chancery Court, U.S. District Court and Connecticut Superior Court. Paramount has filed at FCC for approval of trust that would hold Time's stock until Paramount gained necessary FCC approvals for transfer of Time's licenses to Paramount. FCC and SEC had given go-ahead to Time-Warner merger.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for a total of more than \$1.4 billion. Systems covering five states were split into six pieces 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 \$440 million on sale; minority shareholders in Centel Cable will receive \$45.625 per share.

Must Carry

Broadcast and cable industries appear to be at impasse on must carry. National Association of Broadcasters President Eddie Fritts is urging Congress to reregulate cable by adopting legislation that would establish must-carry requirements and channel repositioning rules (BROADCASTING, April 17). Fritts and National Cable Television Association President James P. Mooney have been trying to hammer out deal on must-carry language which they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with. 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.

Network Rules

FCC's financial interest and syndication rules are becoming hot item in Washington. Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while Motion Picture Association of America formed coalition whose aim is to preserve rules (BROADCASTING, April 24). No action on Hill or FCC is anticipated.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC rid its books of two-year limit on term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable crossownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Network rules were put on books to limit power of major networks, namely ABC, CBS and NBC. And FCC has taken actions indicating it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

■ CPB President Donald Ledwig used PBS Programming Meeting June 14-17, in Marco Island, Fla., to propose July-October series of "summit meetings" among CPB, PBS and NAPTTS to unify plan to streamline national public TV programming processes. At same meeting, NAPTTS presented refined version of—and PBS presented plan to implement—chief programming executive proposal that would centralize authority over approximately 25% of national programming funds, including most of current CPB Program Fund, at PBS. CPB must report to Congress next January on national program funding efficiency.

Garrison Keillor will return to American Public Radio Sept. 30 with new Saturday evening series, he announced at Annual Public Radio Conference in San Francisco, May 17-21. National Public Radio, which announced July 1 launch of hourly newscasts, used conference to focus on strategic plan for 1990's. NPR board adopted \$20.3 million FY 1990 dues level.

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 al-

ready 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 programming or other budget items unnecessary.

Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of superstations WGN-TV Chicago, WPXI(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

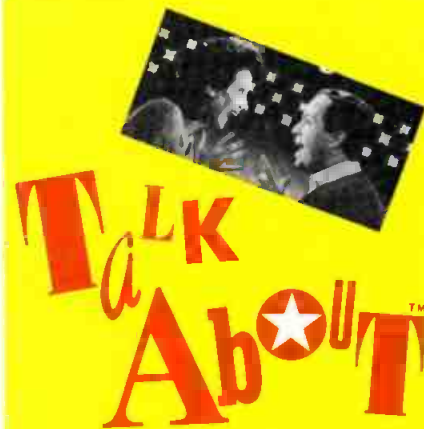
Backers of Radio Marti—which broadcasts news, information and entertainment to Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in startup funds for proposed service, and in April, House approved legislation authorizing \$16 million 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.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.



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Datebook

■ indicates new listing

This week

June 27-28—*Cabletelevision Advertising Bureau* sales orientation seminar. Los Angeles. Information: (212) 751-7770.

June 27-30—*Cable Television Administration and Marketing Society* sales management master course. St. Louis. Information: (703) 549-4200.

June 28—*National Academy of Television Arts and Sciences, New York chapter*. drop-in luncheon. Speaker: Marty Ryan, executive producer, NBC's *Today* show. Copacabana. New York.

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

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

June 30—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between Aug. 1, 1988, and June 30, 1989) of International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

July

July 5-8—*Montana Cable Television Association* 30th annual meeting and convention. Grouse Mountain Lodge, Whitefish, Mont. Information: (406) 586-1837.

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

July 9-12—*New York State Broadcasters Association*

28th executive conference. Participants include Maury Povich, host of syndicated *Current Affair*; New York Governor Mario Cuomo; NBC-TV President Pier Mapes, ABC-TV President Mark Mandala, and CBS-TV President Tony Malara. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 10-12—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. San Diego. Information: (202) 822-2000.

July 11—*Fox* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 11-14—*Cable Television Administration and Marketing Society* sales management master course. Minnetonka, Minn. Information: (703) 549-4200.

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

July 12—*National Academy of Television Arts and Sciences, New York chapter*. drop-in luncheon. Speaker: Michael Linder, executive producer, Fox Broadcasting's *America's Most Wanted*. Copacabana. New York.

July 12-14—Cable press tour, during *Television Critics Association* annual press tours. Los Angeles. Information: (202) 775-3629.

July 12-16—*National Federation of Local Cable Programmers* annual conference. Fairmont hotel. Dallas. Information: (202) 829-7186.

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

■ **July 13-15**—*Colorado Broadcasters Association* 40th annual summer convention. Beaver Run Resort, Breckenridge, Colo.

July 13-16—Conclave '89, 14th annual Upper Midwest Communications Conclave, radio conference sponsored by UMCC, nonprofit organization. Sheraton Park Place. Minneapolis. Information: (612) 927-4487.

July 14-16—*Oklahoma Association of Broadcasters* annual summer meeting. Howard Johnson's hotel, Lawton, Okla. Information: (405) 528-2475.

July 14-18—33rd annual *Television Programming Conference*. Panelists, speakers include Preston Padden, Association of Independent Television Stations; Ray Timothy, NBC; Tony Malara, CBS, and Jim Seferit, Cosmos. Toledo Marriott Portside, Toledo, Ohio. Information: (904) 432-8396.

July 15-17—*CBS* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 15-18—*California Broadcasters Association* first Western region broadcast convention, in which CBA expands its convention to include 11 Western states. Fess Parker's Red Lion Resort, Santa Barbara, Calif. Information: Vic Biondi or Lillie Player, (916) 444-2237.

July 17-18—"Newsroom Technology: The Next Generation," technology seminar for media professionals hosted by *Gannett Center for Media Studies*. Columbia University, New York.

July 17-19—*New England Cable Television Association* annual convention and exhibition. Opening speaker: Congressman Ed Markey, chairman, Telecommunications and Finance Subcommittee. Newport Marriott hotel, Newport, R.I. Information: Bill Durand, (617) 843-3418.

July 18-20—*ABC* press tour, during annual *Television Critics Association* press tour. Los Angeles.

Major Meetings

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

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

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

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

Oct. 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) 845-1000.

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 pro-

gram 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 con-

ference. Contemporary hotel, Orlando, Fla.

Jan. 27-31, 1990—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 11-16, 1990—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

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.

■ **May 21-23, 1990**—*National Cable Television Association* annual convention. Convention Center, Atlanta.

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

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

July 18-21—Cable Television Administration and Marketing Society sales management master course. Hebron, Ky. Information: (703) 549-4200.

July 19—National Academy of Television Arts

and Sciences. New York chapter, drop-in luncheon. Speaker: Rosalyn Weinman, VP, program standards and community relations. NBC, Copacabana, New York.

■ July 19—Society of Broadcast Engineers, chapter 15, lectures on television and FM transmitter noise and C-language application software for FM

and terrain data bases. WQXR auditorium, 229 West 43rd Street, New York. Information: David Bialik, (212) 752-3322.

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

Open Mike

Up in arms

EDITOR: L. Brent Bozell III and *TV, Etc.* want to "get people up in arms"? Well, they've succeeded with me.

What's next? Watchdog groups to watch out for bias in the watchdog groups? I believe there is such a thing as going too far.

Television provides the opportunity for a multitude of voices to be heard, both liberal and conservative. In a democracy, we all have the right to a point of view, and unless TV sets have changed since last I looked, they all have channel selectors and on/off buttons.

While I grant the Media Research Center the freedom to spend their time and energies as they see fit, I would be one happier

liberal if they would throw their weight behind fighting more pressing problems like illiteracy and drunk driving.—*Marc H. Levinson, Houston.*

Cross promoting

EDITOR: I read with great interest the article in the May 22 "On Radio" section headlined, "The growing radio-cable connection." After completing this most interesting story, I felt compelled to notify you of our cable experience, since I believe it's most unique [as it] enters its sixth year.

When our group purchased WNRI(AM) Woonsocket, R.I., in the spring of 1983, one of our immediate priorities was to build a strong foundation and to develop a good rapport with other local media outlets, one

being Rollins Cablevision, a spinoff of the Atlanta-based multimedia corporation. We entered into a joint venture of simulcasting two popular call-in shows which emanated live from their Lincoln-based television studios. Within a year, a home-initiated survey detailed that many of our radio listeners were actually turning on their TV's to see the faces, which pleased cable management; and our survey put smiles on our faces at the radio station when the numbers disclosed that people who were totally unfamiliar with WNRI soon became regular listeners.

Now, six years later, the cable company was bought out by Heritage, another industry giant, and WNRI simulcasts the talk shows from our radio facility, in a television studio designed and constructed at the

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WHO STARTED FOLEY RUMORS?

The media furor over rumors about House Speaker Tom Foley's sexual preferences fuzzed two key facts: the rumors originated in late April, from Texas friends trying to save the hide of embattled Speaker Jim Wright. And the first major press references to the "Foley Story" ran in the Washington Post on May 15. That was two weeks before a memo from the Republican National Committee about Foley's liberal voting record brought press charges that the Republicans were "smearing" Foley by mentioning him in the same breath as Rep. Barney Frank of Massachusetts.

Frank, an ultra liberal, is one of two Congressmen who are openly homosexual. Frank is also a past president of Americans for Democratic Action. And it was in this context that the GOP memo compared the records of Foley, Wright and Frank to show that the new Speaker, rather than being a "moderate," is actually on his party's leftist fringe. Foley voted with Frank 81 percent of the time from 1981-88, whereas Wright was with Frank only 70 percent of the time.

But how did the Foley story start? The first printed reference we found was the April 26 issue of a political newsletter published by Horace Busby, a longtime Texas journalist who came to Washington with Lyndon Johnson. Busby is close to Jim Wright, who in late April fought to retain his job as Speaker. Foley was billed as Wright's likely successor.

The Busby newsletter talked about rumors being fed the press by "fellow Democrats" about the "alleged homosexuality of one Democrat who will move up the succession ladder." Busby's office told us the item was printed not to suggest the rumors are true but to show the stories circulating as Wright fought for survival.

The Busby newsletter circulates to a few political insiders, so the general public did not read the rumors until Robert Novak and Rowland Evans printed them in their syndicated column in the Washington Post on May 15. What had been only whispered was now in print, on the Op-Ed page of one of the nation's leading newspapers. They quoted Busby and said, "The source of the invidious rumors...is presumed to be one of Wright's few intimate friends, using the threat of future exposure to choke off a possible anti-Wright revolt."

Meg Greenfield, editor of the Post's

editorial page, told us the column gave her problems, that she "had some reservations that made me go over it a bit." The item did not name Foley, although the reference was obvious to Greenfield. She told us that since Evans & Novak run in some 300 papers, killing the column in the Post would cause extra publicity. She ran it. The "Foley rumor" was suddenly the talk of Washington, courtesy of the Post.

The Republican memo came out June 1, and the Boston Globe ran a story about it on June 6, without making any suggestion the Frank comparison implied that Foley was also homosexual. That was left to Congressman Frank, who held a news conference to make that charge. Meg Greenfield then denounced the GOP as "slimy" for its fact sheet on the Frank-Foley voting records. Meg Greenfield should look at her own hands for "slime."

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switchers, videotape recorders and graphics equipment are among the best-engineered, highest quality and most reliable in the world. Our work in High Definition and CCD products is pacing an industry which faces the most sweeping technological advances since its beginning.

And we're as dedicated to better product service and support as we are to better products.

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request of cable TV officials.

In addition, we have the distinction of being televised during our regular weekday morning drive program every day. The cameras were installed in our radio studios, along with monitors, switchers, VCR and other videotape equipment—and it's become second hat to our engineers. End result: the warm relationship between Heritage Cablevision and WNRI bears fruit for both of our audiences, and the arrangement is quite similar to the one in northern Ohio listed as experimental.

Thanks for the continued good reading.—*Bob Allen, co-owner/operations manager, WNRI(AM) Woonsocket, R.I.*

Priorities

EDITOR: Regarding your June 5 editorial on Everett Koop's approval of findings of the Workshop on Drunk Driving and your preference for the minority report which alleges that there is insufficient research to support Koop's comments:

Agreed, tough laws and sentences along with education are important in combating drunk driving—and especially if the education is started and continued early in the lives of young children.

But what would your writer's attitude have been if a near relative—perhaps a child—had been among the over 20,000 who die each year because of drunk driving? Your concern for manufacturers, advertisers and consumers of a "legal product" might be tempered by consideration of whether that product is really beneficial just because it's "legal." Those of us who, after viewing the evidence, feel sincerely that alcoholic beverages are of truly questionable value, would remind you that they are not necessities of life.

I've been assured more than once that taxes on alcoholic drinks fall far short of covering the costs of enforcement, and having chosen on pure practical grounds not to use the stuff, I am less than happy about being forced to contribute through my taxes to what you appear to admit is a major problem.

I remember your protestations a few years ago on the loss to broadcasters from discontinuing cigarette advertising. But smoking has been and is being reduced, and lives are being saved—and the broadcasting industry has survived. Mr. Koop and his profession base their findings on overwhelming facts. Saving lives is considerably more important than broadcasting profits.—*J.H. Platz, Northwest Monitoring Service, Pendleton, Ore.*

Uplink update

EDITOR: The National Association of Broadcasters exhibit review in your May 15 issue was very enjoyable. I am sure that many exhibitors who were unable to spend much time on the exhibit floor taking in the sights appreciated your efforts.

I must express some concern over the section about satellite news vehicles. The statement made by Mr. Waylan of GTE concerning the pricing of satellite news vehicles was not entirely accurate. Mr. Waylan's statement that the \$330,000

GTE/Wolf Coach unit is "\$100,000 to \$150,000 less expensive than other SNV's with similar capabilities," without defining those similarities, is misleading. A network-acceptable Midwest S-23 can be supplied for less than \$300,000. In fact, an S-23 with a redundant phase-combined TWT amplifier can be obtained for a price in that \$330,000 range.

It is true that the inclusion of the equipment packages many stations add can (and does) increase the delivered price of some units above the \$350,000 plateau. However, Midwest has delivered many fully operational systems for prices within the \$330,000 range. In fact, the Midwest S-18, a small mobile uplink system using a 1.8-meter antenna, is available for approximately \$230,000 (less communications).

The facts are that while mobile uplink systems have not dropped significantly in price, they have undergone improvements from both an equipment and design standpoint. The current buyer of satellite news vehicles is safe in the knowledge that his unit is based on experience and proved technology. It is important for the station considering the purchase of a mobile uplink system to fully investigate the products available, and to be confident in the fact that manufacturers make every effort to provide a system which is both cost-effective and functional. After all, if our products are excessively priced, very few will be able to utilize the capabilities of the GTE satellites.—*Michael J. Perry, mobile unit sales manager, Midwest Communications Corp., Edgewood, Ky.*

Solution: staffing

EDITOR: I would like to respond to the interesting "Monday Memo" of May 22 by Ted Snider. I think Mr. Snider has some good valid solutions to a bad situation. But I see a bigger problem.

How could anyone expect the FCC to accomplish major reform when it is in a deregulation mode and has only three commissioners at the helm and two of them want out now? (And the third, James Quello, is upset with radio broadcasters for leading a citizens' revolt against a congressional pay raise!)

Reagan, Bush, Mark Fowler and Dennis Patrick have done a fine job of de-clawing the FCC and broadcasters cannot have it both ways...either you have deregulation or you have a strong FCC.

If broadcasters want a strong FCC, why not pressure Bush and the Congress to appoint new commissioners? Why not have the National Association of Broadcasters put some pressure on for some FCC help for AM? I don't remember any strong opposition to the FCC's epitome of deregulation: "Let the marketplace decide" when AM was saddled with a stereo system that isn't practical.

Mr. Snider concludes that "the FCC has the authority to address and solve these problems." So how does this shell of a commission operate with so little help and support?—*Stanley Lichtenstein, general manager, noncommercial KCRH(FM) Hayward, Calif.*

The Fifth Estate Broadcasting TELEVISION

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A cable television advertising commentary by Lou Schultz, executive VP, Lintas:USA, New York

There should be no more cable advertising conferences. Maybe you think I'm being somewhat rude, and biting the hand that has given me forums to discuss my thoughts about cable and, in reality, the entire broadcast advertising scene.

Well, I am not trying to be funny or rude. I am trying to express something that I—and many others who toil in the broadcast media arena—feel strongly about. We'd like to see the advertising industry as a whole—client, advertising agencies and our media partners—begin to think in broader terms about electronic media. Instead of thinking about network TV and syndicated TV and VCR's separately, I'd like to see us thinking of them as one wonderful menu, as electronic media choices that give us new and exciting ways to reach our potential customers in the 1990's and beyond.

I'm often asked how to sell more cable, for a set of guidelines that will allow cable in the 1990's to get a bigger share of the advertisers' dollar.

There are no guidelines. There is no magic formula. There is no set pattern for allocating resources because each client's marketing needs are different. That's why we have a marketing plan and a tailor-made media plan for each client.

If we focus our attention on consumers and what they think instead of on how we in the industry want to pigeonhole the media into neat compartmentalized buying options, we make an astounding discovery: *Consumers do not care how they get their programming.*

According to a survey we conducted last year, people are beginning to give cable networks an approval rating comparable to that of traditional networks in terms of quality of programming.

Based on this study, we have developed a hypothesis that we call "the more cable, the less distinction." We believe that, as more and more people subscribe to cable television, the perceived distinction between traditional network fare and cable programming is blurring.

If the networks are running 22-plus weeks of repeat programming, how is that so different from cable? Further, roughly 60% of all consumers pay for *all* their programming (traditional, network and cable). That's another reason why they don't distinguish between cable and traditional networks. Getting the box in the house appears to create a level field for every broadcaster on the cable system.

I have come to believe that this is the true promise of cable and other new media—providing the consumer with more information and entertainment options. The new media can't be totally different because there are not that many different program types to create. The new media can't be



“As more people subscribe to cable, the perceived distinction between traditional network fare and cable programming is blurring.”

exclusively "narrowcast." We in the industry found it convenient to define cable that way, and in a desire to survive, cable accepted the positioning. With experience, however, we are learning that the real consumer benefit of all the new media alternatives is choice. That's what's working.

We went back to consumers and tested our theories in some media focus groups. Guess what? Overwhelmingly, people told us that what matters is *what* they watch, not where it comes from. They look at the programming, not its source, when making their viewing choices. They had a hard time remembering what were the traditional network stations, and they could play back the call letters of the major cable networks as easily as the big three.

From the consumer perspective "a repeat is a repeat only if you've seen it before." Sounds like something by Yogi Berra, but to the consumer, new programming is something they have never watched before and they don't care when it was produced.

So, let's accept for the sake of this argument that cable programming is OK. Now we have to deal with the other big objection: low ratings.

Why would we be willing to pay \$25,000 for 3% rated network sports show but not

\$6,000 for a 3% rated cable show?

And yet the same astute planners and buyers who commit over \$3 billion to low-rated traditional network shows find it difficult to put a few million into comparably rated cable programming.

Is there some attentive differential? Our research suggests not. Is there greater commercial recall? Research over time has suggested that recall in higher rated shows is higher. Yet when we did our study and tried to get at this question by replicating a television audience assessment study (early 1980's), we found that low-rated shows had great appeal to their viewers. In some cases, they outperformed their higher rated competitors.

In other words, we have no evidence of correlation between a show's rating and the involvement level of its viewers. There may not be as many viewers, but the ones who are there have both eyes open.

Are the results conclusive? Certainly not. But they do raise interesting questions about the cable fables discussed today.

So what limits the use of the new media, including cable? In my opinion, it's cue bias. Cue bias is a mindset—our notions about people or products before we really know something about them. If someone walks into a room, we immediately form a judgment about them based on cues we've accumulated in our lifetime. Often, we've made up our mind whether or not we will like them or not based on that cue bias, and anything they do or say will act to confirm it.

I think that we in the industry suffer from cue bias relative to cable. We pigeonhole it as a small and tertiary medium, and the only way that it will ever grow is for us to tear down these biases and become more creative in our approach to the medium.

The world of advertising media has changed—continues to change—with unprecedented speed and force. The tools are no longer adequate. The new media demand new tools to plan and evaluate them. More important, the old attitudes are no longer appropriate. The new media compel us to behave and think differently.

And that's why I started out with my suggestion that this should be the last cable conference. I think it's about time to get rid of the old labels and old conventional thinking about media and cable. One way to do that is not to have separate network TV and ASTA and cable TV meetings for clients and agencies (it probably is still good for the owners). I think it's time instead for the first electronic media conference. For the agenda, I'd suggest that all the programming experts—including those responsible for VCR's and HDTV and DBS and in-store TV and radio—begin to educate the clients and agencies on ways to more creatively use the communications tools available. ■

RATINGS ROOM

NORFOLK

WVEC 5:00PM
10 RTG/26 SHR

- #1 in the t.p. with women 18-49 and 25-54 beating WTKR's news.
- Beats Gerald's HH rating by 67%.

Source: Nielsen

ST. LOUIS

KSDK 4:00PM
8.2 RTG/22 SHR

Source: Nielsen

MINNEAPOLIS

WCCO 4:30PM
8.2 RTG/22 SHR

Source: Nielsen

DAYTON

WDTN 7:30PM
9 RTG/18 SHR

- Highest t.p. share in 3 yrs.
- Up 39% in share since Feb. '89.
- 64% higher share than Benson, May '88.

Source: Nielsen

DALLAS

KXAS 6:30PM
9 RTG/17 SHR

- Delivered the highest sweeps t.p. share in 2 years.
- Up 42% in share over Feb. '89.
- Beats USA Today by 70% in share.

Source: Nielsen

PITTSBURGH

KDKA 11:30PM
9 RTG/32 SHR

- #1 in t.p., beating Cheers and The Tonight Show.
- Up 19% in share since Feb. '89.

Source: Nielsen

LITTLE ROCK

KATV 4:00PM
8 RTG/24 SHR

- Beats Donahue across the board.
- Up 41% in share since Feb. '89.
- 33% better in share than Family Ties, May '88.

Source: Nielsen

PORTLAND

KATU 7:30PM
9 RTG/18 SHR

- Highest t.p. share in 5 years.
- Up 38% over year ago t.p.
- Up 39% over USA Today Feb. '89.

Source: Arbitron

ATLANTA

WAGA 4:00PM
8.2 RTG/21 SHR

Source: Arbitron

CHATTANOOGA

WTVC 7:30PM
15 RTG/28 SHR

- Tied for #1 in the t.p.
- Up 40% in share over Feb. '89.
- Adds 10 share points to ABC news lead-in.

Source: Nielsen

CINCINNATI

WLWT 7:00PM
11 RTG/22 SHR

- Up 29% in share since Feb. '89.
- #1 in t.p. for W18-49, W25-54 and M25-54, beating Night Court and Win, Lose or Draw.

Source: Nielsen

TAMPA

WTVT 11:30PM
6 RTG/26 SHR

- #1 in the t.p., ahead of Carson, Arsenio and Nightline.
- Up 24% since Feb. '89.

Source: Arbitron

PHOENIX

KTVK 6:30PM
9 RTG/15 SHR

Source: Arbitron

MARKET IN MAY!

HARTFORD
WFSB 7:00PM
99 RTG/19 SHR

Source: Nielsen

MILWAUKEE
WITI 6:30PM
10.3 RTG/19 SHR

Source: Nielsen

CHICAGO
WMAQ 6:00PM
6.5 RTG/13 SHR

Source: Nielsen

DETROIT
WDIV 4:30PM
9.1 RTG/21 SHR

- Up 31% over May '88 t.p. share.
- Builds on Cosby lead-in rating.

Source: Arbitron

KANSAS CITY
KMBC 6:30PM
10 RTG/19 SHR

- Up 27% in share since Feb. '89.
- #1 in W 18-34.
- Tied for #1 in W 18-49 and W 25-54.

Source: Nielsen

WICHITA FALLS
KFDX 4:30PM
9 RTG/25 SHR

- Dominant #1 in t.p., beating People's Court.
- Up 47% in the share since Feb. '89.
- Up 56% over year ago share.

Source: Nielsen

BIRMINGHAM

WBRC 4:30PM
10 RTG/34 SHR

- Dominant #1 in t.p., beating Geraldo and People's Court.
- Retains 100% of Oprah lead-in share.
- Up 10 share points from Feb. '89.

Source: Arbitron

BANGOR
WABI 5:30PM
13 RTG/34 SHR

- Dominant #1 in the t.p., beating Cheers.
- Adds 13 share points to the Win, Lose or Draw lead-in.
- Up 31% in share since Feb. '89.

Source: Nielsen

WEST PALM BEACH
WPEC 7:30PM
12 RTG/22 SHR

Source: Arbitron

PHILADELPHIA
WCAU 7:30PM
6.8 RTG/12 SHR

Source: Arbitron

GREEN BAY
WLUK 6:30PM
12 RTG/23 SHR

- #1 in the t.p. in all key adult demos.
- Up 28% in share from Feb. '89.
- Up 64% in share over last year.

Source: Nielsen

CLEVELAND
WKYC 5:00PM
8.1 RTG/18 SHR

Source: Arbitron

INSIDE EDITION

IT'S A HIT!

YAKIMA
KAPP 7:00PM
11 RTG/22 SHR

Source: Arbitron

LEXINGTON
WKYT 7:30PM
10 RTG/20 SHR

- Up 81% in share over 3's Company in Feb. '89.
- Strong #2 in the t.p.
- Builds on E.T. lead-in audience.

Source: Nielsen

KINGWORLD

INSIDE EDITION UP IN 90% OF MARKETS SINCE FEBRUARY!

MARKET	STATION	HH SHR % INC FEB '89- MAY '89	MARKET	STATION	HH SHR % INC FEB '89- MAY '89
Chicago	WMAQ	+18%	*Shreveport	KSLA	+50%
Philadelphia	WCAU	+22%	Wichita-Hutchinson	KWCH+	+50%
*San Francisco	KRON	+8%	Albuquerque	KOAT+	+6%
*Boston	WNEV	+10%	Richmond	WWBT	+47%
Dallas	KXAS	+42%	*Green Bay	WLUK	+38%
Cleveland	WKYC	+27%	*Roanoke	WSET	+13%
*Atlanta	WAGA	+16%	*Omaha	WOWT	+56%
Minneapolis	WCCO+	+38%	Chattanooga	WTVC	+40%
Miami	WCIX	+17%	*Jackson, MS	WJTV	+36%
Pittsburgh	KDKA	+19%	Youngstown	WFMJ	+73%
*Tampa	WTVT	+24%	Evansville	WFIE	+38%
*St. Louis	KSDK	+28%	*Ft. Myers	WINK	+21%
Phoenix	KTVK	+25%	*Sioux Falls	KELO	+62%
*Sacramento	KXTV	+29%	Charleston	WCIV	+24%
*Hartford	WFSB	+25%	Monterey-Salinas	KNTV	+50%
*Orlando	WFTV	+18%	Santa Barbara	KCOY	+100%
*Kansas City	KMBC	+29%	Eugene	KEZI	+36%
*Milwaukee	WITI	+42%	Yakima	KAPP+	+41%
*Cincinnati	WLWT	+40%	Wichita Falls	KFDX	+47%
*Salt Lake	KTVX	+14%	Erie	KFDD	+50%
*Norfolk	WVEC	+4%	*Abilene	WSEE	+62%
*Birmingham	WBRC	+42%	*Duluth	KRBC	+7%
Dayton	WDTN	+38%	Bangor	WDIO	+31%
*West Palm	WPEC	+83%	Abilene	WABI	+14%
Little Rock	KATV	+41%	*Rapid City	KRBC+	+100%
Harrisburg	WHTM	+17%	*San Angelo	KCLO	+233%
Albany	WNYT	+42%		KACB	

Source: Nielsen
* Arbitron
Inside Edition—Same time same station Feb. '89 to May '89

**INSIDE
EDITION**

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TOP OF THE WEEK



On the attack: NBC's Wright, CBS's Tisch, Capcities/ABC's Murphy take their case against fin-syn to the Senate

Opening on Capitol Hill: 'The Fin-Syn Story'

TV networks and Hollywood at odds once again at subcommittee hearing

The three television networks—frustrated by limitations of the financial interest and syndication rules that have decreased their profit opportunities in a changing media universe—sent their heaviest hitters to Capitol Hill last week to combat Hollywood's contention that the status quo's the way to go. It was a confrontation almost a decade in the making, with Hollywood having won the first round (in 1983) and the networks looking for a chance to get back in the game.

The forum was a hearing on media ownership called by the Senate Communications Subcommittee. The network chiefs—Thomas Murphy of Capcities/ABC, Laurence Tisch of CBS and Robert Wright of NBC—said it was time either for elimination or for drastic scaling back of the rules, which restrict the networks' financial involvement in programming produced for them by outsiders and in the syndication of such programming.

The rules deprive the networks "of the ability to use creative ways to finance new products, to compete on an equal basis with other media and to reap the normal profits that can flow from a hit show," said Tisch. Murphy, who claimed his network lost \$5 million last year, said some relief from fin-syn is the only way the network can "maintain the quality" of its programming.

In this latest fray, the networks enjoy the support of most of their affiliates. Cyril Vetter, president and general manager of WVLA-TV Baton Rouge, La., an NBC affiliate, testified that the fin-syn rules "handicap" the networks, putting them and the system of local broadcasting they support at a competitive disadvantage.

(In later testimony, Andrew Schwartzman, executive director of the Media Access Project, which is part of a coalition formed to preserve the fin-syn rules, charged that the affiliates' support of the networks on fin-syn comes in exchange for the networks' promise not to challenge the FCC's prime time access rule, which, in practice, has allowed affiliates to air a half hour of lucrative first-run syndicated programming in prime time each evening.)

But Motion Picture Association of America President Jack Valenti, speaking for the production community at the hearing, ar-

gued for preserving tough restrictions on the networks. Despite the audience erosion, he said, the three networks remain dominant forces in prime time programming with "total mastery" over what gets shown and what does not. "If you strip away this one leveling force, it's all over," he said.

Valenti's views were seconded by Stephen J. Cannell, chief executive officer of Cannell Productions, a major independent producer of prime time television. In pushing for elimination of the rules, the networks are angling to "dominate all the programming themselves—own it, control it and distribute it," he said. "If they succeed, everything you see on TV will be controlled by the minds of three people."

Other hearing highlights:

- To preserve "universal free" broadcasting and slow the migration of major sports events to cable, Tisch said, the government needs to bolster the networks not only by relaxing the fin-syn rules, but also by permitting networks to own cable systems and by eliminating the compulsory license. The license, he said, "forces broadcasters to 'subsidize' our rivals in the cable industry."

- National Association of Broadcasters President Eddie Fritts testified that broadcasting is at a disadvantage to cable because of its greater regulatory burden. And since it is unlikely that broadcasting is going to be deregulated, he said, cable should be regulated. In particular, he said, Congress



Senators Inouye and Ernest Hollings (D-S.C.)

should pass a must-carry and "channel positioning" law to insure carriage of local broadcast signals on cable. "Congress may also wish to consider restrictions on cable ownership," he said.

■ In response to a request from Subcommittee Chairman Daniel Inouye (D-Hawaii), the networks promised to supply the subcommittee with the financial results of their network operations over the past five years. The networks' claims that their revenues and profits have been falling are at the heart of their calls for regulatory relief.

■ Jamie Kellner, president, Fox Broadcasting Co., argued the fledgling Fox network should be subject to fin-syn and other FCC network regulations even if it grows to meet the FCC's definition of a network.

Both sides of the fin-syn debate agree the on-again, off-again negotiations to achieve a settlement are not going well. A negotiating session just a week before the hearing in Los Angeles produced no breakthroughs, although one network official said his network was encouraged by the producers' willingness to discuss for the first time NBC's proposed 11-11 compromise. The next meeting is planned for August.

Under pressure from Congress, Hollywood has made some concessions. On the table, Valenti said, is a proposal that would give the networks the opportunity to form a limited number of 50-50 joint ventures with production companies—no more than six per broadcast season—to produce network programming. The proposal, however, Valenti said, would keep the networks out of the syndication business and continue to restrict them to producing no more than five hours of their own programming each week. Hollywood would agree to a sunset of the new rules in three or four years, he said.

Valenti said Hollywood also presented the networks with an alternative proposal that would allow networks to form partnerships in which producers and the networks share in advertising as well as syndication revenue. The networks would not even consider it, Valenti said.

The only deal the networks are known to have "on the table" is one first proposed last year by Wright. That deal would keep



On the defensive (l to r): Producer Stephen Cannell; MPA's Matthew Gerson; Fox President Jamie Kellner; MPA's Frances Seghers and Jack Valenti



Broadcaster Cyril Vetter: Fin-syn must go

the rules in place for half of each network's 22 hours of prime time programming, but lift them for the other half. The plan, Wright told the subcommittee, would provide a "fair test of competition versus regulation.... We would see which better serves the public interest."

Valenti slammed the Wright plan during the hearing, calling it "an absurd charade" and "an illusion...[with] no meaning."

If the 11-11 plan were put into place, he said, the networks would fill half the hours with news, sports and specials and turn the other half into "a free fire zone" of mostly half-hour programs in which they would have a financial interest.

In an interview with BROADCASTING after the hearing, Wright was equally hard on Hollywood's proposals. The joint venture proposal constitutes "a very insignificant change to the status quo," Wright said. "It's basically a modest repackaging of a proposal they made to us in 1986."

The scheme gives the networks nothing in terms of syndication—foreign or domestic—and preserves limits on the networks' ability to produce that are set to come off next year. "The only thing it does is create joint venture opportunities that are very complicated and unattractive to us."

Which side is forced to make the next concession may depend on whose side Congress is taking. Twelve of the 14 members of the subcommittee were on hand for some part of the five-hour hearing, but no consensus was evident.

Although the network heads did not ask for congressional action during the hearing, Wright, who unlike his counterparts at ABC and CBS is pessimistic about a negotiated solution, said his network would press Congress in the months ahead to "update the record" on fin-syn if the talks do not move along. After that, he said, it will be up to Congress to either direct the FCC to make changes, make changes itself, or "take a pass."

—HJ



Andy Schwartzman, Media Access Project, and Eddie Fritts, NAB

A hot day for cable on the Hill

A panel of cable critics told members of the Senate Communications Subcommittee that the growing vertical and horizontal integration within the cable industry has fostered a highly anticompetitive marketplace and that Congress must act. Either reregulate cable or subject it to competition, said witnesses representing independent broadcasters, wireless cable (MMDS), home satellite interests, consumer groups, city officials and the telephone industry.

It was the second hearing the subcommittee convened on media ownership and diversity (see story, page 27).

National Cable Television Association President James Mooney fielded a variety of questions for nearly two hours and, based on the tenor of the hearing, cable's troubles on Capitol Hill seem unlikely to diminish. While subcommittee chairman Daniel Inouye (D-Hawaii) told Mooney that the panel would not "act precipitously," he also characterized his members as showing a "high level of interest" in cable issues. And at the close of the hearing, Inouye assured cable's detractors that their recommendations had not "fallen on deaf ears." Said Inouye: "After listening to this panel,

gram package distributors that many vertically integrated cable programmers are still not making their programming available, and if they do, it is not at a price comparable to what cable operators pay.

Bob Phillips, chief executive officer of the National Rural Telecommunications Cooperative, told the lawmakers that a "healthy and competitive" home satellite marketplace has not developed. He said NRTC still does not have access to all cable programming and that discriminatory pricing at the wholesale and retail level continues to be a problem.

Senator Larry Pressler (R-S.D.) is the author of a measure that would prevent cable programmers from granting volume discounts and exclusive distributorships to cable operators. The senator said he continues to hear from MMDS operators who are being denied access to programming and asked Mooney what could be done about it.

Mooney said he thought it was more "a dispute over price than access." He said he could not endorse Pressler's bill and suggested that the senator tell them to "keep trying." Later the senator reported that Family Entertainment has been trying for

while cable bills have gone up "it is by no means as much as our detractors have it."

He urged Congress not to act on rates until the FCC completes its review of the matter (which is due by 1990) and Congress's General Accounting Office issues its study on rates. "I think we will get a good sound study out of GAO," Mooney told the senators.

Mooney and other cable witnesses, Robert Johnson, president of Black Entertainment Television, and John Hendricks, chairman and chief executive officer of the Discovery Channel, used the hearing to highlight what cable feels have been the benefits of vertical integration. Both BET and Discovery credit their survival to the capital infusion by cable operators.

"Ten years ago, very few were willing to gamble on BET, but there was one individual who saw more in BET's future...that man was John Malone," president and chief executive officer of Tele-Communications Inc., the largest cable MSO, said Johnson. "The cable industry has done more to create minority programming than all the FCC rules," he said.

Preston Padden, president of the Associ-



Cable advocates: Discovery Channel's Hendricks, BET's Johnson and NCTA's Mooney



Cable critics (l to r): John Hanks, New York Bureau of Franchises; Bob Phillips, NRTC; Preston Padden, INTV; Chip Shooshan, National Economic Research Associates; Gene Kimmelman, Consumer Federation of America, and Robert Schmidt, Wireless Cable Association

if I were a cable operator, it is time for Roloids." More cable hearings are planned for the fall to review the 1984 Cable Act.

Senator Al Gore (D-Tenn.), one of cable's most ardent critics, chastised the industry for its "arrogance" and at one point compared cable to the "cosa nostra." In his opening remarks, Gore announced that on the eve of the hearing, MultiVision Cable TV decided to roll back its rates (see page 58) for its systems in western Tennessee. "Clearly, it was about time MultiVision rethought one of the most arrogant business decisions I have ever encountered," said Gore. Gore, Slade Gorton (R-Wash.) and Wendell Ford (D-Ky.) have introduced a cable reregulation bill.

Increases in cable rates was a hot topic. Plus, there are those senators who think consumers are picking up the tab for the escalating prices that many cable systems are now sold for. The lawmakers appear sensitive to the complaints lodged by MMDS operators and home satellite pro-

four years to get HBO.

Gorton voiced his concern that cable is regulated in such a "narrow fashion." He suggested adding language to a Federal Trade Commission authorization bill that would give the FTC jurisdiction over cable. Mooney said that was the case now and that local governments have "extensive power" to regulate. "Only in the rate area is their power restricted," he said.

Senator John McCain (R-Ariz.) expressed his fear that cable has "already gotten too big."

On the other hand, Senator Ted Stevens (R-Alaska) cautioned against any attempts to "overregulate" cable.

Inouye pointed out that the subcommittee has received evidence suggesting that many operators have raised rates from 50% to 100%. Many of the reports concerning rate hikes "only tell part of the story," said Mooney. With those increases, subscribers are receiving more services, he said, adding that

ation of Independent Television Stations, decried the cable industry for its anticompetitive practices. There is no competition, he said, and there is nothing local governments can do about the situation. Independent stations are being dropped from systems in favor of those cable services that operators have a stake in. "Malone says he is paying a lot for programming...he is paying himself," said Padden. Congress should require divestiture of cable's vertical integration into programming, said the INTV chief.

To Harry M. (Chip) Shooshan of National Economic Research Associates, who testified on behalf of the United States Telephone Association, competition is the answer. Let the phone companies compete with cable, said Shooshan. Robert Schmidt, president of the Wireless Cable Association, suggested establishing a compulsory copyright license for his industry and other emerging technologies. —KM



NAB's executive committee (l to r): President Eddie Fritts; radio vice chairman, David Hicks; past joint board chairman, Wallace Jorgenson; joint board chairman, Lowry Mays; radio chairman, Bill Sanders; Ben McKeel, TV vice chairman; Thomas Goodgame, TV chairman, and ABC's Eugene Cowen, network representative

NAB coming to telco decision

Association develops guidelines that would let phone company deliver TV as common carriers and overbuilders, launches campaign to revive AM, forms task force to devise scheme for compensating broadcasters for carriage of signals by cable systems

The National Association of Broadcasters says it will only support telephone company entry into television if they stay out of the programming content business and if they are prohibited from owning existing cable systems. According to "conceptual guidelines" approved by the association's joint board of directors, NAB will only back telco entry as an overbuilder to existing cable systems inside or outside a telco's service area.

Both cable and telephone industry association groups were interpreting NAB's actions as a sign that broadcasters had come around to their way of thinking. Said the National Cable Television Association: "We are pleased that NAB has endorsed a position opposing telco entry into television. We agree that the telcos' involvement in the content of television poses a substantial risk. We look forward to working with NAB to retain the current restrictions."

At the same time, United States Telephone Association President John Sodolski was commending the NAB for supporting telco entry into cable. Sodolski did, however, object to the broadcasters' proposal to restrict telco involvement in content. "USTA believes this flatly contradicts the guarantees of the First Amendment in ways the broadcasters themselves would not tolerate."

There was intense criticism of the USTA president's presentation. Some directors felt he was "disingenuous;" others, ill-prepared. Overall, there was a sense that Sodolski had failed to make a convincing case. One board member said the phone industry might have been better served if "he had not come."

The guidelines were adopted at last week's joint board of directors meeting in

Washington. NAB leadership insisted the association is still formulating policy on the matter and that these are merely "concepts" to guide NAB's further deliberations on the matter.

Much of the joint board's session was devoted to the telco topic. But the radio and TV boards also staked out new ground. For television, cable's compulsory license was a major source of discussion. The directors called for a task force to devise a new copyright scheme in which local broadcasters would be compensated for the use of their signals (BROADCASTING, June 19). In addition, the compensation plan would likely incorporate some form of carriage requirements for cable operators. Cable would have an option of not carrying any broadcaster signals, but if they do they would have to carry a complement of signals and pay a fee.

Newly elected TV Board Chairman Tom Goodgame of Westinghouse Broadcasting will chair the task force.

At the same time, the TV directors urged NAB President Eddie Fritts to continue negotiating with National Cable Television Association President James Mooney on must carry. The formation of a copyright task force is not intended to undermine the must-carry discussions, said Goodgame. But as one director pointed out: "It should provide an incentive for Mooney to conclude a deal before a whole new set of issues emerge."

"Cable's been eating our lunch...the industry is waking up to that," said one director. The TV board also directed staff to study the "growing lack of availability and increasing warehousing of sports programming, examine the possibility of quantifying those actions and report back to the executive committee."

According to the new NAB telco guidelines, broadcasters want the phone company's status to be limited to that of a video common carrier. The directors also feel that "very specific restrictions preventing content ownership, origination and genera-

tion" should apply. A task force on telephone company entry will be established to continue monitoring the situation.

According to NAB, Sodolski, in remarks before the board, told the directors that the telcos "should be able to have an interest in programming, although not necessarily a majority interest." He was grilled by both radio and TV directors. "He dodged our questions. He should have come prepared to answer them," said Glenn Mahone, Paco-Jon Broadcasting, Petersburg, Va.

NCTA sent its own emissary, Executive Vice President Decker Anstrom. Mooney was originally scheduled to address the board but scheduling conflicts arose. "He was well-prepared and understood subjects," said Goodgame. "It was a very effective presentation," said CBS's Martin Franks. But, added Franks, "it would have been more effective had cable made a more concrete offer to broadcasters; instead, they tried to portray the telephone industry as the greater of two evils."

□

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) addressed the radio board. His remarks were encouraging to radio broadcasters who have launched a major initiative to gain passage of legislation (H.R. 1136) that would reform the license renewal process for radio. Although Markey did not endorse the radio bill, he indicated he was keeping an open mind on the subject. The chairman also renewed his commitment to "work with you to rid your industry of highwaymen, bandits and pirates."

The board also adopted a "wide-ranging agenda for the revitalization of AM radio." Among the items: seek a law to require all stereo receivers to include AM stereo; complete testing of improved AM antennas; petition the FCC to hold hearings on AM technical matters; oppose an FCC proposal for sale of "interference rights" between stations, and develop, with set manufacturers, minimum technical standards for receivers. —KM

SCI Television to seek financial restructuring

Operating results overpowered by debt service; over \$1 billion in bank and bond debt likely to be involved; Gillett and KKR postpone both station sales and decision on finding group executive

SCI Television, the most important group of CBS affiliates outside of the network's owned stations, has begun an attempt to restructure \$1.3 billion worth of debt. According to George Gillett, SCI's 55% owner and operating officer, it is still too early to say definitively whether such a restructuring would leave SCI's current ownership structure intact—the group's other owners are former Storer Communications' management and partnerships affiliated with Kohlberg Kravis Roberts & Co.

Since formation in late 1987, the group's revenue and income growth has been outpaced by interest expense, shaking creditor confidence in the six-station group. As a result, SCI bonds have recently been trading at between 75 and 50 cents on the dollar and some of the bonds are now in the hands



Gillett

of traders who specialize in distressed and bankrupt companies. Gillett himself blames the operating shortfall on both advertising softness in the markets where SCI has TV stations and also on what he said was costly but ineffective inherited programming.

The six-station group comprises CBS affiliates WAGA-TV Atlanta, WJW-TV Cleveland, WJBK-TV Detroit and WITI-TV Milwaukee, independent WSBK-TV Boston and NBC affiliate KNSD(TV) San Diego.

SCI's debt service problems are due both to the price it paid for the six Storer stations and to the consequent interest rates required to attract investors. Much of SCI's debt was raised on Oct. 21, 1987, just two days after the stock market crash. Despite the uncertainty and investor "flight to quality," the junk bond department of Drexel Burnham Lambert was still able to complete place-

ment of \$400 million in SCI notes with outside investors.

That the notes were sold at all was due in part to their hefty—16% average—interest rates. It is also true that the perception of the broadcasting industry, at that time heading into the top of the four-year Olympics advertising cycle, was still more sanguine than it is today. Nonetheless, the total \$1.3-billion value—almost 15 times cash flow—scribed to the stations was seen by many as aggressive.

Doubts about SCI's debt load have gotten worse in the year and a half since the offering. As of March 31, the group owner had \$1,288,000,000 in long-term debt, that according to financial statements obtained by BROADCASTING—the SCI bonds were deregistered shortly after the offering and no SEC filings for 1988 or after were made. Of that debt, almost \$200 million was to be paid this year, including a \$153 million partial repayment in September of the company's \$525 million bank term loan.

Interest expense on that debt last year amounted to \$159 million, an amount approaching SCI's total net revenue of \$225.1 million. Operating expenses—before interest and corporate expense, depreciation and amortization—were \$150.8 million. Because some of those expenses were non-cash, cash flow for the station group was slightly higher than the \$75 million difference between revenue and operating expense.

The company's definition of cash flow puts it at \$88 million for 1988, while for purposes of the banks' "consolidated net operating cash flow" for the 12 months ending March 31, it totaled \$81 million.

Whatever the definition, all available cash flow presumably had to be used for that portion of interest requiring payment in cash, which in 1988 totaled roughly \$90 million. Rising short-term interest rates earlier this year would have made the situation worse, but SCI wisely "capped" for the near term—at about 8½%—the interest on roughly half of its floating-rate bank term loan.

What has so far kept SCI from getting into trouble with those holding over what now amounts to \$625 million in SCI debt securities is that most of those securities have interest payable in additional notes, in lieu of cash. That "payment-in-kind" (PIK) option is a benefit with a cost, since those additional notes upon issue themselves begin accruing interest. More than \$100 million of additional PIK notes have been added to the company's debt load as a consequence of SCI availing itself of the PIK option over the past 14 months.

The math of incremental debt makes it difficult, if not impossible, for SCI to ever contemplate covering its interest costs, a fact not lost on those who trade in the bonds. Interest on the incremental notes, for instance, will cause interest expense to rise by at least \$15 million in 1989—assuming no debt securities are retired during the year. Just to keep the interest gap from widening, Gillett would have to, for in-

stance, increase station revenue at 10% while keeping cost increases to 5% so that cash flow could increase 18%.

So far, though, new management has not been able to achieve that kind of improvement. One source said that SCI revenue in 1988 was up about 7%, a number confirmed by Gillett, while cash flow increased roughly 6%. That performance, some would say, is, if not sufficient, at least respectable considering problems with the writers' strike and the siphoning away of station advertising by the Olympics.

That same rationale might have indicated a stronger 1989 first quarter for SCI, which relies on CBS affiliates for roughly two-thirds of its revenue and cash flow. However, results for the quarter—the first directly comparable under Gillett's management—show instead that net revenue increased 1.5%, to \$46.6 million, while operating expenses were up 6% to \$35 million (\$22 million of which was from programming and news).

Gillett told BROADCASTING that SCI stations were nonetheless outperforming over-



Kravis

all revenue gains in their respective markets. Results, he said, were weakened by slow overall advertising growth in most of those markets and problems with expenditures. In particular, he said: "We had substantial increases in expenses in 1988 because of programming contracts that we inherited. Generally for 1988 and '89, excluding programming costs that we had no control over, costs were up under 2%."

Long-term programming contracts have locked the SCI stations out of "impact programming" such as some of the King World product, said Gillett, so that it was partly out of necessity that the group adopted a strategy of going "local and live." The Vail, Colo.-based executive said SCI stations have aggressively expanded local news.

The operating results had earlier prompt-

ed Gillett to look for a group executive for SCI, and possibly for other Gillett-affiliated stations ("Closed Circuit," May 29). SCI is currently managed by Gillett Holdings Inc. executives, who in 1988 received management fees and expenses of \$5 million—a number that may or may not include \$1 million for chartering a jet owned by some GHI executives. Current management has had the opportunity to select general managers in Detroit, San Diego, Cleveland and Atlanta. Additionally, Gillett farmed out the group's national sales effort, closing Storer TV Sales, and made adjustments in the group's Washington news bureau.

Gillett said last week that it was recent improvements in station ratings and operating results that led him to postpone the group-executive hiring decision: "To take any of the general managers away from their stations would undermine the progress they are making, but not to promote from within would deny them an opportunity." Considerable leadership experience already exists within SCI—Neil Derrough, general manager of KNSD(TV) San Diego, formerly ran the CBS-owned stations, while Jack Sander, general manager of WAGA-TV Atlanta, is the former head of Taft Broadcasting's TV stations.

While Gillett concerns himself with operations, KKR probably has more of a say in the worsening debt situation. The \$153 mil-

lion partial bank principal repayment due this September was to have been made with proceeds from one or more station sales, and WJW-TV Cleveland was on the block for months. But at the last minute, KKR and Gillett backed away from selling the station ("Closed Circuit," June 5). And unless stations are sold, none of the debt principal coming due in the near future could be redeemed since there is no cash flow left after paying off interest.

Thus, at least a partial restructuring of debt seems inevitable, and Gillett indicated last week the restructuring may be all-encompassing: "Technically, we would only be required to renegotiate with the banks on the payment due September. But it is clear to us and to many of our bondholders that some sort of dialogue will have to take place in the next few months, sort of a revisit of the rate and terms on our bonds. We are deeply in the beginning stages of that exploration."

At least one group of bondholders would have to be dealt with in the near future. In October 1990, notes currently trading roughly 30% below par have to be "reset" (given a new interest rate) that will raise their market value back to par. If at the time of the interest rate reset—they already carry a stated interest rate of 15½%—those notes still are trading well below par, the rate required to attract

bond buyers to bid their value back to par would be exorbitantly high. These notes are also PIK notes, and by October 1990 will total about \$310 million—up from their original \$200 million.

Already some, if not most, of the original SCI bondholders have sold their holdings. The decline in owners led to a "thin" trading market, which, in turn, said one noteholder, further depressed the market prices for the SCI securities.

Recent listed prices of \$500 to \$750 for the notes, however, have attracted interest from traders and investment firms that specialize in distressed and bankrupt companies. They reason that despite the softening of the TV station trading marketplace, the SCI stations still provide good asset protection for many of the notes, particularly those bought below par and which have "senior" status in the event of a liquidation. Mark Grotevant, a Kidder Peabody high-yield analyst who recently issued a report on SCI Television, said that plausible values that could be assigned the securities in a restructuring indicate a current "yield-to-restructuring" of roughly 30%.

It is KKR and Gillett that theoretically have the most to lose in the event of a financial restructuring. Each party has roughly \$80 million invested in SCI's common and preferred stock and are on the hook together for the \$125 million paid for the physical plant of SCI, which they lease back to the stations; thus, roughly \$16 million of annual interest costs actually are part of the lease payments SCI pays to KKR and Gillett.

The KKR partnerships and Storer Communications' former management, who collectively own roughly 7% of the stock, also effectively invested in the company another \$125 million by issuing junior debt securities, which have accrued through the PIK option to \$150 million as of March 31.

Since stock and junior notes often have the weaker claim in a financial restructuring, one high-yield trader had thought last week that KKR and Gillett would be in no hurry to restructure any debt, other than the bank agreement: "There will be a restructuring; the question is, will it be an exchange [of old securities for new securities], an equity infusion, or a takeout?" The last possibility, of buying in at least some of the bonds, is a good one, said one noteholder. Although SCI itself has no available money to repurchase its own securities, KKR could do so, and owning additional debt would give it additional leverage in any future restructuring negotiations.

Restructurings often end up resulting in changed ownership. Beginning at the end of this year both Gillett and KKR will be allowed by their shareholder arrangement to sell their full stock investment in SCI—currently they can sell no more than 30%. And one year later, either owner may also, "under certain circumstances...affect the sale of SCI."

Many of SCI's initial creditors may have lost money, but have investors also finished out of the money on the 1987 affiliate group sale? No matter what happens, no one need feel sorry for KKR and Storer's manage-

Gillett Holdings Inc.: Different company, similar financing

George Gillett does not have all his stations in the SCI basket. Three NBC affiliates, including WMAR-TV Baltimore, and CBS-affiliated WTVT(TV) Tampa are within Gillett's personally owned vehicle for accumulating businesses, Gillett Holdings Inc. (GHI). Unlike SCI, Gillett's other company is more diversified and includes ownership of Vail and other resorts as well as a beef packing operation. Like SCI, the bonds of GHI have also recently been offered at discounts that in some cases reach 30% or more.

Again debt and interest expense are responsible for the financial market's reaction. As of April 2, GHI had long-term debt of \$1,007,775,000, \$88.4 million of which was due within the following 12 months. Operating profits, as defined by the company's bank agreement, were \$89 million in 1988, while total interest expense was \$118.1 million, roughly \$80 million of which was paid in cash.

Technically, WTVT is held in a separate company, co-owned with 21% holder Clarence McKee, who qualified seller Gaylord Broadcasting for a minority-buyer tax certificate. But all of the \$365 million purchase price for WTVT was lent to the buying entity by GHI. And McKee can be bought out for the greater of one million dollars or McKee's "pro rata portion of...shareholders' equity of WTVT..." a number that was headed in the wrong direction and by yearend 1988 stood at negative \$108.6 million. The clock on the option to take out McKee began ticking last Monday, June 19, and continues for the next three years.

GHI stations owned in both 1987 and 1988 performed better than their SCI counterparts, presumably in part because all four were affiliated with number-one ranked NBC. Revenue for WMAR, WSMV(TV) Nashville, and KSBW(TV) Salinas and KSBY(TV) San Luis Obispo, both California, were up 7%, while operating expenses increased only 3%. For the first quarter, revenue was up 9%, while operating expenses decreased 4%. Results from the resort business have been improving, while beef product revenues were anemic. WTVT had 1988 net revenue of \$40.7 million, and operating cash flow estimated at \$23 million.

One noteholder suggested that the listed prices for GHI bonds have been unduly influenced by the company's 55% interest in SCI. He noted that GHI is more diversified and claimed its debt was more fully covered by the asset values of its various pieces.

Gillett was able to borrow money partly because of his demonstrated ability to trade stations at a large profit. Much of his bank debt is to be retired with the proceeds from WSMV, which GHI just sold for \$125 million, \$85 million more than he bought the station for eight years ago. But the markets aren't sure past is prologue and some think GHI's debt, much of it loaded down with zero coupon notes, may also be due for a restructuring in the not-too-distant future.

ment, who have already made huge profits on the liquidation of the once-public company taken private in a 1985 leveraged buyout. Most of their stock was purchased at prices near \$2 and \$3 per share, and they have already received roughly \$7 per share from the sale of Storer's cable systems last year. Many other beneficiaries, who held warrants exercisable at just over \$4, received proceeds from the cable sale and from the SCI financing—in place of a continuing interest in SCI Television—for a total of just over \$9 cash per share.

KKR itself received a \$12 million fee for the 1987 sale of the stations—which it accomplished by keeping 45% of the sale price—and executives of Drexel Burnham Lambert, in addition to receiving investment banking fees, are said by one investor to have held a sizable number of Storer warrants. The firm will presumably get a fee in any financial restructuring, leading a rival investment banker to describe the current configuration of former Storer properties as just another in a “long line of Drexel daisy chains.” —GF

Paramount raises bid for Time

The one-upmanship battle among Time, Warner and Paramount continued to take place in increments of billions of dollars as the latter raised its bid for Time last week from \$175 per share to \$200 per share cash. Until the announcement, made after the close of Friday's stock market, Time's stock had drifted to \$155, down \$30 from the previous week, due to suspicions the target company would successfully fight off the bid with its own tender offer for Warner Communications. Although Time's stock will undoubtedly rise this week, conviction among investors is greatly tempered by uncertainty over the important role to be played by courts and regulatory agencies, including those with oversight for Time's cable subsidiary, ATC.

Among those judicial and regulatory developments last week: a July 11 date has been set in Delaware Chancery Court to hear Paramount's motion for a preliminary injunction against Time's offer for Warner. Also Paramount announced last Wednesday the Federal Trade Commission and the Antitrust Division of the Department of Justice had granted early termination of the Hart-Scott-Rodino waiting period, implying that there were no antitrust objections to Paramount's offer for Time.

Meanwhile, other merger-related litigation continued last week in U.S. District Court, New York State Supreme Court in Manhattan and Connecticut Superior Court. In Connecticut, Time's 82% subsidiary, American TV & Communications, has sued Paramount, saying the completion of Paramount's tender offer would cause ATC to breach “a large majority” of its cable franchise agreements.

In the amended complaint against Time and Warner filed last Wednesday, Paramount reiterated its request that the Dela-

ware court declare that the Time-Warner merger agreement announced March 4 effectively put Time up for sale, according to terms of Delaware corporate law. Whether Time is defined as being for sale may be a central legal issue in the hearing—discovery for which has already begun.

Elsewhere in its filing, Paramount sought to nullify Time's upcoming election of directors. Paramount stated that it brought its action to prevent Time's management and directors “from carrying out a campaign against the clear desire of Time stockholders to stop Paramount's \$175 [now \$200] a share offer at any cost.”

In its offering document for Warner, Time released an estimate of Warner's 1989 budget based on Warner's internal docu-

ments. Warner's 1989 operating revenues would be \$5.28 billion, up from 1988's \$4.73 billion, which was restated to include the results of Lorimar Telepictures, acquired by Warner this past January. Warner's 1989 net income, not including stock appreciation-based compensation expense, would be \$475 million, compared to a loss of \$11 million the year before. At \$70 per share, the stock-based compensation expense would have reduced earnings approximately \$190 million, according to Time. Warner confirmed that if the Time-Warner merger were completed, Warner Chairman Steven J. Ross would receive \$180 million from the previously negotiated settlement of his stock-based appreciation plan. —GM,GF

Superhero comes to aid of syndicator



Warner Brothers' feature film version of “Batman” generated much pre-release hype, but, Holy reruns!, it's also having a trickle-down effect for Fox Domestic Syndication's sales of the original *Batman* television series (which originally ran on ABC in 1966-68). As of June 7, only 35 stations cleared the half-hour series, but by late last week, *Batman* had picked up 11 more stations.

“*Batman* suffered from a lack of interest from the studios and the stations in the last few years,” said Burns, whose company is offering the show on a cash-only basis. “Now, it's kind of like when they introduced the new Coke and ended up re-introducing Classic Coke. This show is really for the yuppies and the baby boomers who grew up with the television show, but I also see a younger generation who will see the series for the first time and love it. It has a cross-generation appeal similar to the kind of product that Disney offers.”

WTTG(TV) Washington Program Director Glenn Dyer said the original series, starring Adam West as Batman and Burt Ward as his sidekick Robin, was relegated to the Satur-

day morning slots until the Fox-owned station moved it on June 19 to the 5-6 p.m. weekday block. Taking advantage of the interest generated by the just-released motion picture, the station saw *Batman* ratings climb to a 9/24 last Wednesday (June 21) after achieving what Dyer said were “5 or 6 ratings” on Saturday mornings.

“Since we're a Fox O&O, and do not air an early news, we're doing this as a counter-programming move against the other early evening local news programs,” Dyer explained. “Our sales department had to sell me on moving *Batman* to an early fringe slot. I'm playing a wait-and-see attitude, but we are going to move *Silver Spoons* back into the 5:30-6 slot Monday [June 26].”

Fox Domestic Syndication's Eastern Regional Sales Manager Dan Greenblatt said that *Batman* has 120 episodes, 102 of which are two-parters “ideally” suited to a one-hour block. He said: “We have just revitalized our sales materials to meet this new demand. The rekindled interest from the movie kind of took us off guard.”

So far, Fox has the show cleared in four of the top 10 markets, on its O&O's in Washington, Los Angeles (KTTV-TV) and Chicago (WFLD-TV) and independent KOFY-TV San Francisco. Fox-owned WNYW-TV New York is in the discussion stages about carrying the Caped Crusaders in Gotham.

KOBY President and Program Director Jim Gabbert, who ran a 24-hour *Batman* marathon last weekend, said he bought *Batman* over a year ago in anticipation of the film bringing “a renewed nostalgia for the show.” He added: “I got *Batman* at a time when Fox was offering it at basement prices. I bet they're charging premium prices now, as they should rightly do.”

KTTV Los Angeles not only runs *Batman* in the Saturday-Sunday (1-2 p.m.) slot, it is also expanding the program to a weekday strip at 5-5:30 p.m. General Sales Manager Bill McGowan said the weekend version averaged a 6/18 through the May Nielsen book, and is projecting an 8/18 average on weekdays. —MF

PERSPECTIVE

China and the power of the tube

The pictures that came out of China at the height of the crisis—of students demonstrating in Tiananmen Square and confronting the soldiers and tanks sent to end the uprising—added to the accumulating evidence of television's power to drive policy. Chinese authorities have long since banned live transmissions out of Beijing, except for the special dispensation given in connection with the interview NBC News's Tom Brokaw did with the chief government spokesman, whose job was to deliver the party line. Still, television has made of events in China a local story for the world community. The world's viewers identified with the students calling for democracy, and were repelled by the army's crackdown. And the world's governments are not unaffected.

Television has the capacity for "collapsing time and space," as Marcus Raskin, a distinguished fellow of the Institute for Policy Studies, in Washington, puts it. Governments are denied the luxury of time and the room to maneuver. Events occurring in the morning draw responses from officials in time for the network evening news. And the coverage of events in China, and the world's reaction to it, was sufficient, in Raskin's view, to cause governments—say, in Eastern Europe—that might have thought of force as an option for controlling domestic events to think again. There is no question that, as events built in China, providing new material every night for the television cameras, that coverage commanded attention at the highest level.

For more than four months, President Bush had managed to finesse the formal televised news conference that had been a staple of (if an infrequent event during) the Reagan years; he was more comfortable with informal get-togethers with the press. But China required something more. So on June 8, Bush met the White House press corps in the East Room, in prime time, to discuss China. "The [television] images were so forceful," says Dr. Kathleen Hall Jamieson, a specialist in political communications who is the new dean of the University of Pennsylvania's Annenberg School of Communications, "he had to respond, or he wasn't a leader."

The Chinese students in Tiananmen Square seem to have been sensitive to that reality. Their version of the Statue of Liberty—their lady of Liberty—provided an immediate link to viewers in the U.S. The student who stood up to a line of tanks and for a time halted it was in full view of television crews peering down from windows in the Beijing Hotel, and the resulting pictures, the kind on which television feeds, moved viewers around the world. They also provided a talking point for the President in comments he made on the situation in Beijing. Like the anti-Vietnam war protesters in Chicago during the Democratic national convention in 1968, the students in Tiananmen Square were aware that "the



ABC News photo

whole world is watching."

Television's power to influence policy is hardly a new phenomenon. The pictures of Bull Connor's fire hoses and dogs being turned on civil rights demonstrators in Birmingham more than 20 years ago had the immediate effect of assuring passage of civil rights legislation. And its power to move viewers even without words goes back even further. Jamieson says that the four days of virtually round-the-clock coverage of President Kennedy's assassination and the state funeral "was a nonverbal eulogy." Indeed, she believes "the most powerful discourse is not spoken; it's shown." In the case of the China coverage, she says, "You don't need words: You see students as students and the army as the army. Turn the sound off, and you know what's happening." The viewer, she says, provides his own narration.

That said, the effect of such power is not always easy to anticipate. In Vietnam, for instance, it was not that the press opposed the war; many journalists favored the effort, if not the way it was being prosecuted. Yet the pictures of the firefights, of the filled body bags being loaded onto helicopters, certainly of the police official in Saigon shooting a suspect in the head at point-blank range—those powerful images again—helped turn public opinion against the war. Raskin sees those pictures as causing the public to develop "a moral consciousness." But that is not an estimate universally shared.

Dean Rusk, who as Secretary of State in the Kennedy and Johnson administrations helped make war policy, recalls things differently. "By the first half of 1968," he said last week, "people at the grass roots felt that if we could not tell them when the war would end, we should chuck it." But he agreed on the importance of television's role: "It contributed to that attitude." Rusk, who now teaches international law at the University of Georgia, notes that the war was the first to be shown in everyone's living room. "That made a difference," he said. And, he added, "I don't know what Congress's attitude will be if there's another war. But some attention will have to be

given to censorship." There was none during the Vietnam war.

The impressions of Elliott Abrams are fresher. As Assistant Secretary of State for Inter-American Affairs in the Reagan administration, he was at the heart of the Iran-contra controversy. And he emerged from that experience with strong feelings about the media. "Television reporters are more biased and more ignorant than are print reporters," he said last week. "I see stories on television about Latin America that make me want to throw up." And he would probably disagree with Jamieson regarding the clarity of television pictures, and their power to move. Show pictures of earthquake victims, he says, and, yes, "people want to help." And he agrees that the pictures of unarmed students in Beijing being routed by soldiers cause viewers to feel "outrage." But the pictures out of Central America, he suggests, are not only off-putting but "unattractive" and hard to sort out. "You see guys in green uniforms shooting at other guys in green uniforms," he says. "They look the same." The result, he said, is that "people want to stay out of it."

There is probably more to television's power to affect policy than technology and psychology. The way journalism is practiced is cited as another factor. "There has been a change in reporting since roughly the time of the Vietnam war," Richard Wald, senior vice president, ABC News, said last week. "Before then, it was a case of the government priorities setting the agenda for news coverage, both foreign and domestic." Since Vietnam, he said, American journalism, specifically including broadcasting, has become "more independent and more ubiquitous." As a result, he said, government has been obliged "to rule out some policy options." Bombing an unfriendly state, for instance, would be a less likely option, he said, "if I can get pictures." On the other hand, Wald said, as President Reagan made clear, television is a powerful weapon for mobilizing public opinion behind an option once adopted.

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The media story out of China last week was that the network news operations were paring back their operations; journalists were preparing to depart for home or other bureaus. The martial law in effect in Beijing has made coverage of anything but government-sponsored events not only difficult but dangerous. So the story, apparently, will soon disappear from television screens outside of China, even as the Chinese government drums home its version of reality—no students were killed in Tiananmen Square. (Last week, there were reports that may actually be true—that the hundreds or even thousands who were killed died outside the Square.) But there are the tapes of what happened, as well as the memories, of a Chinese statue of liberty and a student commanding a tank to halt. —LZ

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WE'VE SEEN THE FUTURE AND IT FITS.

Just when broadcasters and professional users are shifting from one-inch and 3/4-inch video tape systems to 1/2-inch analog component video, along comes the specter of 19mm D2. First they made it smaller; now they want to make it bigger again.

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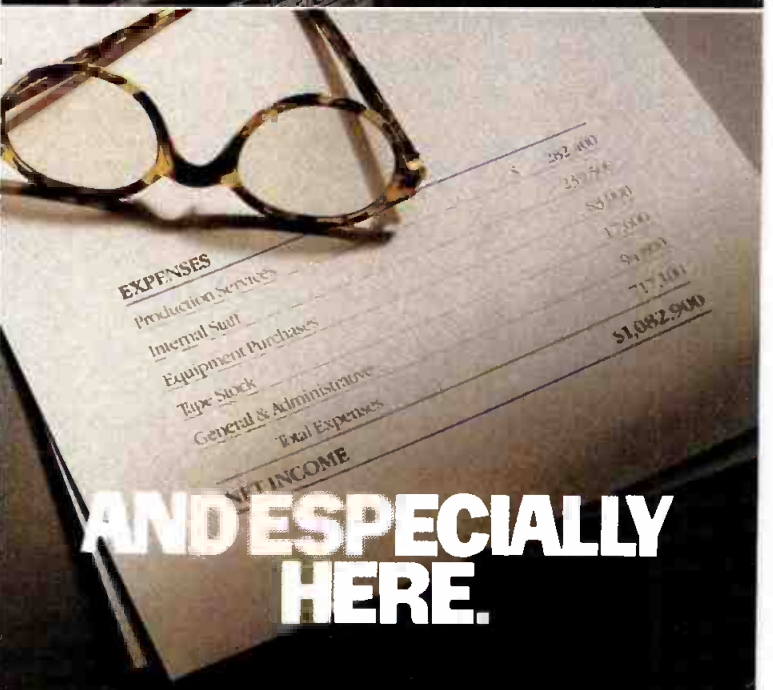
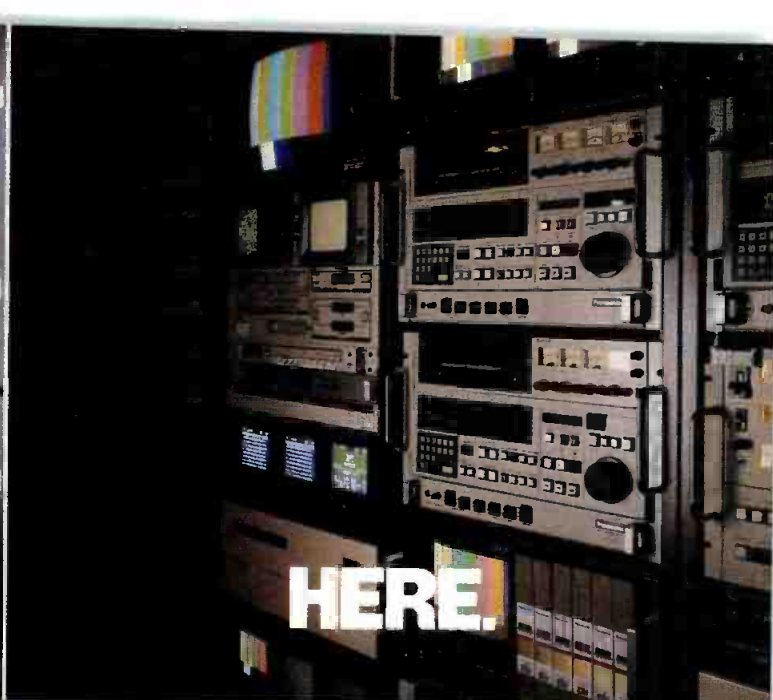
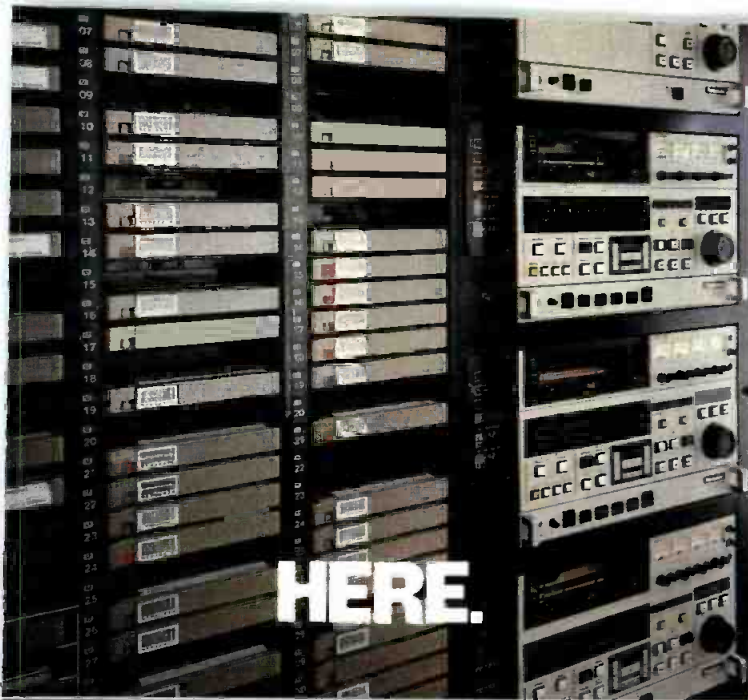
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Veteran broadcasters form Paradigm Entertainment

Paradigm is partnership of Elton Rule, Martin Pompadur, Bob Banner and Gary Pudney; company will focus on production of TV series

Four broadcasting veterans have joined hands to form a new production company to develop and produce programming for television. The new company, Paradigm Entertainment, consists of Elton Rule, former president and chief operating officer of ABC; I. Martin Pompadur, former chairman of Ziff-Davis Broadcasting; Bob Banner, president of Bob Banner Associates, and Gary Pudney, former senior executive vice president of specials and talent at ABC and president of the Gary L. Pudney Co.

The company is a joint venture between ML Media Opportunity Partners (Rule and Pompadur) and Bob Banner Associates and the Gary L. Pudney Co. ML Media Opportunity Partners is a public limited partnership formed by Rule and Pompadur with Merrill Lynch & Co. to invest in media businesses. Banner and Pudney will oversee the day-to-day operation of Paradigm with funding coming from ML Media Opportunity Partners. All four are equal partners in the new entity.

Rule, who was president of ABC from 1972 to 1983, said he has known Banner and Pudney for many years and said: "We [he and Pompadur] have been looking at the possibility of entering the production indus-



Paradigm principals (clockwise from bottom right): Elton Rule, Bob Banner, Gary Pudney and I. Martin Pompadur

try for several years, and we talked to any number of people over that time. When we came down to the wire [Banner and Pudney] had the qualities that we were looking for."

Rule would not say how much start-up money would be available from ML Media Opportunity, saying, "There will be plenty of money for the start-up, and for the length of the five-year agreement."

Rule also said that while he and Pompadur will not have any creative or production involvement, "we'll be aware of the projects in production."

Although the company plans to produce for all forms of television, Banner said the company will focus on series, but that "because of the ever-changing nature of the industry, you really can't narrow down what you're going to do." The first project from the company that will air will probably be music-related. One project is a one-hour music show that is being produced for the Coca-Cola company. Targeted as a syndicated weekly show, the company will produce a one-hour special that will air in the fall. The special, said Banner, will act as an on-air pilot for stations interested in picking up the series. Banner said Paradigm is in negotiations with several syndicators for the distribution of the show.

The other music show, for the Arts & Entertainment Network, is a series of concerts from around the world. Banner said the company is planning to do six for A&E, with the second order calling for 12 series. Any overseas concerts will entail a foreign co-venture said Banner.

On the network side, Pudney said Paradigm will produce a comedy series starring Lorna Luft for network consideration.

Of the new company, Pudney said, "Our intention is to produce product of quality and excellence, and also to create an atmosphere which will attract talent of quality and excellence." □

Mini-series: Just as many, but mini-er

Coming off of recent strong showings by such offerings as 'Lonesome Dove' and 'I Know My First Name is Steven,' networks still show faith in form, but shorter is watchword

The death of the mini-series format has been predicted for some time, and reports of its demise were fueled further last year by the lower-than-expected performance of ABC's *War and Remembrance*, which began in November and concluded in May of this year. Although that 30-hour megaserie received strong critical acclaim, viewers were unwilling to make the commitment for the duration of the series. However, recent ratings successes, CBS's *Lonesome Dove* (eight hours) during the February sweeps, ABC's *The Women of Brewster Place* (four hours) in March and NBC's *I Know My First Name is Steven* (four hours) during the May sweeps, indicate that mini-series remain a viable format.

All three networks have slated mini-series for airing next season. Although their

number (14) is comparable to that of past seasons, their length has been pared back, with none longer than six hours.

"Clearly the trend is for shorter mini-series," said Allen Sabinson, vice president, motion pictures for television and mini-series at ABC. "Four to six hours is as long as we're going to go, with most at four hours," he said. While not completely ruling out the possibility of ABC presenting a longer mini-series, Sabinson said a project longer than six hours "would have to encompass the passion of executives in the company. Besides, a four- or six-hour mini-series indicates disciplined story-telling, where longer minis sometimes have excess."

One of the problems in producing an eight- or ten-hour mini-series, said Sabinson, is that it can take as long as four or five years to develop and produce. "We have nothing in development right now for that length," he said.

Pat Faulstich, vice president, motion pictures for television and mini-series at CBS,

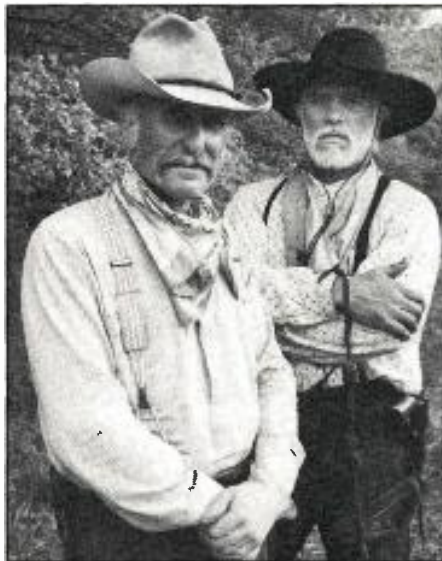
also said the trend is toward shorter mini-series, and that "basically, a two-night run is pretty much standard for us."

Faulstich said "cost, vulnerability to counter-programming and difficulty in scheduling" the longer mini-series make them less desirable. "The fact is," he said, "you have to ask yourself, 'Is it long because it's good? Or is it good because it's long?' In the end though," he said, "product quality will dictate a mini-series' length and acceptance." Of the some 40 long-form projects that CBS has in development, Faulstich said "at least 32 are two-nighters."

While many programming trends appear to be targeting younger viewers, Faulstich does not believe that is the case with mini-series. "Big, successful minis, like hit series, carry a whole, broad audience," Faulstich said. "Producing a mini-series targeted toward the younger audience certainly goes against current trends," he said, likening the production of a mini-series for younger viewers to "building the perfect restaurant for people who don't like to go



CBS's 'Till We Meet Again'



...and last season's 'Lonesome Dove'

out to eat."

Tony Masucci, senior vice president, mini-series and motion pictures for television at NBC, said: "The standard for mini-series is four to six hours," and he expects that *War and Remembrance* will probably be the last of the longer-form mini-series. Masucci also disputed the traditional notion that mini-series don't perform well in May, especially those with a heavy dramatic theme, the logic being that when the weather improves and children get out of school, viewers tend to engage in more outdoor activities. "If you schedule something viewers want to see, they'll be there," he said, citing a recent two-parter on NBC which aired in late May. The program, *I Know My First Name is Steven*, was about a teenager who is returned to his family seven years after being kidnapped. The four-hour mini-series averaged a 39 share on the Sunday and Monday nights it aired.

Masucci also said he believed that period pieces continue to be viable themes, citing the ratings success of CBS's *Lonesome Dove*. "If the story is compelling enough, it doesn't really matter what the theme is. Besides, it's all really a crap shoot, and you just try to make them as good as possible and hope there's an audience."

ABC has announced three mini-series for next season with a fourth to be announced. Two of the series, Stephen King's novel "IT" and *The Kennedys of Massachusetts*, based on the book "The Fitzgeralds and the Kennedys," are six hours long, with *Small Sacrifices*, starring Farrah Fawcett, running four hours. Sabinson said *Small Sacrifices* is a probable candidate to air during the November sweeps, with *IT* and *The Kennedys of Massachusetts* probably airing after January of 1990 in either the February or May sweeps.

"IT," one of King's most popular novels, is the story of seven childhood friends who must return to the town where they grew up 30 years earlier to confront an evil force. *IT* will be directed by George Romero and is a Lorimar production.

The Kennedys of Massachusetts covers 55 years in the lives of the Kennedy clan. The cast includes Charles Durning, Annette O'Toole, William Petersen and Tracy Pollan. The mini-series is produced by Edgar

J. Scherick Inc., in association with Commonwealth Productions Inc.

CBS has two five-hour mini-series and a four-hour mini-series set for next season. *Family of Spies: The Walker Spy Ring*, currently in production in Los Angeles and Vienna, is the true story of John Walker Jr., who sells military secrets to the Soviets and eventually lures his best friend and several family members into the operation. The five-hour series is produced by Black Den Productions in association with Phoenix Entertainment Group, and stars Powers Boothe and Lesley Ann Warren.

The other five-hour mini-series is the adaptation of the Judith Krantz novel "Till We Meet Again." Starring Bruce Boxleitner, Courtney Cox, Barry Bostwick and Michael York, the mini-series is about three women and their lives during the first and second World Wars. This will be the fourth Krantz novel to be adapted as a mini-series on CBS, following *Scruples*, *Mistral's Daughter* and *I'll Take Manhattan*. The mini-series is produced by Steve Krantz Productions in association with Yorkshire Television.

The third, a four-hour mini-series, is called *Common Ground*, about desegregation in Boston and three families that are torn apart during the social upheaval in that city. NBC has announced seven mini-series for next season, but Masucci said the network may reduce that number to six. Of the seven announced series, only one, *Desperados: The Kiki Camarena Story*, is six hours long; the rest are four hours long. The lone six-hour series is based on the true story of a drug enforcement agent whose life and death reveal the greed, corruption and violence of South America's drug cartels and their links to members of the Mexican government. Produced by ZZY Inc. Productions, Michael Mann is executive producer. The cast includes Treat Williams, Steven Bauer, Craig T. Nelson and Elizabeth Pena.

Blind Faith, produced by NBC Productions, is based on the best-selling novel by Joe McGinnis about an affluent businessman in New Jersey who arranges to have his wife murdered.

Cross of Fire, starring John Heard and Mel Harris, is about a young woman who dies at the hands of a Ku Klux Klan leader. Set in Indiana during the 1920's, the series is produced by Leonard Hill Films.

The Godfather Wars, inspired by actual events, is about a young Italian-American who becomes obsessed with apprehending members of a major mafia family, some of whom were childhood rivals. The series is produced by Daniel H. Blatt Productions.

People Like Us, based on a novel by Dominick Dunne, is about a journalist obsessed with avenging his daughter's murder. Chuck McLain is executive producer of the ITC Productions project.

Phantom of the Opera, written by Arthur Kopit, and based on the novel by Gaston Leroux, is the story of a masked figure who haunts the Paris Opera House and risks his life to win the heart of the woman he loves. *Phantom of the Opera* is produced by Saban/Scherick Productions.

The Rock Hudson Story chronicles the actor's life and his death from AIDS. Stan Margulies is executive producer for the PKE Productions mini-series. —CS

NBC wins, Fox debuts, in May market-by-market sweeps

Network makes it five in a row; Arbitron includes Fox Broadcasting in network daypart estimates

The old news in Arbitron's May market-by-market sweeps report was that NBC won again (BROADCASTING, March 6), its fifth sweeps victory and its 16th win in the last 17 tries. The "man bites dog" of that report, however, was that for the first time, audience for Fox Broadcasting programming was included head-to-head with ABC, CBS and NBC in network prime time daypart estimates.

According to Arbitron, it was responding to requests by clients, who "are increasingly buying and evaluating Fox as a network," the company said in an information sheet sent to client stations announcing the

change. Arbitron spokeswoman Nan Myers said the company is "treating Fox as a network" in terms of the prime time daypart. "They [Fox] asked, and although they don't meet FCC definition [of a network], many agencies are buying them as a network," Myers said.

Fox-affiliated "independent" stations are identified as simply "FOX" (rather than IND, as are independents) in the listing of stations on the first page of the report. According to Arbitron, some independent Fox affiliates have requested that they be identified as FOX(IND), and it is considering adopting that dual identification in the July report.

The prime time network daypart tally for May showed NBC first in 129 markets (including 4 ties), down six from May 1988,

when it recorded 135 wins, including four ties; CBS took 57 wins, with eight ties, one above last May's 56 wins, including seven ties; ABC had 25 wins, including four ties, compared with 27 wins and three ties in May 1988. In its initial outing, Fox programing was tops in three markets: Las Vegas; Great

Falls, Mont., and Tuscaloosa, Ala.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday 7-11 p.m.). Numbers are in thousands (add 000). Boldface num-

bers indicate market winners. Dashes indicate no primary or secondary affiliation in market.

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ADI (rank)	1989 TSA households (000)				ADI (rank)	1989 TSA households (000)			
	ABC	CBS	NBC	Fox		ABC	CBS	NBC	Fox
Abilene-Sweetwater, Tex. (156)	14	14	21	—	Great Falls, Mont. (182)	10	8	6	11
Albany, Ga. (153)	4	—	51	10	Green Bay-Appleton, Wis. (67)	57	46	61	14
Albany-Schenectady-Troy, N.Y. (53)	61	66	68	21	Greensboro-Winston Salem-High Point, N.C. (48)	58	76	82	20
Albuquerque, N.M. (56)	48	41	69	18	Greenville-New Bern-Washington, N.C. (106)	25	39	56	—
Alexandria, La. (166)	6	—	40	—	Greenville-Asheville-Spartanburg, S.C. (36)	71	88	114	27
Alpena, Mich. (211)	—	5	—	—	Greenwood-Greenville, Miss. (170)	17	11	—	—
Amarillo, Tex. (116)	23	21	24	6	Hagerstown, Md. (196)	—	—	17	—
Anniston, Ala. (192)	—	11	—	—	Harrisburg-Lancaster-Lebanon-York, Pa. (45)	45	49	99	22
Ardmore-Ada, Okla. (175)	15	17	14	—	Harrisonburg, Va. (199)	15	—	—	—
Atlanta (12)	157	185	231	107	Hartford-New Haven, Conn. (23)	93	138	92	61
Augusta, Ga. (104)	34	35	25	—	Helena, Mont. (209)	—	—	4	—
Austin, Tex. (69)	37	48	38	21	Houston (10)	185	156	197	102
Bakersfield, Calif. (145)	17	19	19	—	Huntsville-Decatur-Florence, Ala. (80)	30	45	48	14
Baltimore (22)	134	123	147	46	Idaho Falls-Pocatello (160)	10	13	16	—
Bangor, Me. (157)	14	21	23	—	Indianapolis (26)	98	109	120	44
Baton Rouge (93)	45	48	45	—	Jackson, Miss. (85)	21	54	60	12
Beaumont-Port Arthur, Tex. (126)	26	35	34	—	Jackson, Tenn. (180)	27	—	—	2
Bend, Ore. (207)	—	—	4	—	Jacksonville, Fla. (57)	36	68	66	25
Billings-Hardin, Mont. (164)	9	15	12	—	Johnstown-Altoona, Pa. (88)	11	48	74	13
Biloxi-Gulfport-Pascagoula, Miss. (158)	29	—	—	10	Jonesboro, Ark. (176)	25	—	—	—
Binghamton, N.Y. (136)	13	38	19	—	Joplin, Mo.-Pittsburg, Kan. (121)	26	25	27	—
Birmingham, Ala. (47)	68	35	105	—	Kansas City, Mo. (30)	85	97	91	45
Bluefield-Beckley-Oak Hill, W.Va. (144)	14	—	31	—	Knoxville, Tenn. (60)	47	46	67	11
Boise, Idaho (137)	17	15	26	13	La Crosse-Eau Claire, Wis. (129)	16	23	35	3
Boston (6)	295	245	340	115	Lafayette, Ind. (194)	—	8	—	—
Bowling Green, Ky. (193)	20	—	—	—	Lafayette, La. (113)	31	50	—	14
Bristol, Va.-Kingsport-Johnson City, Tenn. (87)	17	41	60	11	Lake Charles, La. (173)	—	—	33	5
Buffalo, N.Y. (38)	77	71	100	9	Lansing, Mich. (105)	—	38	39	—
Burlington-Plattsburgh, Vt. (92)	12	38	41	—	Laredo, Tex. (199)	3	2	4	—
Butte, Mont. (188)	5	8	6	—	Las Vegas (94)	25	36	39	43
Casper-Riverton, Wyo. (191)	—	5	10	—	Laurel-Hattiesburg, Miss. (165)	—	6	27	—
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	40	32	55	1	Lexington, Ky. (75)	36	55	46	14
Charleston, S.C. (108)	26	38	42	13	Lima, Ohio (197)	—	—	15	—
Charleston-Huntington, W.Va. (51)	54	62	103	35	Lincoln-Hastings-Kearney, Neb. (95)	16	37	12	—
Charlotte, N.C. (31)	79	108	57	50	Little Rock, Ark. (55)	59	58	76	10
Charlottesville, Va. (198)	—	—	10	—	Los Angeles (2)	483	453	632	394
Chattanooga (83)	37	41	53	9	Louisville, Ky. (46)	46	77	81	27
Chynne, Wyo.-Scottsblf, Neb.-String, Colo. (186)	—	11	—	—	Lubbock, Tex. (150)	12	18	20	8
Chicago (3)	424	295	466	194	Macon, Ga. (130)	17	36	20	—
Chico-Redding, Calif. (143)	23	19	18	—	Madison, Wis. (90)	30	38	37	17
Cincinnati (29)	89	96	116	65	Mankato, Minn. (208)	—	10	—	—
Clarksburg-Weston, W.Va. (162)	—	25	20	—	Marquette, Mich. (184)	—	14	—	—
Cleveland (11)	223	184	237	103	McAllen-Brownsville, Tex. (114)	22	22	23	—
Colorado Springs-Pueblo (99)	32	29	35	12	Medford, Ore. (152)	10	14	27	—
Columbia, S.C. (86)	21	30	73	14	Memphis (41)	49	86	113	13
Columbia-Jefferson City, Mo. (151)	12	22	25	—	Meridian, Miss. (177)	14	6	5	—
Columbus, Ga. (115)	35	30	17	10	Miami (14)	159	89	160	109
Columbus, Ohio (33)	83	95	123	31	Milwaukee (28)	83	75	112	36
Columbus-Tupelo, Miss. (131)	7	31	43	—	Minneapolis-St. Paul (13)	123	152	140	43
Corpus Christi, Tex. (122)	27	22	25	—	Minot-Bismarck-Dickinson, N.D. (148)	6	18	24	—
Dallas-Fort Worth (8)	236	198	212	59	Missoula, Mont. (174)	13	10	14	—
Davenport, Iowa-Rock Island-Moline, Ill. (79)	38	39	52	1	Mobile, Ala.-Pensacola, Fla. (63)	44	67	73	19
Dayton, Ohio (49)	57	75	64	26	Monroe, La.-El Dorado, Ark. (118)	12	50	30	—
Denver (19)	126	105	158	48	Montgomery-Selma, Ala. (107)	12	29	57	14
Des Moines (66)	37	52	57	13	Nashville (32)	71	112	130	21
Detroit (7)	235	204	324	156	New Orleans (35)	67	107	103	33
Dothan, Ala. (159)	6	35	—	—	New York (1)	843	693	949	675
Duluth, Minn.-Superior, Wis. (123)	23	19	25	—	Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	59	73	84	26
El Centro-Yuma, Calif. (181)	5	4	7	—	North Platte, Neb. (210)	—	—	6	—
El Paso, Tex. (102)	26	22	33	11	Odessa-Midland, Tex. (146)	19	20	20	5
Elmira, N.Y. (169)	9	—	15	—	Oklahoma City (39)	57	83	90	26
Erie, Pa. (141)	19	18	34	—	Omaha (72)	50	39	54	18
Eugene, Ore. (120)	22	22	14	1	Orlando-Daytona Beach-Melbourne, Fla. (25)	112	103	143	56
Eureka, Calif. (187)	—	7	7	—	Ottumwa, Iowa-Kirksville, Mo. (204)	14	—	—	2
Evansville, Ind. (91)	42	30	39	19	Paducah, Ky.-Cape Girardeau, Mo. (76)	28	54	58	12
Fargo, N.D. (109)	23	23	26	10	Palm Springs, Calif. (178)	8	—	8	—
Flagstaff, Ariz. (205)	—	—	6	—	Panama City, Fla. (171)	13	—	24	1
Flint-Saginaw-Bay City, Mich. (58)	62	31	80	24	Parkersburg, W.Va. (183)	—	—	8	—
Florence, S.C. (132)	16	44	—	—	Peoria-Bloomington, Ill. (110)	27	23	35	13
Fort Myers-Naples, Fla. (98)	19	38	38	18	Philadelphia (4)	375	315	424	175
Fort Smith, Ark. (140)	17	28	20	—	Phoenix (20)	103	117	123	53
Fort Wayne, Ind. (101)	35	32	35	14	Pittsburgh (16)	170	167	163	53
Fresno-Visalia, Calif. (62)	45	43	56	40	Portland, Ore. (27)	79	85	100	29
Gainesville, Fla. (167)	18	—	—	—	Portland-Poland Spring, Me. (73)	41	35	49	11
Glendive, Mont. (212)	—	1	1	—	Presque Isle, Me. (203)	—	7	8	—
Grand Junction, Colo. (179)	5	10	2	—	Providence, R.I.-New Bedford, Mass. (44)	69	59	92	15
Grnd Rapids-Kalamazoo-Battle Crk, Mich. (37)	70	61	85	36	Quincy, Ill.-Hannibal, Mo. (154)	—	22	25	—

ADI (rank)	1989 TSA households (000)				ADI (rank)	1989 TSA households (000)			
	ABC	CBS	NBC	Fox		ABC	CBS	NBC	Fox
Raleigh-Durham, N.C. (34)	82	87	48	31	Springfield, Mo. (82)	18	43	56	18
Rapid City, S.D. (168)	17	3	12	—	Springfield-Decatur-Champaign, Ill. (74)	35	43	54	14
Reno (119)	22	16	21	10	Syracuse, N.Y. (68)	42	51	58	13
Richmond, Va. (61)	55	65	62	24	Tallahassee, Fla.-Thomasville, Ga. (117)	10	48	11	2
Roanoke-Lynchburg, Va. (70)	32	59	52	6	Tampa-St.Petersburg-Sarasota (17)	137	169	222	43
Rochester-Austin, Minn.-Mason City, Iowa (147)	18	13	20	—	Terre Haute, Ind. (125)	10	28	35	—
Rochester, N.Y. (71)	46	44	51	21	Toledo, Ohio (64)	47	66	82	25
Rockford, Ill. (139)	24	25	31	9	Topeka, Kan. (138)	11	24	22	—
Roswell, N.M. (195)	—	10	—	—	Traverse City-Cadillac, Mich. (134)	14	39	32	—
Sacramento-Stockton, Calif. (21)	102	105	147	85	Tucson, Ariz. (81)	33	30	44	19
St. Joseph, Mo. (189)	13	—	—	—	Tulsa, Okla. (54)	63	63	63	25
St. Louis (18)	110	142	192	40	Tuscaloosa, Ala. (185)	—	8	—	24
Salinas-Monterey-San Jose, Calif. (111)	34	16	35	10	Twin Falls, Idaho (202)	—	8	3	—
Salisbury, Md. (163)	11	23	12	—	Tyler-Longview, Tex. (124)	34	11	19	—
Salt Lake City (40)	59	59	79	18	Utica, N.Y. (161)	11	—	24	3
San Angelo, Tex. (190)	—	10	—	2	Victoria, Tex. (206)	3	—	6	—
San Antonio, Tex. (43)	61	69	87	22	Waco-Temple, Tex. (97)	18	44	35	7
San Diego (24)	87	92	85	58	Washington (9)	186	188	227	216
San Francisco-Oakland-San Jose (5)	233	219	256	222	Watertown-Carhage, N.Y. (172)	5	16	13	—
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)	20	16	18	—	Wausau-Rhineclander, Wis. (133)	26	28	13	—
Sarasota, Fla. (155)	19	—	—	—	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	28	68	87	36
Savannah, Ga. (103)	14	40	33	6	Wheeling, W.Va.-Stebenville, Ohio (142)	—	33	35	—
Seattle-Tacoma (15)	131	103	160	55	Wichita-Hutchinson, Kan. (59)	44	53	50	14
Shreveport, La.-Texarkana, Tex. (65)	52	59	64	14	Wichita Falls, Tex.-Lawton, Okla. (135)	16	20	22	8
Sioux City, Iowa (128)	23	8	29	—	Wilkes Barre-Scranton, Pa. (52)	76	55	69	20
Sioux Falls-Mitchell, S.D. (100)	30	37	19	2	Wilmington, N.C. (149)	21	7	55	—
South Bend-Elkhart, Ind. (84)	37	44	60	—	Yakima, Wash. (127)	17	23	23	—
Spokane, Wash. (77)	40	37	47	15	Youngstown, Ohio (89)	33	44	50	—
Springfield, Mass. (96)	30	—	42	—	Zanesville, Ohio (201)	—	—	9	—

Syndication Marketplace

Trial By Jury, a new daily half-hour first-run series hosted by Raymond Burr, has been cleared in 100 markets, including all of the top 10 markets. The barter strip (distributed by **Viacom**) has been sold to NBC O&O's in New York (WNBC-TV), Chicago (WMAQ-TV), Washington (WRC-TV) and Cleveland (WKYC-TV). It has also cleared with Cox, Meredith, Fox, Chris-Craft, Hearst, LIN, Viacom and Bonneville station groups. Premiering Sept. 11, the series will dramatize court cases, with Burr guiding viewers through each program, setting up the case, highlighting key testimony, and summarizing evidence. At the conclusion of each trial, a jury will arrive at a verdict. **Trial By Jury** is a dick clark production in association with Bob Stewart Productions.

MCA TV's Lassie, the new, weekly half-hour series for first-run syndication that marks the return of the world's most beloved Collie, has been cleared in 142 markets representing 95% of the U.S. The canine drama has cleared all of the 60 top markets, including 95 of the top 100, and is slated for a premiere this fall. **Lassie** stars Dee Wallace Stone ("E.T."), Christopher Stone, Will Nipper and Wendy Cox, as well as a seventh-generation descendant of the original television Collie. Jon Provost, who portrayed "Timmy" when the original series aired from 1957-64, has a recurring role in the new series. **Lassie**, an Al Burton Production, is a co-venture of Palladium Entertainment and MCA TV.

The Video Store, a television program created exclusively for the more than 150 million VCR owners in the U.S., has been given a firm go to air beginning this fall. Co-distributors **All American Television** and **MG Perin Inc.** announced that the weekly half-hour series has cleared 65% of the country and all of the top 10 markets, including WNBC-TV New York, WPWR-TV Chicago, KNBC-TV Los Angeles, KYW-TV Philadelphia, WBZ-TV Boston and KPIX-TV San Francisco. Co-hosts (yet to be named) will feature the latest information on the hottest video releases, classic "oldies," "sleepers" video feature films, alternative viewing choices and children's programming. **The Video Store** is produced by Bluebonnet Productions, and is being offered to stations on a barter basis (3½ minutes local and 3 minutes national commercial time). In related news, All American also announced that **Crime Stoppers 800** added WNBC-TV to its list of 65 stations set to clear the show for fall 1989.

Genesis Entertainment has sold **The Best of the National Geographic** through the 1993-94 syndication season on 115 TV stations representing 81.7% of the country. Stations committing to the programs for a six-year cash license period are WWOR-TV New York, WTTW-TV Chicago, WJLA-TV Washington, WSB-TV Atlanta, WWL-TV New Orleans and KOIN-TV Portland, Ore. As part of the 1990 TV season, **The Best of the National Geographic** will celebrate its 25th year on television. Genesis also announced that it has awarded the barter sales for **The Byron Allen Show** to Television Program Enterprises. TPE sells the national advertising time for barter shows including **Star Search**, **Lifestyles of the Rich and Famous** and **Entertainment Tonight**.

Buena Vista Television has cleared 90% of the U.S. TV market and all of the 30 top ADI's for the upcoming **Walt Disney World 4th of July Spectacular**. The two-hour prime time barter offering will broadcast live (8-10 p.m. ET) from Walt Disney World in Orlando, Fla. The first annual event in 1988 had an original 94% clearance rate with a 7.2 national rating, and beat ABC's 6.4 rating and 99% clearance with its **Starspangled Celebration**, according to a Disney spokeswoman. Tribune Broadcasting System is renewing the show for all six of its O&O stations (covering the top three markets), and six Fox-owned stations have run the tally to 120 stations in the fold.

This year's July 4th celebration will premiere nationally televised tours of two newly opened Walt Disney World attractions—Pleasure Island, the nighttime entertainment district, and Typhoon Lagoon, a state-of-the-art water theme park. NBC's **Today** show weatherman Willard Scott and Gretchen Carlson, Miss America 1989, will host coverage of the Walt Disney Parades. Entertainers include the Temptations, the pop-rock group New Kids on the Block and gospel singer Sandi Patti.

DLT Entertainment Ltd.'s The Mystery Wheel of Adventure movie package has been cleared in all of the top 30 markets and has reached a 70% clearance level in the U.S., the company announced. The feature package, premiering this fall, include six movies based on Leslie Charteris's novels featuring **The Saint** and adaptations of Dick Francis's mystery novels, including "Blood Sport," "Twice Shy" and "In the Frame." Another pre-sold international feature will be announced shortly.

\$30 million ad blitz planned for 'Chip 'N Dale'

Buena Vista Television will launch new children's show with advertising campaign 'unprecedented' in scope

Buena Vista Television (BVT) said last week it would launch its new children's show, *Chip 'N Dale's Rescue Rangers*, with a \$30 million marketing campaign, including a nationwide electronic and print media advertising blitz, promotional contests, merchandising tie-ins with two big advertisers—McDonald's and Kellogg's—as well as marketing and promotional tie-ins with the various Disney theme parks.

Buena Vista executives, speaking to reporters in New York last week, also revealed plans to reduce the clutter of credits and some local commercial time between *Chip 'N Dale* and its companion show, *Duck Tales*, to create a so-called "seamless flow" of programing throughout the one-hour block.

Chip 'N Dale, premiering in September, is the second program in a planned two-hour block of animated children's shows BVT is developing under the *Disney Afternoon* banner. The first program in the *Duck Tales* block, launched two seasons ago, is

currently the number-one children's program. Two additional half-hour shows are scheduled to debut in syndication in the fall of 1990, *Tale Spin* and *Gummi Bears*, completing the *Disney Afternoon* schedule.

Carole Black, BVT senior vice president, marketing, said the marketing campaign, which the company called "unprecedented" in scope, is designed to get *Chip 'N Dale* sampled by viewers. And with what most assume will be a strong lead-in from top-ranked *Duck Tales*, the two shows will "form the cornerstone" of *Disney Afternoon* in 1990, said Black.

New prime time record: 52 weekly wins for NBC

NBC set another all-time record for prime time ratings wins, taking 52 consecutive weeks as the number one network. For the year ended June 18 (week nine of the 1989 summer season), NBC finished with a 14.4 rating and a 25 share for all prime time telecasts. CBS and ABC tied for second place, each posting an 11.6/20 for the same period. NBC's winning spread was slightly greater in terms of ratings for regular series broadcasts; here, NBC posted a 14.5/25 over CBS's 11.8/20 and ABC's 11.7/20, according to Nielsen figures.

This record-setting win complements NBC's fourth consecutive season win—along with its fourth sweeps victory.

Over the course of the year, NBC had the top ranked program 31 weeks. The network finished in first place on 196 nights, and took second place on 105 nights. The nightly wins were Monday, Wednesday, Thursday and Saturday.

For the week ended June 18, week 39 of the 1988-89 season, NBC won with an 11.6/22.2. CBS followed with a

10.2/19.5, and ABC had a 9.2/17.5. ABC's repeat broadcast of *Roseanne* took the top slot with a 19.1/31. A repeat of *Cheers* on NBC came in second with an 18/32. The final game of the NBA finals (L.A. Lakers vs. Detroit Pistons) ranked fourth for the week, giving CBS a 17.4/31 for the telecast. Fox's top program for the week, *Married...With Children*, pulled in an 8.6/17 to rank 45th.

On Sunday night, the top-ranked movie was NBC's *Perry Mason: The Case of the Murdered Madame*, which ranked fifth with a 16.7/30. The CBS Sunday movie, *Deadly Care*, ranked 32d with an 11.5/20. ABC's movie, the theatrical "Star Trek II: The Wrath of Khan," garnered an 11.1/20.

In evening news, ABC's *World News Tonight* and the CBS Evening News tied for first place with a 9.3/20, followed by the *NBC Nightly News'* 8.6/19.

NBC took three nights during the week, Wednesday, Thursday and Saturday. ABC took Tuesday and Friday, while CBS won Monday and Sunday.

Nielsen	Net	
1.	19.1/31	A Roseanne
2.	18.0/32	N Cheers
3.	17.6/34	N Cosby Show
4.	17.4/31	C NBA Finals, game 4
5.	16.7/30	N NBC Sunday Movie
6.	16.1/31	N Different World
7.	15.9/33	N Empty Nest
8.	15.7/28	N Dear John
9.	15.3/33	N Golden Girls
10.	15.1/26	C Newhart
11.	15.1/28	N Unsolved Mysteries
12.	15.0/26	A Wonder Years
13.	14.9/25	C Designing Women
14.	14.7/30	C Murder, She Wrote
15.	14.3/23	A Have Faith
16.	14.3/26	A Who's the Boss?
17.	13.9/24	N Mallock
18.	13.7/24	N Night Court
19.	13.5/23	C Murphy Brown
20.	13.1/32	C 60 Minutes
21.	12.9/26	A 20/20
22.	12.9/24	N L.A. Law
23.	12.8/24	N ALF
24.	12.7/27	N Hunter
25.	12.6/21	N In the Heat of the Night
26.	12.1/23	A Growing Pains
27.	12.1/23	C Doctor, Doctor
28.	12.0/21	N Hogan Family
29.	11.9/26	A Full House
30.	11.7/20	C Jake and the Fatman
31.	11.6/20	N My Two Dads
32.	11.5/20	C CBS Sunday Movie
33.	11.4/24	A Mr. Belvedere
34.	11.3/23	A Just the Ten of Us
35.	11.1/20	A ABC Sunday Movie
36.	11.1/20	C CBS Thursday Movie
37.	11.0/20	A Head of the Class

Nielsen	Net	
38.	10.8/20	N Miami Vice
39.	10.7/24	A Perfect Strangers
40.	10.5/19	A MacGyver
41.	10.0/18	A Thirty something
42.	9.6/22	N Amen
43.	9.3/16	N NBC Monday Movie
44.	8.8/18	C CBS Friday Movie
45.	8.6/17	F Married...With Children
46.	8.5/15	A ABC Monday Movie
47.	8.4/15	C Heartland
48.	8.3/16	C Wiseguy
49.	8.3/18	F America's Most Wanted
50.	8.1/16	C 48 Hours
51.	8.0/15	C Kate and Allie
52.	7.9/14	N Destined to Live
53.	7.8/19	N 2/27
54.	7.7/14	A China Beach
55.	7.7/17	N Highway to Heaven
56.	7.3/16	N Family Ties
57.	7.2/15	N NBC Movie of the Week
58.	7.1/13	C Hard Time on Planet Earth
59.	7.0/12	A Hooperman
60.	6.8/13	N Day by Day
61.	6.6/12	C Tour of Duty
62.	6.5/14	A ABC Thursday Night Baseball
63.	6.5/14	C West 57th
64.	6.0/13	A North and South Book II, part 6
65.	6.0/10	A Robert Guillaume Show
66.	5.9/12	C Tour of Duty
67.	5.7/13	C Beauty and the Beast
68.	5.4/13	A Mission: Impossible
69.	5.4/13	C Paradise
70.	5.4/13	N Magical World of Disney
71.	5.0/12	F 21 Jump Street
72.	4.8/12	F Cops
73.	4.6/11	A Incredible Sunday
74.	4.0/7	F Garry Shandling's Show

Nielsen	Net	
75.	4.0/9	F Reporters
76.	3.8/8	A Have Faith
77.	3.5/6	F Tracey Ullman Show
78.	3.1/5	F Duet
79.	2.7/6	F Beyond Tomorrow

Syndication * Scorecard

(Week ending June 11)

Rtg.	Show	Stns.	Covg.
1.	12.3 Wheel of Fortune, syn.	226	98
2.	11.1 Jeopardy!	208	97
3.	9.2 Cosby Show	197	97
4.	8.2 Oprah Winfrey Show	213	99
5.	8.1 Star Trek	233	97
6.	7.6 Wheel of Fortune, wknd	195	88
7.	6.6 A Current Affair	149	91
8.	6.6 Entertainment Tonight	166	94
9.	5.9 MCN Awards, 23d Annual	144	91
10.	5.8 People's Court	187	94
11.	5.6 Cousteau, special	144	92
12.	5.5 Donahue	225	99
13.	5.2 Geraldo	197	98
14.	5.1 Mama's Family, syn	190	91
15.	4.9 Friday the 13th	216	95
The following programs are included, but not ranked:			
	9.3 National Baseball Network	75	88
	8.4 World Wrestling Fed.	235	96

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Currently, 160 stations covering 93% of the country have picked up next fall's one-hour block of *Duck Tales* and *Chip 'N Dale*. According to Robert Jacquemin, BVT's president, about one-third of those stations are network affiliates in smaller markets.

Jacquemin also reported that to date, 95 stations covering 80% of the country have committed to carrying the entire two-hour *Disney Afternoon* block, when it becomes available in the fall of 1990. BVT expects the entire block will be cleared in more than 90% of the country by the time it completes its sales effort.

The "seamless flow" concept will be implemented in September. It was proposed by the Tribune Co., *Disney Afternoon's* largest single supporter. To improve the chances of *Chip 'N Dale's* retaining its lead-in next fall from *Duck Tales*, the credits for the latter will not appear until the end of the one-hour block, where they will be seen along with the credits for *Chip 'N Dale*.

In place of the *Duck Tale* credits in between the two shows will be a 25-second teaser highlighting the upcoming *Chip 'N Dale* episode. Also, a 30-second local break-in that would normally stand alone within the national pod of barter spots, further streamlining clutter between shows.

"We're looking at next fall as a test of the seamless programing concept," said Mark Zoradi, vice president and general manager, BVT. "If it works, we'll do it for all four shows in 1990."

Other promotional vehicles planned for the *Disney Afternoon* are a two-hour prime time *Chip 'N Dale* special next fall, theatrical motion pictures from Disney for *Duck Tales* in 1990 and *Chip 'N Dale* in 1991, and various home video promotions.—SM

Fox buys block of game shows for O&O's

Company plans fall 1989 rollout for counterprograming strategy

Eyeing a "window of opportunity" for a new block of game shows, Fox Broadcasting has acquired broadcast rights to four quiz programs for its seven owned-and-operated stations. Steve Leblang, vice president of programing for Fox Television, says the stations will be clearing *Talkabout* (from syndicator DLT Entertainment), *Jackpot* (Palladium Entertainment), *The Last Word* (Turner Program Services) and *Celebrity Secrets* (Casablanca IV) for a fall 1989 rollout.

"Basically, we're experimenting with the afternoon block on our stations," Leblang stated. "We saw a window of opportunity with NBC and CBS coming out of their game show blocks at 11 a.m. or noon (NYT), and going into their afternoon soap opera blocks. The most successful way to

counter-program is not to go after the women solidly entrenched with soap operas. We are hoping to pick up those older viewers who are not thoroughly involved with the soaps, and the teen and college-aged viewers."

CBS currently runs its 10-noon (NYT) game show block of *Family Feud*, *Now You See It* and *The Price Is Right*, but will start running *Wheel of Fortune* July 17 in *Now You See It's* 10:30 a.m. slot. NBC will air a new 10 a.m.-noon lineup July 5, with *Scrabble*, *Classic Concentration*, the sitcom *Golden Girls* and *Win, Lose or Draw*. Both CBS and NBC air a solid block of soap operas at 1-3 p.m.

According to Leblang's game plan, WNYW(TV) New York, KTTV(TV) Los Ange-

les, WFLD(TV) Chicago, WFXT-TV Boston, WTTG-TV Washington, KRIV-TV Houston and KDAF-TV Dallas will probably air the shows in the 11 a.m.-3 p.m. block. Leblang stressed that the individual agreements are only for the seven O&O's to "meet the competitive needs of the local market and should not be construed as an overall plan for Fox Broadcasting Company network affiliates." He also said it would be difficult for Fox affiliate stations to acquire the programing since the shows have already cleared other network-affiliated stations.

"If we're right, we have created a niche for game show programing," Leblang said, adding, "and have not had to resort to running sitcoms for the umpteenth time in our afternoon block." □

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Trying to save stand-alone AM's

FCC gets proposal to allow single AM stations to own low-power FM's

In an effort to boost the sagging fortunes of stand-alone AM stations, a Millville, N.J., broadcasting consultant has set forth at the FCC a plan that would give stand-alone AM's the opportunity to acquire companion low-power FM stations and compete more effectively with other AM-FM combinations and stand-alone FM's.

"It doesn't rescue AM radio," said Richard Arsenault of his proposal. "It rescues stand-alone AM stations by allowing them to simulcast over FM. I don't see that anything can be done for AM radio."

Many stand-alone AM stations are "on the verge of bankruptcy," Arsenault said. The proposal would help by giving stand-alones a chance to serve their communities on an equal footing with FM stations, he said, and the daytimers among them would also benefit by being able to provide fulltime service.

The proposal would create a new class of low-power FM stations—Class A1 is what Arsenault calls it—with between 10 watts and 1 kw of effective radiated power that would be licensed on a secondary non-interfering basis. And under the proposal, only stand-alone AM stations could apply for the new stations. Each stand-alone would be limited to just one FM station in the same market and restricted to simulcasting.

Like the educational Class D stations they are modeled on, the new Class A1 stations could be shoehorned in wherever they would not interfere with existing FM's. However, they would constitute a secondary service. That means the stations could be bumped from their channels if it were shown they would interfere with new full-power FM stations going on the air.

Arsenault said the stand-alone stations, which already have studios and towers, could put the new FM facilities on the air for between \$5,000 and \$30,000.

The FCC is considering whether to invite comment on the proposal. According to Alex Felker, chief of the Mass Media Bureau, it has already attracted support from those it is intended to benefit. "We are getting a hell of a lot of mail on it," he said.

If nothing else, Arsenault said, the FCC should put it out for comment. "That's how you find out if it is a good idea or a bad idea," he said. "Maybe something better will come out of the comments."

Stand-alone AM's see the proposal as their salvation.

Benny Carle, whose WBCF(AM) Florence, Ala., is limping along on about \$3,000 a month in gross advertising revenues in a market that generates about \$3 million a year, said Arsenault's proposal is "the only real solution to our AM problems."

Carle said WBCF is the only one of six AM's in the market without a companion

FM. That puts the station at a severe competitive disadvantage, he said. The combos can sell ads on two stations, offering two spots for the price of one. "We can't compete with that," he said. "The only solution is to give us an FM station too."

Current FCC proceedings to improve the technical quality of AM are too little, too late, Carle said. "AM needs quick surgery. The Band-Aids don't work anymore."

"It could be the solution for our station," said Brent Harmon, owner of stand-alone WPLA(AM) Plant City, Fla., which sits in the middle of a high-growth corridor between Orlando and Tampa. "Without it, I see nothing but harder times ahead for us." Because of the inferior quality of AM, Harmon said, WPLA has had a tough time competing with the FM stations in the larger surrounding communities and hanging on to audience. "If I could have a low-power FM then I could be competitive again in my own home town," he said.

Marshall Sidebottom, owner of WEKT(AM), a daytimer serving Elkton, Ky., and surrounding Todd County, said that an FM station would not only give him improved audio quality, but also 24-hour-a-day operation. "I would love to go to fulltime operation with an FM at night even at 1 kw," he said.

According to Sidebottom, his station is being squeezed by two FM's—one 15 miles to the east, the other 15 miles to the west. "They take away all your listeners because they can do a lot of things you can't."

The proposal is likely to have at least as many opponents as supporters. FM broadcasters, through the National Association of Broadcasters, have fought—so far successfully—an FCC initiative that the broadcasters feel is aimed at turning FM translators into low-power FM stations. Arsenault's proposal "sounds like FM translators," said the

FCC's Felker. "And everybody hates translators."

"I don't think the FM broadcasters would like it at all," added one of Felker's deputies, William Hassinger. "You've already got 6,000 [FM] stations. Why would they welcome another 1,000 or 2,000?"

The FM broadcasters are likely to protest on the ground that the new class of stations would cause interference and "jam up the band more," he said, making it more difficult for them to enhance or expand their service. Even though the new stations would be secondary and subject to displacement by full-service stations, Hassinger acknowledged, "it's not easy to go in and take a station off the air once it has built an audience for itself."

Michael Rau, NAB vice president, science and technology, said the trade association has not taken any position on Arsenault's proposal, but that it may be aired at an upcoming FM committee meeting.

Arsenault hopes that his proposal will fare better at the FCC than another designed to put AM stations in the FM business. The earlier proposal—dubbed FM2 by its chief proponent, Lawrence Tighe, licensee of WRNJ(AM) Hackettstown, N.J.—would reallocate spectrum from some other service to FM broadcasting and give AM daytimers first dibs at applying for new channels on the band. According to Tighe, half of today's AM stations—some 2,500—would shift to the new band if it were created.

The FCC has so far refused to put the FM2 proposal out for comments. Chief Engineer Thomas Stanley said Tighe and his backers have failed to identify spectrum that the FCC would have a reasonable chance of reallocating. The proponents, which had asked for government spectrum in the past, are now demanding a spectrum allocated to the ama-

Cornering the market

WACS-FM Palantine Bridge and WNYJ-FM Rotterdam, both New York, were to begin simulcasting June 21 at midnight. The stations are targeting the Albany, Schenectady and Troy markets. Bruce Lyons, president of RadioActive Group Inc., owner of the stations, credited changes in the FCC's duopoly laws with making the simulcast possible.

The duopoly rule prohibits the overlap of contours of commonly owned AM and FM stations. The FCC reduced the contours from 1 millivolt/meter for both to 5 mw/m for AM and 3.16 mw/m for FM (BROADCASTING, Oct. 31, 1988). Class A FM's that had to be at least 30 miles apart can now be located only 17 miles apart. Commonly owned 5 kw AM stations went from 120 miles apart to 60 miles. (Lyons's stations in Palantine Bridge and Rotterdam are 26 miles apart.)

WACS-FM and WNYJ will also try a new format: "SHO Radio." The format will be "hot adult contemporary," described by the company as "personality and promotion-oriented." According to Lyons, the format will become a registered trademark. Jessica Bennett, promotion director for the two stations, said they can be heard in Vermont and Massachusetts as well as in lower New York state. With that in mind, the station has purchased a helicopter and is in the process of buying another for increased news and traffic coverage. Bennett estimated that Lyons has put \$5 million into the stations so that complete coverage of the Albany area and parts of Vermont will be possible.

JUNE 1989

WESTWOOD ONE TOPS IRF AWARDS

NBC And Mutual News Win 5 Gold Medals, And WYNY-FM, New York Wins A Gold For Best Country Music Format - As Westwood One Companies Dominates The Competition With 10 Medal Awards!



GOLD MEDAL

Best Coverage of an On-going Story:
NBC/Mutual News for coverage of the Moscow Summit.



GOLD MEDAL

Best Country Music Format:
WYNY-FM, New York.



GOLD MEDAL

Best Magazine Program:
Mutual's *America in the Morning*.



SILVER MEDAL

Music Special:
Mutual Broadcasting System for coverage of *The 1988 Country Music Awards*.



GOLD MEDAL

Best Sports Coverage:
NBC for coverage of the *1988 Summer Olympic Games*.



SILVER MEDAL

Entertainment Magazine:
The Source for *1988: A Rock and Roll Retrospective*.



GOLD MEDAL

Best Health and Medical Program:
Mutual Broadcasting System for *The Dark Side of the Sun*.



BRONZE MEDAL

Investigative Report:
NBC for *"Street Gang Terror"*.



GOLD MEDAL

Best History Program:
Mutual Broadcasting System for *The Flame Still Burns: Remembering JFK*.



BRONZE MEDAL

Culture and the Arts:
NBC/Mutual Broadcasting System for *"The Ballad of John and Yoko: The Controversy Continues"*.

Westwood One Companies thanks those involved for this outstanding recognition.

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teur radio service (50-54 mhz).

Turned down twice by Stanley's Office of Engineering and Technology for action on the request of amateur spectrum, Tighe asked the full commission two weeks ago to step in.

Arsenault said Tighe's proposal was "too radical" and he questioned whether AM broadcasters would benefit from having stations on a band "that nobody has a radio for."

Asked about Arsenault's proposal, Tighe said it was "good idea" as it would give stand-alone AM daytimers an opportunity to provide fulltime service, but called it a "stop-gap measure" that fails to address the fundamental problems of stations and the medium.

Tighe also said Arsenault's proposal would meet stiff opposition. "I don't think FM broadcasters are going to sit still for it. They are already complaining at the commission about the AM-ization of the FM band." —HJ

New radio sports network to pursue Red Sox broadcast rights

New England Television and Kelley Communications agree to form WHDH-Kelley Sports Network; no word on status of rights bid

New England Television Corp. and Kelley Communications Corp. have reached an agreement to form WHDH-Kelley Sports Network Inc. The network will initially pursue the radio broadcast rights to the Boston Red Sox baseball team. According to Jennifer Davies Gillespie, spokeswoman for New England Television, the company submitted a proposal June 9 for the team's 1990-94 broadcast rights.



Davies Gillespie said the company has heard nothing to date on the status of the bid and added that they have no definite timetable yet for a start-up date. "Right

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& nine of these

can save you a lot of these

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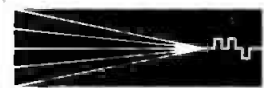
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New England TV's David Mugar

now we are concentrating on the radio rights to the Red Sox," she said, "but since this is a new company, anything is possible in the future."

Overseeing the proposal and any future negotiations with the baseball team is Paul

Kelley, president of Kelley Communications Corp. He will become president and general manager of the sports network, and, should the network be awarded the contract, he will run the production, sales and marketing of the Red Sox broadcasts.

Kelley Communications Corp. is a Boston-based radio broadcast company that owns the broadcast rights to local college sports.

Kelley's partner in the venture, New England Television Corp., is headed by David G. Mugar, chairman and chief executive officer. Earlier this year, the company announced plans to purchase WHDH(AM) Boston from Sconnix Broadcasting for \$14 million ("In Brief," Jan. 16).

The sale is awaiting completion, pending FCC approval. Mugar is taking advantage of the FCC's relaxation of one-to-a-market rules (BROADCASTING, Dec. 19, 1988) in trying to buy an AM in a market where the company already owns a broadcasting out-



Paul Kelley of Kelley Communications

let. New England Television is the licensee of WNEV-TV Boston, and when the deal for WHDH is closed and the proposed network is on the air, all three will be headquartered at 7 Bullfinch Place in Boston, current home of WNEV-TV. □

Technology

High definition dominates Montreux

International symposium features engineers looking at HDTV from all sides; world standard, consumer demand, competing systems and production progress among hot topics of discussion

Hollywood does not need high-definition television production and is in no hurry to begin buying HDTV equipment. A number of television engineers at the 16th International Television Symposium (ITS) in Montreux, Switzerland, were conceding that fact and beginning to look for other uses for electronic production.

HDTV-related sessions and demonstrations highlighted the first half of the six-day symposium, which began Saturday, June 17. New productions in both the Japanese-developed 1,125/60 and the Eureka-developed 1,250/50 systems were shown along with equipment demonstrations of both formats. Comparison of the productions showed that 1,250 has improved since showings at last year's International Broadcasting Convention (IBC) in Brighton, England, but that it has a ways to go to catch up with the variety of equipment already being built and shipped in 1,125/60.

TV engineers at Montreux also spoke of the need to take a harder look at what the consumer demand for HDTV is likely to be. There was almost unanimous agreement that HDTV would be a viable consumer product. But there was disagreement on how long it will take to become viable. There was also fear that inventors are in danger of developing HDTV systems so sophisticated that consumers may never be able to afford them.

Substantially less transmission equipment than production hardware was demon-

strated. Neither the European nor Japanese direct broadcast satellite (DBS) systems were shown and only one of several terrestrial systems—Faroudja Laboratories' SuperNTSC that has been proposed to the FCC's advisory committee on advanced television service (ATS)—was displayed. Much of the talk involving terrestrial transmission centered on EDTV (enhanced-definition TV) and its upgrade to full HDTV. The high cost of converting transmission and studio facilities to HDTV spurred debate on HDTV vs. EDTV.

The cost of plant upgrades also is worrying cable operators. But a number of representatives of U.S.-proposed transmission systems claimed that application of their

systems to cable would be both cost-effective and friendly to existing coaxial cable equipment.

U.S. Cable Operators appear to be more advanced than their European counterparts. European systems are working to develop a technique to make Eureka's HD-MAC DBS signals compatible with typical cable delivery. Completion of that work is targeted for 1995.

Because she has produced one movie in HDTV, Fern Field of Broadfield Productions, Los Angeles, said she is considered an HDTV expert in Hollywood, even though she has no technology background. Broadfield produced *The Littlest Victims*, a 90-minute made-for-TV movie that aired on



Sony's Jumbotron screen was mounted on a truck outside the exhibit hall

CBS earlier this year. After the airing, she said, she contacted her colleagues in the production business to get their reactions. Most of them replied that they "really didn't care," Field said. A few even said they had never heard of HDTV or only read about it in the newspaper.

"Hollywood is not immersed in HDTV technology," Field said. Part of the reason is the continuing war between video and film companies prompted by the suggestion that film could be replaced. The sooner that argument is put to rest, the better it will be for HDTV, she said. "HDTV is not going to replace film. It should be considered a new tool for filmmakers."

There is a near consensus among studio executives that electronic production equipment will have a role in future productions. Most of the shooting will continue to be done in film, but HDTV will often be used for post-production, especially when special effects are needed. Those executives also recognize that HDTV will someday be the major form of distribution for their product, whether it is by VCR, cable or broadcast TV. They are encouraging the development of equipment that will interface well with HDTV.

The U.S. perspective on film is a little different from the rest of the world's, said Joe Flaherty, CBS vice president, engineering and development. While others produce TV programs on videotape, about 90% of network prime time entertainment is produced on 35mm film, and represents a substantial part of Hollywood's output. But about half of that film output is finished in NTSC videotape. In the future, production companies could choose instead to complete post-production in HDTV. "Film is, after all, a very viable medium in the United States. It's there. It's already high definition," he said. But at the same time, Flaherty said that there are many distribution media, from terrestrial broadcasting to prerecorded tapes. It would be helpful, he said, if there were a videotape standard that could easily conform to all of them.

But producers at the symposium who had worked with HDTV expressed their determination to push on with future productions. Italy's state-run network, RAI, has been a leader in HDTV production in both the 1,125 and 1,250 formats. Italy did not authorize broadcasting of color TV until 1974, a delay that nearly destroyed Italy's consumer electronics industry, according to RAI's Erasmo Lionetti. "We promised ourselves that we would not make the same mistake twice," he said.

Another reason RAI has chosen to be a leader in HDTV production is the desire to find a low-cost way to produce high volumes of high-resolution software. Today, using the D2MAC system, 53 channels are delivered to homes throughout Europe; in two years there will be 90 channels, and soon after that, HD-MAC transmission. Today there is not enough programming to support that many channels, Lionetti said. What is needed is a method for producing TV shows faster, with higher quality and lower cost. "The step forward will be high definition," he said.

The search for methods to bring down costs using electronic production led to

RAI's making of "Julia and Julia," the first full-length cinema release shot completely in HDTV (1,125/60), which Lionetti called "a very important experiment. A \$9 million dollar experiment." What the movie proved was that, using conventional film techniques, an electronic movie could be made and that the transfer of the images to 35mm film is of acceptable quality. His conclusion: HDTV production "is possible today, convenient tomorrow and mandatory the day after tomorrow."

The proponents of 1,125/60 and 1,250/50 continued to argue over which should be the world standard, even though an era of compromise had seemed to dawn a month earlier at a meeting of the CCIR (International Radio Consultative Committee) in Geneva. "It is clear from the CCIR meeting that there is hope that agreements

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production is
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tomorrow."**

— RAI's Lionetti

can be reached on most of the major issues," said Ken Davies of the Canadian Broadcasting Corp., a member of CCIR Study Group 11 and chairman of a new colorimetry subgroup. During the meeting, the member countries agreed to delay a decision on a world standard until the end of the next CCIR study period in 1994. In the meantime, the group decided to identify the common parameters between 1,125/60 and 1,250/50 and try to come to agreements on most of the parameters that differ. At the May meeting, 18 parameters out of 34 contained by both systems were identified. Subgroups to work out agreements on the colorimetry and active-line parameters were also established. It is hoped that a colorimetry agreement can be reached by the next Study Group 11 meeting in October and that an active line of agreement can be worked out by the end of the current CCIR study period in May 1989. The only unagreed-upon parameters would then be the field rates and numbers related to field rate, such as the vertical and horizontal blanking intervals.

But several in Montreux were pessimistic about the chances of eventual world agreement on all the numbers. Field concluded from the recent CCIR meetings that a world standard is unlikely. George Merrick, vice president, audio-visual equipment, Ampex Corp., agreed that the probability (of a world standard) was not high. Ampex itself has consistently declined to state a preference for 1,125/60, 1,250/50 or 1,050/59.94

The Soviet Union has been "trying to

have our input on these things," Henrikas Yushkiavitchus, vice president of Gosteleradio, said. For the present, the Soviet Union is favoring the common image compromise. But in the future, it hopes the world will forsake 1,125 and 1,250 and follow its call for a 1,375-line system, which he said would be more friendly in both TV and movie conversions.

The organization that, more than any other, could be credited with stopping 1,125/60 from becoming the world standard is the Eureka 95 (high-definition television) Directorate. It is a consortium of several European equipment manufacturers and broadcasters, supported by European governments that developed 1,250/50 systems for both production and transmission in reaction to the first announcements of Japanese breakthroughs in HDTV in the early 1980's. "Europe is quite lucky to have Eureka," which has made it possible to compete with the Japanese, said Michel Oudin of Frances Societe Francaise de Production. Main concerns for the consortium now, he said, will be to obtain more funding from the member organizations. Another priority will be the promotion of the various applications for HDTV.

Eureka clearly restated its position that it intends to establish 1,250/50 as the worldwide production standard. Peter W. Bogels, president of Eureka 95, acknowledged that to accomplish this, many U.S. hearts and minds in the federal government and sectors of the TV broadcasting and production industries will have to be won. Although approaches to each of these groups is important, Bogels said, there seems to be a special lobbying emphasis on Hollywood. "One thing is sure. The 35 mm film world is very much interested in something that is very close to 24 pictures per second," he said.

The French government released a report during the ITS that spelled out more clearly what it believes the European strategy toward the United States should be. The report, written by Raymond Forni and Michael Pelchat, deputy ministers of the French Parliamentary Office of High Sciences and Technology Evaluation, recommended that European governments and industry work to "establish a European-U.S. axis against Japan." Along with appeals to the Hollywood community, the report calls for signing HDTV research and developing agreements with American semiconductor manufacturers.

The cinema community is going to continue to use 35mm film for a long time to come, Eureka believes. When Hollywood looks at electronic post-production, it will opt for a 50-hertz field rate system, Bogels predicted, because it will be more friendly with film's 24 frames per second (FPS) rate than a 60-hertz system. In recent years, the Society of Motion Picture and Television Engineers has studied the possibility of changing the frame rate of 35mm to 30 fps to achieve compatibility with the 60-hertz TV world. Bogels said that such a move would be "ridiculous" in view of all the historic film material existing. We have had discussions with Hollywood and they won't change their film standard."

All 1,250-line production done so far has

been in a 2.1 interlace mode. Eventually, Eureka says that it will develop a progressive scan version of the system, which Bogels claims "will be the ultimate world standard." Developers of 1,125 equipment also have not yet developed progressive prototypes, but have said that that is also their goal.

So far, all of the equipment in the 1,250/50 format is in the prototype stage with the exception of the KCH 1000 camera, which has been available from BTS Broadcast Television Systems since last year. It is different because it can be programmed to shoot in any format from 525/59.94, 1:1 to 1,250/50, 2:1. At its booth on the exhibit floor, BTS also showed prototypes of an HDTV production switcher and a one-inch tape recorder. Both are built only for 1,250. Others showing 1,250 prototypes included Thomson (camera, switchable between 1,250 HDTV and 1,050 EDTV), Quantel (Paintbox), Tektronix (Video signal test equipment), RANK Cintel (telecine) and Barco Industries (monitor).

Substantially more equipment was on display by the developers of 1,125/60 equipment. The HDTV 1,125/60 group, which put together a large display of HDTV gear at the National Association of Broadcasters convention in Las Vegas, organized a slightly smaller display for Montreux. Twenty five companies with equipment representing every aspect of studio production and some aspects of consumer display set up equipment at the Montreux Sports Palace. One new feature at the exhibit was a demonstration of a Sony-developed 1.188 gigabits-per-second (gbps) digital optical fiber system designed specifically for HDTV transmission within a production plant. When used with the 1,125/60 system, it will provide a "very high quality and very low error rate," said Sony's Shiego Kosmuro. Sony is now developing integrated circuits for the device which will make it compact and energy efficient, he said.

A new piece of 1,125/60 gear was also shown at the ITS exhibition hall, Hitachi Denshi's HF-5200 disk recorder. Users of the still video storage system have the choice of using hard disks, which will hold 30 HDTV pictures, or an optical disk with 4.72 megabits of capacity, capable of holding 130 pictures.

As it was at the Las Vegas exhibit, a highlight of the exhibit was the digital 1,125/60, one-inch VTR from Sony. David Niles, founder of production companies Captain Video, Paris, and 1,125 Productions, New York and Los Angeles, said that he had experimented with the new Sony digital tape machine. "It's very much like D-1 in its performance, except that it's in high definition," he said. According to Bogels, Eureka plans to have a digital VTR prototype of 1,250 in 1990.

With the equipment Eureka already has at its disposal, it produced a 17-minute show, "1,125 Lines—Who Can Beat It?," which was shown at regular intervals on the exhibit floor. The production promoted the Eureka system and took a few humorous jabs at Japanese and American competitors, while at the same time demonstrating how HDTV in 1,250 lines is as ideal for special effects as the 1,125-line system. The show



The Montreux Palace hotel was the main conference site

was produced with BTS's KCH 1000.

Of great interest to several of the HDTV producers in attendance at Montreux was the Second Electronic Cinema Festival, which opened on the second day of the symposium. Fifty-three HDTV shows produced over the last two years since the first festival, were reviewed by an international jury last April. The jury selected 32 entries to be shown in Montreux to compete for awards in such categories as drama, commercials, documentaries, sports, music video and variety.

The secretary general of the festival, Paolo Zaccarian, said at the festival's opening that the main criteria of judging was creative use of HDTV. The political arguments around field rate and transcoding into various transmission standards were not considered.

Soski Sasuma, an independent producer who produced the first HDTV program, sponsored by NHK, said that 1,125/60 is still the more mature and advanced of the two systems. He noted that of the original 53 entries at the Electronic Cinema Festival, only one was done in 1,250/50. That entry was RAI's "Un Bel Di' Vedremo" an 11-minute drama shot in Florence a year ago. Because RAI is believed to be the only production company in the world to have worked in both HDTV formats, Lionetti was asked during an ITS session in which of the two he preferred working. He replied that he could not compare the two systems as they exist now because they are in different states of development. "We had experience with 1,125 when it was at the same stage [at which 1,250 is now]. If we compare that kind of experience, there is no basic difference," Lionetti said.

The only initiative to test the two systems side by side on a scientific basis has been organized in Moscow by Yushkiavtshus. He said that preliminary testing has already been completed on 1,125/60, during which a group of world broadcasters tested various elements of the 1,125/60 system. The re-

sults of that test have been forwarded to the CCIR, he said. He hopes to have Eureka equipment for testing in September.

A pioneer of HDTV production who has been using 1,125 equipment for four years, David Niles, said that he has joined the Eureka project. Niles, said that he intends to work in both formats because he is most interested in advancing creative techniques in HDTV production rather than any particular HDTV production standard. Niles said that he has not yet had the opportunity to work with 1,250 equipment, but looks forward to the opportunity. He did not know how to compare the two systems' quality at this point, but from his observations of 1,250 demonstrations, guessed that the quality is about the same. But for the near future, Niles said he plans to continue to work in 1,125 because for now, "it is all that's working well."

□

Calls for greater awareness of consumer needs in the implementation of HDTV were sounded on the opening day of ITS by Marinus Gelijns, corporate director, automation, for Philips International.

There will be two related industries vying for increased consumer dollars in the 1990's: the vacation and electronics industries, Gelijns said in the conference's keynote address. Both will be attractive investments. HDTV will also fit into this scenario. "However, I am not yet confident that the consumer is being realistically evaluated and considered in the great HDTV debate," Gelijns said.

The problem is, he said, that research has progressed without regard to what the consumer wants or is likely to buy. "Taking well into account the needs of the consumer will make developments of new technologies a success. When only technology is master, business is disaster," he said.

Gelijns raised several "warning flags" about roadblocks to mass acceptance of HDTV. Two of those warnings involved

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the cost of the eventual home HDTV set and the quality they will provide. Projection displays now being developed will be viewable only in dimly lit rooms. Direct view, cathode ray tubes will be too large for the typical family viewing room and indications are that living spaces of people around the world are decreasing, he said. It appears that the HDTV sets will be introduced at 3,000 German marks (about \$1,500), he said. TV sets of that price "represent the upscale markets and, accordingly, not the mass quantities we are aiming for." What is needed, he concluded, are "brightness, good resolution, contrast, flat displays, a less intruding set size, all for a reasonable price. Indeed, the cost and size of the HDTV set may very well predominate over the excitement for wider, better quality pictures."

Gelijns warned that there is too much emphasis on making HDTV technology dovetail with home computer technology; it will take many years before a reasonably priced computer screen will be ready to go on the shelves. Besides, he said: "In my opinion, HDTV for entertainment and HDTV for home information management use are two different worlds. I don't think the consumer will use a single monitor for entertainment and information."

Several other engineers, especially those related to cable TV technology, agreed with Gelijns's consumer concerns. The toughest decision the cable industry will have to make is how high quality a system to install. "If we in the cable industry invest huge amounts of money for something that isn't wanted, we're going to wind up charging large sums and be disliked," said Walt Ciciora, vice president, technology, for American Television & Communications.

Vito Brugliera of Zenith Corp. compared the HDTV consumer demand issue to that which the TV industry has experienced with the implementation of television stereo. "For both the broadcasters and the cable operators, it really didn't give them anything. All it did was prevent audience erosion on the broadcasters' part, but they didn't get any more for commercials and they didn't gain audience. All they did was spend money," he said. Stereo caused even bigger headaches for the cable industry, which had to develop a new technique to transmit the broadcasters' stereo signals because consumers demanded it, and which did not realize a profit increase from stereo implementation.

While stereo televisions have become a big seller for the consumer electronics industry, Brugliera said, only 4% of all TV sets sold today cost more than \$1,000. Most estimates for the introductory price of HDTV sets are between \$1,500 and \$3,000.

"One of the things that we don't talk about is the fact that consumers are not going to be able to afford a display device that's big enough to appreciate high-definition television for quite some time," Jim Carnes of the David Sarnoff Research Center said. They will probably not become affordable until the late 1990's. That is one reason why Sarnoff's proposed ACTV transmission system is planned as a two-step system with EDTV first and evolution

into HDTV later. But at the same time, Carnes said, "perhaps it's time to ask the consumer in the United States to pay more for a television set." Current projection TV sets sell below manufacturers' expectations because they highlight the low resolution and other drawbacks of NTSC. The time has come, Carnes said, to improve the TV signal. Then consumers will have something for which it is worth paying extra.

One dissenting voice was that of Ampex Corp., which during a Montreux press conference said that HDTV is one of its major concerns. ITS opened a week after Ampex began a series of ads in several international business newspapers to promote greater general awareness of HDTV. "We are saying [in the ads]: 'Here's how Ampex looks at it,'" said Max Mitchell, president and chief executive officer of Ampex, because many in the U.S. government and in the business community do not know much about Ampex or the TV industry.

□

Cable's transition to high definition must be cost-effective in every aspect, ATC's Ciciora said. "Subscribers do not like to see their bills increase. We must do this in a way that provides both video quality and is cost-effective," he said. The demonstration of NHK's MUSE-E over a typical cable system sponsored by the National Cable Television Association and HBO last April proved that it could be done, Ciciora said. Minor adjustments at the head end and no rebuild of the line were needed to complete that test, he said.

Cable TV in the U.S. now passes 82% of all television homes and serves 54.8%. By the time HDTV becomes a viable product, cable will serve 80% of all U.S. homes, it is estimated. Therefore, Ciciora said, it is "crucial" for the cable industry to find ways to compete with broadcasters and the VCR, especially the VCR "because," he said, "pre-recorded media is the video technology that has made the most progress over the last 10 years and it is also the technology with the most potential for more progress over the next 10 years." At the same time, because consumers demand local broadcast signals, cable must be sure the terrestrial standard interfaces well. "If the wrong HDTV terrestrial system is chosen, we may find that it is not cable-compatible," said Paul Heimbach, vice president, engineering, HBO.

Transmission system proponents said they fit both the cost-effectiveness and cable friendliness requirements. "We've made a radical departure from the other system," said Brugliera, describing Zenith's Spectrum-Compatible HDTV (SCHDTV) system. "It is the result of the work of the [Zenith] cable and consumer electronics departments. NTSC has served us well and now it's time for a change." SCHDTV has special advantages for cable, Brugliera said. Because the high-definition channel in the simulcast system is partially digitized, it can be delivered at lower power. "You can improve your signal-to-noise ratio on an existing cable system without rebuild," Brugliera said.

North American Philips provided test results to show that its HDS-NA augmenta-

tion-channel system is friendly to the cable environment. The first round of tests, on an actual cable system last year, "determined that HDS-NA is close to transparent and rugged" and that "it can co-exist with NTSC in a conventional cable system," said Dieter Brauer, vice president of Philips-owned Magnavox Cable Systems, which took part in the tests. A few weaknesses in the system were found, he said. HDS-NA was more sensitive to cross-modulation than an NTSC signal and the augmentation channel was shown to be 3 dB more sensitive than NTSC in carrier-to-noise tests. However, the system was judged to equal NTSC performance in tests of composite triple beat, group delay and ghosting due to signal reflections.

The NBC-sponsored ACTV systems were also described as ideal for cable. An operator "can get into the ACTV-I business with a modest investment," the Sarnoff Center's Carnes said. But as ACTV-I is not expected to be good enough for the future of broadcasting, he said, the Sarnoff Center recognizes that it will not be good enough for cable either and that it is planning easy implementation of ACTV-II for cable.

"One of the things I'm very grateful for is that I am not a broadcaster," Ciciora said. "Imagine spending millions of dollars to upgrade a local broadcast plant for a mere handful of receivers. It's just an incredible nightmare." Broadcasters will be unable to raise their ad rates, he said, because so few TV sets will be capable of picking up the new system. But if they wait too long to begin HDTV broadcasting, they could be overtaken by the competitive media. Cable has a little more flexibility, he said. Cable operators could decide to provide HDTV movies on the premium channels at first to test the market.

At the same time some operators might worry about cost of implementation, Ciciora and Heimbach said; there may be a demand for quality better than the terrestrial standard could provide. Some operators may choose to go to full HDTV in the premium services. If multiple standards do arise, cable would prefer to have interfaces that do not require set-top converters. "It would be an awful shame and, in fact, a crime, if we ended up having to put boxes on top of TV sets. If it does turn out that boxes are necessary, given the penetration of cable I expect in the United States, I think it's the broadcasters' turn to have the box," Ciciora said.

The issue of set-top converters is a sensitive one to cable operators and equipment manufacturers, Brugliera said. At this point, Zenith is planning for cable signal processing in the receiver for a simple interface.

In Europe, cable television has not been as popular throughout the region as it has in the U.S., and it appears that DBS will have the advantage in the HDTV era. But work on interfaces between HD-MAC and cable has been conducted and European researchers expressed optimism during the session that cable would carry HDTV. —RS

Next week: Digital tape formats, fiber optic delivery and equipment exhibition at Montreux.

SOLD!

WATM-TV, the ABC affiliate in Altoona, Pennsylvania has been sold by Evergreen Broadcasting Corporation, Robert N. Smith, President, to Auburn Television Group, Inc., Dr. Michael C. Gelfand, President.

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WXTR-FM Waldorf, Md. □ Sold by Communications Management National L.P. to World Eight Broadcasting LP for \$33 million. **Seller** is headed by Ragan Henry. He also has interest in WMXB(FM) Richmond, Va.; WDIA(AM)-WHRK(FM) Memphis; WKSJ(FM) Mt. Clemens, Mich.; WWIN(AM) Baltimore; KDIA(AM) Oakland, Calif.; WCMC(AM)-WZXL(FM) Wildwood, N.J.; WXLE(FM) Columbus, Ohio, and WOOK(FM) Raleigh, N.C. He also recently purchased WAKR(AM)-WONE-FM Akron, Ohio and WRAP(AM) Norfolk, Va. ("Changing Hands," June 19), and he is buying WRXJ(AM)-WCRJ-FM Jacksonville, Fla. (see below). **Buyer** is principally owned by Louise Heifetz, who has no other broadcast interests. WXTR-FM operates on 104.1 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Kalil & Co.**

WHLY(FM) Leesburg, Fla. □ Sold by General Broadcasting of Florida Inc. to J.J. Taylor Companies Inc. for \$12 million. **Seller** is owned by Southern Star Broadcasting Inc. and headed by Peter Starr, who also has interest in WPLR(FM) New Haven, Conn.; KZLR(FM) Little Rock, Ark., and WKNN(FM) Biloxi, Miss. **Buyer** is headed by John J. Taylor. J.J. Taylor Companies Inc. is licensee of WOOD(FM) Hyannis, Mass.; WEAT-AM-FM West Palm Beach, and WIVY-FM Jacksonville, both Florida and WHTT(FM) Portland, Me. Application for renewal of licenses of WEAT-AM-FM is pending, as is application for license in connection with modification of their facilities. WHLY

operates on 106.7 mhz with 100 kw and antenna 244 feet above average terrain. **Broker: Gary Stevens & Co.**

WRXJ(AM)-WCRJ-FM Jacksonville, Fla. □ Sold by Hoker Broadcasting Inc. to Ragan Henry National Radio LP for \$8.6 million. **Seller** is headed by Jay Hoker, who also owns WMLX(AM) Florence, Ky.; WDFX-FM Detroit; KCFX(FM) Harrisonville, Mo., and WOFX Fairfield, Ohio. **Buyer** is headed by Ragan Henry, who is also selling WXTR-FM Waldorf, Md. (see above). WRXJ(AM) is fulltimer on 930 khz with 5 kw. WCRJ-FM operates on 107.3 mhz with 100 kw and antenna 705 feet above average terrain. **Broker: Media Venture Partners.**

KETK(TV) Jacksonville, Tex. □ Sold by Texas American Broadcasting Ltd. to Region 5 Network Inc. for \$7,452,323. **Seller** is headed by Carl Westcott, who has no other broadcast interests. **Buyer** is subsidiary of Lone Star Broadcasting, which is headed by Philip Hurley. He has interest in WNWQ-TV Toledo, Ohio. KETK is NBC affiliate on ch. 5 with 5,000 kw visual and 500 kw aural and antenna 1,032 feet above average terrain.

WMFX-FM St. Andrews, S.C. □ Sold by St. Andrews Partners to Baum Broadcast Group for \$5 million. **Seller** is owned by Signature Broadcasting and headed by Dick Oppenheimer. He has interest in Olympic Broadcasting, which owns KRPM(AM) Seattle, KRPM-FM Tacoma, and

KTRW(AM)-KZZU(FM) Spokane, all Washington; KMZQ(FM) Henderson, KIIQ(AM) Sun Valley and KIIQ-FM Reno, all Nevada; KIAK(AM)-KQRZ-FM Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska; KMGX(FM) Hanford, Calif., and KLTU(FM) Liberty, Mo. **Buyer** is headed by Theodore Baum. Company is also licensee of WOMP-AM-FM Bellaire, Ohio. WMFX-FM operates on 102.3 mhz with 2.58 kw and antenna 322 feet above average terrain. **Brokers: Norman Fisher & Associates and Mediacor.**

WATM-TV Altoona, Pa. □ Sold by Evergreen Broadcasting Corp. to Auburn Television Group Inc. Price was not disclosed, but sources estimate cost of sale to be between \$2.5 million and \$3 million. **Seller** is owned by Robert Smith, KEYT-TV Santa Barbara, Calif.; KBSD-TV Ensign, KBSL-TV Goodland, KBSH-TV Hays and KWCH-TV Hutchinson, all Kansas; WETM-TV Elmira, N.Y.; WHTM-TV Harrisburg and WWCP-TV Johnstown, both Pennsylvania. **Buyer** is principally owned by Michael C. Gelfand, who has no other broadcast interests. WATM-TV is ABC affiliate on ch. 23 with 182 kw visual and 18.2 kw aural and antenna 1,062 feet above average terrain. **Broker: Media Venture Partners.**

KHUM(FM) Ottawa, Kan. □ Sold by Arrow Communications Inc. to Shaffer Broadcasting Systems Inc. for \$1.5 million. **Seller** is owned by Paul H. Rothfuss, who also owns KLIQ(FM) Davenport, Iowa; WRRX(AM)-WFFX(FM) Tuscaloosa Ala.; WZOX(FM) Wapakoneta, Ohio, and KZBB(FM) Poteau, Okla. **Buyer** is owned by Rick I. Shaffer, who holds CP to build new FM, KRMM(FM) Payson, Ariz. Shaffer has 30% voting stock interest in American Broadcasting Systems Inc., which owns 100% of Steamboat Broadcasting Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KHUM operates on 95.7 mhz with 100 kw and antenna 900 feet above average terrain.

KRFO-AM-FM Owatonna, Minn. □ Sold by Owatonna Broadcasting Co. to Ingstad Broadcasting Inc. for \$1,054,551. **Seller** is headed by Todd Hale, who has no other broadcast interests. **Buyer** is owned by James Ingstad. He is controlling 50% shareholder, vice president, and director of Ingstad Broadcasting Inc., licensee of KOVC-AM-FM Valley City, and KWAD(AM)-KKWS(FM) Wadena, licensee of KNUJ(AM)-KXLP(FM) New Ulm, all Minnesota; minority 29% shareholder, vice president, and director of KDEZ Inc., licensee of KOHT(FM) Crookston, Minn., and minority 25% shareholder and director of Radio Ingstad Colorado Inc., licensee of KFKA(AM)-KSOI(FM) Greeley, Colo. KRFO is daytimer on 1390 khz with 500 w. KRFO-FM operates on 104.9 mhz with 3 kw and antenna 175 feet above average terrain. **Broker: Johnson Communication Properties Inc.**

CABLE

System serving LaHarpe, Lake of the Forest and portions of Wyandotte County, all Kansas; Cairo, Clarence, Linneus, Purdin and Renick, all Missouri □ Sold by W.Q. Media Inc. of Kansas City, Kan., to Falcon/Capital Cable Partners. **Seller** is headed by Jim Queen and has no other systems. **Buyer** is headed by Scott Widham and has systems serving Missouri. System passes 2,800 homes with 1,500 subscribers. **Broker: Hardesty, Puckett & Co.**

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Disney buys into Viewer's Choice

It purchases 14.3% of PPV service

Walt Disney Pictures and Television became an investor in the pay-per-view television business last Tuesday (June 20) when it bought an equal share of the Viewer's Choice (I & II) PPV network. Disney joins multiple system cable operators American Television & Communications (ATC), Continental Cablevision, Cox Communications, Newhouse Broadcasting, Telecable and Viacom Cable for identical 14.3% stakes in New York-based Viewer's Choice. Under the agreement, Disney's Touchstone and the newly formed Hollywood Pictures will provide feature film product for exhibition on Viewer's Choice I & II. The deal, which is effective immediately, marks the first time that a motion picture studio has taken an ownership role in the PPV market.

James Heyworth, president and chief executive officer of Viewer's Choice, declined to reveal the number of shares Disney purchased and the amount of money the Burbank, Calif.-based company spent to become an equal shareholder in the PPV network. Heyworth described the deal as "a natural evolution of conversations" the two companies originally began about a licensing agreement to air Disney product. Hal Richardson, vice president of pay television for Disney, stated the discussions took "a more active course about us doing more of a participatory role in the business."

"The negotiating went on for some period of time," Richardson said. "It just sort of evolved in the text of conversations." Heyworth added: "We were desirous of having their involvement to give us both a strategic advantage in the pay-per-view industry."

Viewer's Choice I and Viewer's Choice II currently serve 250 cable systems with 9 million basic subscribers and 5.5 million addressable households nationwide. Viacom became the sixth equal partner when it merged Viewer's Choice with Home Premiere Television in November 1988, thus creating the two VC channels. Before the combo venture, Home Premiere had been the service of Pay-Per-View Network Inc., a consortium formed by Cox, ATC, Telecable and Newhouse. Under Viacom's ownership, Viewer's Choice had exhibition rights to Disney product, but lost access in last winter's merger with Home Premiere Television.

On the partnership with Disney and other cable systems, Heyworth explained: "This is a major step in the development of the pay-per-view industry as well as in the development of successful long-term relationships between cable operators and program suppliers. It broadens the support and increases the number of companies commit-

ted to making the pay-per-view system work."

Disney, which also provides feature films to competing New York PPV outlet Request I & II (owned equally by Reiss Media Enterprises and Group W), will make films available on a day-and-date ba-

sis to both services. Columbia Pictures Pay Television, Lorimar Motion Pictures, MGM/UA, New World Pictures, Paramount Pictures, 20th-Century Fox, Universal Pictures and Warner Bros. are also among the Hollywood studios providing product to the PPV market. —MF

Bottom Line

International opportunity. United International Holdings, company operated by former United Cable Television management group, was granted option to purchase UAE assets including cable television systems being developed in Sweden, Norway and Israel; franchise rights to 100 Blockbuster video rental outlets, 18 of which are already operating; interest in KTV4-TV Minneapolis and WICV-TV Cincinnati, and miscellaneous minority interests in other ventures.

Promotion sale. Lenfest Group has purchased half-interest in cable cross-channel promotional service NuStar previously held by NuCable Resources Corp. Purchase leaves Lenfest Group sole owner of NuStar. Price was not disclosed. NuStar service automatically delivers via satellite and inserts event-specific promotional spots in unused local ad avails of cable services. Among MSOs that have signed up for six-month-old service are Tele-Communications Inc., American TV & Communications and Warner Cable Communications.

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European TV proposal stalled

Six countries withhold approval of EC media law that would promote common regulation of ads, program content, quotas

The European Community's new media law, four years in the making and within striking distance of realization, has been sidetracked by objections from France, the Netherlands and Greece.

The three joined earlier objectors West Germany, Belgium and Denmark in holding back approval for the directive, "TV Without Frontiers," which seeks to limit barriers to transfrontier TV broadcasting by harmonizing national rules regarding program content and quotas, advertising, legal jurisdiction and other issues.

If not approved by the European Commission's Council of Ministers by August or September, the initiative would die. The commission is the EC's executive body.

The council of member-state interior ministers had approved the document in its reading last April by a majority of 9-3. But the group was forced to table the directive at a June 14 meeting in Luxembourg be-

cause under EC rules no more than one large member state and two other nations may object to a document if it is to become community law.

The U.S. government has opposed the document. U.S. Trade Representative Carla Hills characterized its non-binding 50% quotas against American programming as local protectionism and threatened U.S. trade retaliation.

As recently as two weeks before the ministers' meeting, Council of Ministers President Pedro Solbes of Spain said the document had a very good chance of passing.

But Riccardo Perissich, deputy director general of the EC Commission, said the document ran into difficulties in the wake of election campaigning earlier this month for the European Parliament, creating a more politicized environment in which he said it was "difficult for governments to come out in the open with their final decision."

One European observer said the document still has a chance of passing at the next interior ministers meeting July 18. The subject is also expected to be discussed by European heads of state meeting this week in Madrid, the source said.

France had held back from final support of the document, according to the source, because of a powerful publicity campaign initiated by French Culture Minister Jack Lang just prior to parliamentary elections, against the influx of American shows.

The source said France may back the directive in the end because a uniform European media law is needed as the foundation for President Francois Mitterand's initiative to develop a European-wide audiovisual industry.

The Dutch could also reverse their position, which the source said was taken because national elections had left a caretaker government in place that was unwilling to act on behalf of the nation regarding the directive.

Greece, a potential swing vote, was said to be seeking funding from other member states to build up its film industry and has already received assurances such support would be given, the source said.

West Germany, Belgium and Denmark are not expected to reverse their opposition. West Germany opposed the document in deference to its various federal states, which argue they control cultural matters. Belgium had opposed the directive after other members rejected their proposal to charge incoming program services a fee for cable carriage, and the Danes had opposed EC jurisdiction over cultural matters.

The directive was already nearly derailed earlier this spring. A parliamentary debate on the commission directive in late May focused on disputes over program quotas against non-European producers. Parliament approved the directive overwhelmingly, but suggested the non-binding program quota be made mandatory.

The commission had wrestled with the quota question in earlier proceedings and reached majority support of a non-binding quota, so it quickly rejected the parliamentary recommendation.

The commission did assure parliament it would apply greater pressure on member states regarding quotas, for instance by conducting an annual survey of members regarding their progress toward developing the European production capacity needed to fulfill growing program requirements.

Jack Valenti, head of the U.S. trade group Motion Picture Association of America, whose Hollywood studio members sell the bulk of American programming in Europe, said of the directive after it was tabled by the council: "I think it is becoming increasingly clear to a number of European countries that it is not in their best interest to begin erecting trade walls which involve restrictions and quotas. There is a growing sentiment in Europe that this kind of negative action will be harmful to the future of the European community." —AAG

Distant Signals

The UK government has awarded two more direct-broadcast satellite channels to British Satellite Broadcasting. BSB, forced by technical delays in home dish and receiver gear to postpone its launch from next fall to spring 1990, said it now hopes to go on air with all five channels—two new services of information and music programming, and three already planned channels offering movies, sports and general entertainment.

□

The European Broadcasting Union will carry the 1992 winter Olympics following an approximately \$16 million agreement with the International Olympic Committee. The contract includes nearly \$9 million in rights fees and an additional \$5 million for technical facilities.

□

U.S. distributor **Radio Vision International has signed a deal with Japan state broadcaster NHK** through programming agent Sogovision to provide NHK with music-oriented TV programs and consultation and development services. NHK will air the RVI product on its new direct-broadcast satellite service.

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Mayors ask Congress to let telcos into cable

Also ask for power to regulate rates in certain circumstances

Despite last-ditch efforts of the cable industry, the United States Conference of Mayors adopted a resolution last week calling on Congress to permit telephone companies to "own and operate cable systems" and to empower municipalities to regulate once again rates of cable systems not subject to competition from other cable systems or switched fiber optic networks.

With the action at its annual conference in Charleston, S.C., the USCM joins the National League of Cities and the United Conference of Black Mayors in support of removing the statutory and legal barriers—principally the telco-cable crossownership ban in the Cable Communications Policy Act of 1984—now preventing telcos from providing cable services in the same place they offer telephone services.

The United States Telephone Association, which has been pushing for the right of telcos to enter the cable business wherever they want, applauded the conference's action. The conference came to the same conclusion as the NLC and NCBM, said USTA President John Sodolski, in a prepared statement. "Escalating cable rates and the quality of service must be addressed by the Congress through the introduction of competition into the cable market," he said.

Decker Anstrom, executive vice president of the National Cable Television Association, which has led the industry fight to block telco entry, expressed disappointment at the conference's action. But, he said, the industry takes "some small comfort" in knowing that the conditions mayors put on their support of telco entry will never materialize. Those conditions include regulations to prevent telcos from cross subsidizing their cable operations with telephone revenues and the preservation of local regulatory authority over telcos' cable services, he said.

NCTA President James Mooney, in a speech to the full conference the day before the final vote, tried to convince the mayors that telco entry was not the solution to any of their problems with cable. To allow the telcos into cable "is burning down the house to roast the pig," he said.

But by the time Mooney spoke on Tuesday morning, the issue had been settled for the most part by the conference's working committees. The Transportation and Communications Committee, which had drafted the resolution, adopted it on Saturday. The key Resolution Committee approved it the following day.

According to Tucson, Ariz., Mayor Thomas Volgy, who has been the chief proponent of telco entry at the USCM and the NLC, said an effort was made to "bi-

furcate" the resolution and table the telco-entry portion for further study. That effort, led by Mayor Jerry Abramson of Louisville, Ky., and Mayor Federico Pena of Denver, triggered a "spirited discussion" of 45 minutes to an hour, but ultimately failed on a voice vote.

Leading the lobbying efforts on behalf of the NCTA and USTA were Len Simon and Jerry Lederer, respectively. Both are former USCM staffers.

The three-page resolution makes two principal recommendations to Congress:

- "Return to local government the authority to regulate basic cable rates in the absence of a switched fiber optic network or a second multichannel alternative, which provides viable competition throughout the franchise area.

- "Permit telephone companies to own and operate cable systems so long as: 1) regulations are in place to prevent cross subsidization between a company's cable and telephone operations and 2) all other

requirements of a local franchise agreement, including existing fees, franchising process and regulatory mechanisms that govern city-cable franchise relations, are enforceable at law against a telephone company operating as a cable provider."

The resolution calls on Congress to encourage cable and telephone companies to deploy fiber optic cable to the home, empower local franchising authorities to establish cable technical standards, make cable systems' use of the compulsory copyright license contingent on their carrying local broadcast signals, and prohibit cable programmers affiliated with cable operators from discriminating against nonaffiliated companies and other alternative distributors.

In his speech, Mooney charged that the telephone industry is "seizing on cable's political problems, and the consumer press's fascination with magical sounding technology, to shoot their way out of their traditional role as common carriers and get into the television and information content

On the move

The House Judiciary Committee last week voted 26-8 to adopt a television violence bill, despite some members' objections that the measure is unconstitutional. The bill (H.R. 1391) would waive antitrust restrictions for three years to enable broadcast, cable and program production interests to meet and devise voluntary guidelines on violent programming. It has the backing of Chairman Jack Brooks (D-Tex.), who does not feel the measure is a government intrusion. "The bill is completely voluntary, and Congress is not trying to control speech or coerce broadcasting to act," said Brooks in a statement released following the committee's action.

Moreover, the chairman said the measure temporarily removes impediments. "This is a good bill and I will urge the House to pass it like it is," he said. Brooks said during a subcommittee markup two weeks ago that he does not want the legislation to become "a Christmas tree," and that he will work to keep it free of amendments (BROADCASTING, June 19). The Senate, for example, has approved a measure that targets violence, illicit drug use and sexually explicit material on television (BROADCASTING, June 5). Again Brooks made clear his intention to keep the violence bill clean.

It is anticipated the full House will also endorse it. Brooks is likely to try and bring it up for a vote under suspension of the rules, which would prohibit members from offering amendments. A two-thirds vote is needed to suspend the rules.

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It is the goal of Bell Atlantic, he said, "to not only control the wire that delivers 100% of everybody's TV, but also to have its Bell Atlantic news show, and its own movies and you name it."

In their "headlong rush" to replace their existing copper networks with fiber networks so they can provide video services, Mooney said, the telcos are driven more by financial imperatives than they are by technology. "Phone companies have been allowed during the past decade or so to radically speed up their depreciation schedules—that's why telephone rates have gone up so much—and unless they can justify huge new investments in plant, they may actually have to reduce phone rates," he said. —MJ

Killory tells Congress to say no to alcohol ad restrictions

Killory tells Senate that content regulation would mean court tie-ups

FCC General Counsel Diane Killory warned Congress last Wednesday (June 21) that it should avoid writing legislation on alcohol advertising that could raise First Amendment abridgement questions, thereby delaying enactment of solutions to drunk driving "as court battles drag on and on for years."

Killory was joined by other witnesses, representing the American Association of Advertising Agencies Inc., the American Advertising Federation, the Association of National Advertisers Inc., the National Council on Alcoholism and the distilled spirits, licensed beverage and restaurant industries in debating the efficacy and constitutionality of broadcast content regulation, as Senator John Glenn (D-Ohio) steered his Governmental Affairs Committee through its second hearing in seven days on retiring Surgeon General C. Everett Koop's recom-

mendations concerning drunk driving.

Said Killory: "If the government were to mandate, or effectively mandate, certain content requirements, the constitutionality of that action unquestionably would be challenged.... [It's] a close enough question that a court would likely delay enforcement while litigation is pending." The FCC hoped to convince Congress, she told BROADCASTING, "that it could take a lesson from past dial-a-porn and broadcast indecency regulation experiences to see that content regulation just ends up being held up in the courts and stayed for years."

Instead, she said, the commission believes voluntary industry efforts by broadcasters, programmers and advertisers—including public service campaigns, news and public affairs programming coverage of alcohol abuse and its effects, and moving to "bifurcate drinking and driving in ads"—might contribute to social solutions without facing legal challenge.

Any regulation must be "truly voluntary," she said. In addition to being wary of having Koop's recommendations turned into law, the commission believes "indirect coercion" via antitrust exemptions that would allow the affected industries to enact self-regulation could appear to "minimize First Amendment concerns" and so create the same constitutional concerns. Requiring FCC "encouragement" could also be challenged in the courts because the FCC renews broadcast licenses, she said.

Responding to Senator Glenn's raising of a related content regulation issue, Killory said: "The FCC found that, although the fairness doctrine has laudable goals, its impact was that broadcasters shied away from covering controversial subjects at all...contrary to the very purpose of the Constitution. It really deserved the public."

Voluntary efforts have increased, Killory said, citing "Alex Keaton on *Family Ties* talking about designated drivers." The federal government "does not have the creativity and resources that the industry can bring to bear" in creating anti-alcohol abuse public service campaigns, added William MacLeod, director of the Federal Trade Commission's Bureau of Consumer Protection. "I believe the clearinghouses at the [broadcasting] networks have been very responsible" in enforcing their own ad content rules. We are seeing progress in volunteerism," he said. —PL

Syndex requests present problems for cable systems

Operators fear they may take heat from viewers when stations are dropped; more specific information on requests may be needed in many instances to implement exclusivity

Broadcaster requests for syndicated exclusivity, which have been trickling into cable systems, increased last week with last Monday's (June 19) deadline for notification on programs bought before August 1988. Cable operators reported the volume of requests ranged from heavy to light. But one constant that flowed throughout was that syndex's return is creating some of the headaches they feared.

"The FCC and broadcast trade associations need to start getting involved in PSA's and public education efforts," said Bob Thomson, vice president, government relations, Tele-Communications Inc., in order to explain syndex to subscribers.

What many operators have feared—that they would take the brunt of the public's ire over syndex—has been borne out in Herrin, Ill., relates Thomson. The TCI system there (located in southern Illinois) has been importing NBC affiliate KSDK-TV St. Louis into that rural area for many years. WPSD-TV Paducah, Ky., has asked for network nonduplication rights, which would effectively black out 90% of the programming on KSDK-TV. TCI explained to subscribers and the city that federal rules would force it to drop KSDK-TV, but when it did so last month, the Herrin city council voted to sue TCI, saying the company had a contractual obligation to carry the station.

TCI has returned KSDK-TV to the system, at least until Jan. 1. But the case gives TCI "shivers of apprehension," said Thomson, because cable operators are being blamed for the reinstatement of a federal rule. "It is chilling to say the least," said Thomson. "The first person they see is the cable operator," he said, and the operator becomes the first target of their anger. Thomson said TCI has asked KSDK-TV to discuss ways to provide local programming that would be exclusivity-proof to that area of southern Illinois.

Thomson said his early review of syndex requests "indicates substantial documentation may be needed" to comply with requests. Some people, he said, "have an inflated view of how much exclusivity they have." TCI's syndex request stack, said Thomson, is two feet high.

In light of the Herrin, Ill., situation, Thomson said TCI has sent letters to 70 local broadcasters in areas where other possible problems may arise, asking them to estimate how much programming they anticipate will be duplicated. The letters are primarily aimed at addressing syndex requests by smaller market stations on cable systems

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to which TCI imports distance signals from larger markets.

Other operators report problems in working through the paperwork. Kellie Newton, staff attorney with Warner Cable, said Warner has received 55 syndex requests for programs or movies or movie packages across 28 systems. The most popular shows, she said, include *Jeopardy!*, *Wheel of Fortune*, *Oprah Winfrey*, *ALF* and the *World Wrestling Federation*, among others.

But Newton sees several problems for cable operators. Warner, she said, has gotten syndex requests for several different volumes for *Jeopardy!*, for instance, which correspond to whether the program slate is the weekday or weekend version, or is the '90 season, the '90-91 season, etc. Matching those requests with individual schedules of imported stations may require added staff, she said. "It's going to be very difficult," she said, to implement some of the syndex requests "without adding staff."

There are also complications arising from syndex requests for movie packages which do not list individual titles. Plus, different packages have different exclusivity dates, she said. She also said there appear to be several nonapplicable requests. □

Wirth offers children's TV bill tying performance to renewal

Bill would limit commercial time and restrict 'program-length' ads

Senator Tim Wirth (D-Colo.) introduced legislation last week that would require broadcasters to provide educational and informational programming "specifically designed" for children as a condition of a station's license renewal. Wirth's bill would also restrict so-called program-length commercials directed at children and impose limits on the amount of commercials during children's programs. The measure would also require stations to identify the educational programs in advance of their broadcast and prior to the start of each show.

Called the "Children's Television Educational Act of 1989," it is co-sponsored by Senators Howard Metzenbaum (D-Ohio) and Frank Lautenberg (D-N.J.). It has been endorsed by several academics who have conducted research on the subject and by the American Academy of Pediatrics, American Academy of Child and Adolescent Psychiatry, American Psychological Association, Consumer Federation of America, National Association for Better Broadcasting, National Education Association and the National PTA.

It is also likely to be the subject of a July 12 Senate Communications Subcommittee hearing on children's TV, as will another bill (S. 707), introduced by Metzenbaum

and Lautenberg, that would also restrict advertising and would require broadcasters to serve the "special needs" of children. During renewal, the FCC would have to determine whether a licensee has "served the educational and informational needs of children in its overall programming," according to the bill. It is identical to a House measure (H.R. 1677) that is pending in that chamber (BROADCASTING, April 10). H.R. 1677 passed the Senate last year but was vetoed by President Reagan. Wirth opposed that measure last year because it did not go far enough.

"This is too important for us to attempt yet another superficial solution that will, in essence, lock in the status quo," said Wirth in a statement accompanying his bill last week.

The limits on advertising in Wirth's bill are 9.5 minutes per hour on weekends and 12 minutes per hour on weekdays, compared to S. 707, which would curtail ads to 10.5 minutes per hour on weekends and 12 minutes on weekdays. "Broadcasters have presented no compelling evidence that such commercialization is either necessary or appropriate," said the Colorado senator. —KM

Bill to reform comparative renewal offered in House

A House bill (H.R. 2682) that would reform the comparative license renewal process for radio and television was introduced last week (BROADCASTING, June 19). Offered by Representative Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), it would replace the comparative process with a two-step procedure that would permit the renewal of a station's license unless it fails to "broadcast programming responsive to the issues of concern to the community and operate in compliance with rules and regulations of the FCC."

The bill also bars the commission from requiring specific categories of programming and directs the agency to study what information radio and television stations should maintain "to insure that [their] public interest responsibilities are met."

"This comparative renewal process is an extremely costly and time-consuming procedure which has served, in our opinions, to frustrate rather than further the public interest," said Tauke and Tauzin in a "Dear Colleague" letter circulated last week to enlist co-sponsors.

Moreover, H.R. 2682 would take care of the so-called "payoff" problem associated with comparative renewals. "Unfortunately, our current system of license renewal encourages some individuals to file applications against a licensee to extract a 'payoff' from the broadcaster in return for the withdrawal of the competing application," said the congressmen.

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News shows for Family

Family Channel President Tim Robertson announced last week that four original situation comedies are in development, two of which he hopes to premiere in January 1990. Although the deal is not yet signed, Robertson said, an update of *Father Knows Best*, to be titled *Father Still Knows Best*, is planned for 7-8 p.m. Friday nights. A comedy featuring Jake Steinfeld of *Body by Jake* fame is also being developed, as is an eight-hour mini-series to be shot and set in Israel, for the fall of 1990. Other series in preparation are a new version of *Zorro*, which will be shot in Spain and debut in January, a third season of *Crossbow*, to be shot in France, and a third season of *Straight Talk*. The Family Channel also just signed a deal with Atlantis Entertainment to produce four telefilms for the 1989-90 season, increasing to 12 for the 1990-91 season. Budgets will hover around the \$1 million to \$1.5 million mark, Robertson said, and the initial project will be entitled *The Gift*.

WWL-TV news to appear on Cox Cable

WWL-TV New Orleans and Cox Cable have a joint venture to simulcast and repeat the station's news programs on a separate cable channel on a 24-hour basis beginning in July.

WWL-TV's six weekday newscasts will be simulcast—its 30-minute newscasts at 5 a.m., noon, 5 p.m., 6 p.m. and 10 p.m., and its two-hour 6 a.m. to 8 a.m. block. In between those times, the most recent newscast will be carried on the cable channel, with news stories updated as needed for those repeat segments. A similar schedule will appear on weekends. Sources said the "Newswatch" venture will cost more than \$100,000 to operate.

Multivision pulls back rates

Multivision, whose cable purchases and substantial rate increases in Tennessee have drawn fire from both inside and outside the industry, has announced a capital upgrade program and a rollback in rates to levels that existed before it purchased those systems from Essex Communications. The rate rollback commences Aug. 1—\$8.95 for 12 basic channels and \$14.95 for complete basic service.

Robbins emphasizes customer service

Cox Cable President James Robbins told a Washington cable club audience that the industry must improve customer service and do a better job getting across to subscribers and government bodies the

positive things cable operators do in their communities.

"We need to tell our story," said Robbins, which is "something we have not done." At Cox, Robbins said, the company has begun a three-pronged effort to improve customer service. "Quality customer service is something the industry is beginning to do," he said, but "it has a long way to go."

The company has begun an annual customer service survey to identify and correct problems, said Robbins. It also has developed customer service standards that are being implemented and is conducting training programs for its personnel.

Jones activates fiber plant

Jones Intercable last week activated a portion of a hybrid AM-FM fiber/coaxial cable system in Augusta, Ga., to 7,000 customers. The setup, FM fiber transmission



from headend to a systems node, then AM transmission to sites in neighborhoods, then a coaxial drop into the home, provides for greater reliability by using fewer amplifiers at a rebuild cost of \$300 per subscriber, said Jones. Shown above explaining the setup is Robert Luff, Jones group vice president, technology.

Stepping in

Daniels & Associates has joined Morgan Stanley as co-broker for the sale of Telecable, the 580,000-subscriber MSO. Daniels has been added because of potential conflicts of interest related to Morgan Stanley, which is involved in the Time-Warner-Paramount situation.

Cable education alliance meets

Representatives from 13 MSO's and

seven cable networks met in Chicago last week under the Cable TV Alliance for Education banner, an organization formed to increase the use of cable programming in the nation's schools.

Robert Thomson, vice president, government affairs, Tele-Communications Inc., said the next step for the group will be to formulate membership plans for the alliance.

He said there is substantial flexibility on what individual operators can do, but there will be some levels of common service the alliance will aspire to.

"Education is books, teachers and schools," said Thomson, at its core, but television does have an auxiliary role. To the extent teachers want to take advantage of cable programming as a classroom aid, the cable industry can help serve that need, said Thomson.

Programers present at the meeting were CNN, Discovery, Arts & Entertainment, C-SPAN, The Learning Channel, The Weather Channel and X*Press Information Services. Among the MSO's in attendance were TCI, Continental, Cox, Jones, Viacom, Cablevision Systems, Comcast and Times Mirror.

HBO moves for control of Movietime

The board of Movietime is working toward a deal whereby HBO would take management control of the cable service, owned by six MSO's, HBO and Warner Communications. The agreement, a source said, won't change the ownership structure of the service and is proceeding unrelated to the Time-Warner-Paramount turmoil. Time-Warner companies own 42.5% of the Movietime service.

HBO satellite move

HBO said it will reconfigure its satellite feeds this summer in preparation for the debut of The Comedy Channel later this year. The change in transponder assignments will affect only some HBO affiliates. Cinemax will not be affected.

The HBO East (Combo) feed, now carried on transponder 13 of the GE American Communications Satcom III-R satellite, will be discontinued as of July 24. All HBO affiliates using this feed will switch to the HBO East feed, which will remain on transponder 23 of the Hughes Communications Galaxy I satellite. The HBO West feed will also be moved, from transponder one of Galaxy I to transponder 3 of Satcom III-R beginning Sept. 6. All HBO affiliates receiving HBO West will make the change between Aug. 7 and Sept. 6.

Affiliates of The Comedy Channel will receive the new service from transponder one of Galaxy I at service launch.

Stock Index

	Closing		Net	Percent	P/E	Market	Capitali- zation
	Wed	Wed					
	Jun 21	Jun 14	Change	Change	Ratio	(000,000)	
BROADCASTING							
N (CCB) Capital Cities/ABC....	468	467	1/4	3/4	00.16	20	7,596
N (CBS) CBS.....	199	204	1/4	- 5 1/4	-02.57	17	4,694
A (CCU) Clear Channel.....	15 5/8	15 1/2	1/8	1/8	00.80	25	60
A (HTG) Heritage Media.....	5 1/4	5 1/4			00.00	-4	117
O (JCOR) Jacor Commun.....	7 3/8	7 5/8	-	1/4	-03.27	-8	72
O (LINB) LIN.....	125 1/2	124 1/8	1/8	1 3/8	01.10	75	6,408
O (OBCCC) Olympia Broad.....	2 1/2	2 1/2			00.00		6
O (OSBN) Osborn Commun.....	13 1/2	13		1/2	03.84	-11	68
O (OCOMA) Outlet Commun.....	27 1/2	28 3/8	-	7/8	-03.08	41	180
A (PR) Price Commun.....	9	8 1/4		3/4	09.09	-4	65
O (SAGB) Sage Broadcasting	3 3/4	3 3/4			00.00	-5	14
O (SCRPR) Scripps Howard.....	72 3/4	71		1 3/4	02.46	43	751
O (SUNNC) SunGroup Inc.....	1 1/2	1 1/2			00.00	-2	3
O (TLMD) Telemundo.....	5	5			00.00		38
O (TVXGC) TVX Broadcast.....	2 7/8	3 1/8	-	1/4	-08.00		21
D (UTVI) Unifed Television.....	35 3/4	35 1/2		1/4	00.70	45	390

BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo.....	35 3/8	34 7/8		1/2	01.43	59	701
O (ASTVC) Amer. Comm. & TV.	1/16	1/16			00.00		4
N (AFL) American Family.....	15 3/4	16	-	1/4	-01.56	11	1,276
O (ACCMA) Assoc. Commun.....	34 1/2	35 3/8	-	7/8	-02.47		493
O (BMAC) BMA Corp.....	32 1/4	33	-	3/4	-02.27	16	312
N (CCN) Chris-Craft.....	40 1/8	38 1/2	1/2	1 5/8	04.22	47	902
O (DUCO) Durham Corp.....	32 1/4	32 3/4		1/2	-01.52	19	272
N (GCI) Gannett Co.....	48 1/2	46		2 1/2	05.43	21	7,811
O (GMXC) GMX Commun.....	3 3/2	3/32			00.00	21	7,811
O (GACC) Great Amer. Comm..	11 1/2	11 1/8		3/8	03.37	-4	361
N (JP) Jefferson-Pilot.....	35	34 7/8		1/8	00.35	13	1,349
N (KRI) Knight-Ridder.....	49 3/4	49 1/8		5/8	01.27	19	2,641
N (LEE) Lee Enterprises.....	32	32			00.00	19	790
N (LC) Liberty.....	35 1/8	35 5/8	-	1/2	-01.40	12	304
N (MHP) McGraw-Hill.....	72 3/8	72 5/8	-	1/4	-00.34	19	3,512
A (MEGA) Media General.....	38 7/8	37 3/4		1 1/8	02.98	105	1,061
N (MDP) Meredith Corp.....	37 1/2	35 7/8		1 5/8	04.52	22	715
O (MMEDC) Multimedia.....	97 3/8	99	-	1 5/8	-01.64	39	1,077
A (NYTA) New York Times.....	30 3/8	32 1/2	-	2 1/8	-06.53	15	2,407
N (NWS) News Corp. Ltd.....	24	23 1/8		7/8	03.78	9	6,398
O (PARC) Park Commun.....	34	34 1/4	-	1/4	-00.72	24	469
O (PLTZ) Pulitzer Publishing...	27	27			00.00	13	282
N (REL) Reliance Group Hold..	5 1/2	5 1/8		3/8	07.31	17	410
O (RTSYS) Reuters Ltd.....	38	35 3/4		2 1/4	06.29	21	15,728
O (STAUF) Stauffer Commun.....	138 1/2	138 3/4		1/4	-00.18	46	138
N (TMC) Times Mirror.....	42 3/8	41 1/2		7/8	02.10	16	5,449
O (TMC) TM Communications	3/8	17/32	-		-29.41	-1	2
N (TRB) Tribune.....	50 1/4	50 7/8	-	5/8	-01.22	17	3,760
A (TBSA) Turner Bcstg. 'A'.....	43 1/2	40 1/2		3	07.40	-13	2,000
A (TBSB) Turner Bcstg. 'B'.....	40 1/8	36 1/2		3 5/8	09.93	-12	971
A (WPOB) Washington Post...	276 1/4	279		- 2 3/4	-00.98	21	3,553

PROGRAMING							
O (ALLT) All American TV.....	3	3			00.00		3
O (BRRS) Barris Indus.....	11	10 1/8		7/8	08.64	-4	119
A (CLR) Color Systems.....	1	1 1/8		1/8	- 11 11		5
N (KPE) Columbia Pic. Ent.....	21 1/2	20 1/2		1	04.87	1075	2,380
O (CAVN) CVN Cos.....	17 1/4	16 5/8		5/8	03.75	27	303
A (DEG) De Laurentis Ent.....	1/2	7/16		1/16	14.28		5
O (DCPI) dick clark prod.....	4 7/8	5 1/8	-	1/4	-04.87	-487	40
N (DIS) Disney.....	93	92		1	01.08	22	12,500
O (FNNI) Financial News.....	7	7 3/8	-	3/8	-05.08		85
A (FE) Fries Entertain.....	2 1/4	2 1/2	-	1/4	-10.00	-3	11
N (PCI) Gulf + Western.....	59 1/4	59 1/2	-	1/4	-00.42	18	6,884
A (HHH) Heritage Entertain.....	1 5/8	1 5/8			00.00	-5	8
A (HSN) Home Shopping Net.....	5 1/4	5 1/4			00.00	21	469
N (KWP) King World.....	27 3/8	27 1/2	-	1/8	-00.45	9	685
O (KREN) Kings Road Ent.....	1/2	7/16		1/16	14.28		2
N (MCA) MCA.....	60 1/8	60 1/8			00.00	26	4,390
N (MGM) MGM/UA Commun.....	18 1/2	18 5/8	-	1/8	-00.67	-9	931
A (NHI) Nelson Holdings.....	1/2	1/2			00.00		13
A (NWE) New World Enter.....	8 7/8	8 7/8			00.00	-1	93
O (NNET) Nostalgia Network...	1 1/2	1 11/16	-	3/16	- 11 11	-2	8
N (OPC) Orion Pictures.....	21 7/8	21 5/8		1/4	01.15	40	380
N (PCC) Pathe Commun.....	3 5/8	3 7/8	-	1/4	-06.45		41
N (PLA) Playboy Ent.....	13 3/4	14		1/4	-01.78		129

	Closing		Net	Percent	P/E	Market	Capitali- zation
	Wed	Wed					
	Jun 21	Jun 14	Change	Change	Ratio	(000,000)	
PROGRAMING							
O (QNTX) Qntex.....	5	5 1/8	-	1/8	-02.43		105
O (QVCN) QVC Network.....	15 3 8	15 3/8			00.00	25	154
O (RVCC) Reeves Commun.....	6 3/4	5 1/8		1 5/8	31.70	61	85
O (RPICA) Republic Pic. 'A'...	10	11 1/4	-	1 1/4	- 11.11	142	43
O (SMNI) Sat. Music Net.....	5 1/2	5 1/2			00.00	32	49
O (SP) Spelling Entertain.....	8 7/8	9	-	1/8	-01.38	12	287
O (JUKE) Video Jukebox.....	3 1/2	3 1/2			00.00	-29	26
N (WCI) Warner.....	58 1/2	55		3 1/2	06.36	20	9,488
O (WONE) Westwood One.....	11 3/4	12	-	1/4	-02.08	-55	170

SERVICE							
O (AMEA) A.M.E. Inc.....	10 1/4	10 7/8	-	5/8	-05.74	25	50
O (AGRP) Andrews Group.....	6 1/2	7 1/8	-	5/8	-08.77	-3	59
O (BSIM) Burnup & Sims.....	21 3/4	22	-	1/4	-01.13	25	347
N (CQ) Comsat.....	36 1/4	37 7/8	-	1 5/8	-04.29	10	668
N (CDA) Control Data Corp.....	22 1/8	21 5/8		1/2	02.31	-316	934
N (DNB) Dun & Bradstreet.....	56 3/4	56 1/4		1/2	00.80	20	10,622
N (FCB) Foote Cone & B.....	24 3/8	24 7/8	-	1/2	-02.01	15	204
O (GREY) Grey Advertising.....	151	143		8	05.59	12	179
O (IDBX) IDB Communications	7 1/4	7 3/8	-	1/8	-01.69	145	35
N (IPG) Interpublic Group.....	31 5/8	48	-	16 3/8	-34.11	17	1,105
O (OGLI) Ogilvy Group.....	53 1/4	53 3/4	-	1/2	-00.93	23	763
O (OMCM) Omnicom Group.....	23 1/2	24	-	1/2	-02.08	14	580
N (SAA) Saatchi & Saatchi...	14 3/4	14 1/2		1/4	01.72	6	2,309
O (TLMT) Telemation.....	2 1/2	2 1/2			00.00	-41	11
A (UNV) Unitel Video.....	13 3/8	13 3/8			00.00	21	29

CABLE							
A (ATN) Acton Corp.....	20 3/8	20 1/4		1/8	00.61	-18	32
O (ATCA) Amer. TV & Comm.....	50 3/4	53	-	2 1/4	-04.24	75	5,529
O (CTEX) C-Tec Corp.....	21	19 3/4		1 1/4	06.32	22	349
A (CVC) Cablevision Sys. 'A'.	44 1/2	45 1/4	-	3/4	-01.65	-5	978
O (CNCA) Centel Cable.....	44 7/8	45	-	1/8	-00.27	124	1,121
N (CNT) Centel Corp.....	50 7/8	51 1/4	-	3/8	-00.73	29	3,221
A (CTY) Century Commun.....	21 1/8	21 1/4	-	1/8	-00.58	-62	917
O (CMCSA) Comcast.....	24 3/8	24 3/4	-	3/8	-01.51	-34	1,633
A (FAL) Falcon Cable Systems	21	20 1/4		3/4	03.70	-116	134
O (JOIN) Jones Intercable.....	18	18 1/4	-	1/4	-01.36	-14	222
T (MHPQ) Maclean Hunter 'X'	14	13 3/4		1/4	01.81	38	1,031
T (RCIA) Rogers Commun. 'A'	150	142		8	05.63	-254	2,023
T (RCIB) Rogers Commun. 'B'	115 1/2	117 1/2	-	2	-01.70	-195	1,558
O (TCAT) TCA Cable TV.....	40	39 1/2		1/2	01.26	45	482
O (TCOMA) Tele-Commun.....	34	35 5/8	-	1 5/8	-04.56	109	6,001
N (TL) Time Inc.....	157 1/4	175 1/8	-	17 7/8	-10.20	33	8,915
N (UAECB) United Cable TV....	19 1/8	19 5/8	-	1/2	-02.54	1912	827
N (VIA) Viacom.....	50 1/4	52 1/4	-	2	-03.82	-14	2,681
N (WU) Western Union.....	1 1/2	1 3/4	-	1/4	-14.28		58
O (WSMCA) WestMarc.....	29 3/4	29 3/4			00.00	-35	484

ELECTRONICS/MANUFACTURING							
N (MMM) 3M.....	72 1/2	73 3/8	-	7/8	-01.19	13	16,264
N (ARV) Arvin Industries.....	24 1/8	25 5/8	-	1 1/2	-05.85	24	449
O (CCBL) C-Cor Electronics...	14 1/4	14 3/4	-	1/2	-03.38	13	58
N (CHY) Chyron.....	4 1/8	4		1/8	03.12	-41	45
A (COH) Cohu.....	11 1/2	12 5/8	-	1 1/8	-08.91	7	21
N (EK) Eastman Kodak.....	47 3/8	49 1/8	-	1 3/4	-03.56	10	15,369
N (GRL) Gen. Instrument.....	34 7/8	36 3/8	-	1 1/2	-04.12	13	1,179
N (GE) General Electric.....	53 1/4	53 1/4			00.00	13	48,082
N (HRS) Harris Corp.....	33 3/8	33 3/8			00.00	17	1,292
N (MAl) M/A Com. Inc.....	8 1/8	8 3/8	-	1/4	-02.98	14	192
N (IV) Mark IV Indus.....	13 5/8	13 3/4	-	1/8	-00.90	6	147
O (MCDY) Microdyne.....	4 1/8	4 1/8			00.00	-27	16
O (MCOM) Midwest Commun...	7 3/8	6 1/2		7/8	13.46	29	21
N (MOT) Motorola.....	53 1/2	55 7/8	-	2 3/8	-04.25	15	6,938
N (OAK) Oak Industries.....	1 1/4	1 3/8	-	1/8	-09.09	7	103
A (PPI) Pico Products.....	1 3/8	1 3/8			00.00	-1	4
N (SFA) Sci-Atlanta.....	18	18 1/4	-	1/4	-01.36	13	429
N (SNE) Sony Corp.....	53 7/8	52 1/8		1 3/4	03.35	30	13,941
N (TEK) Tektronix.....	22 7/8	23 1/8	-	1/4	-01.08	127	644
O (TVTK) Television Tech.....	1 1/8	1 3/16	-	1/16	-05.26	112	7
N (VAR) Varian Assoc.....	25 5/8	27	-	1 3/8	-05.0		

For the Record

As compiled by BROADCASTING from Jun 15 through Jun 21 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pct. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

- KCTT-FM Yellville, AR (BALH890530HL; 97.7 mhz; 2.45 kw; ant. 328 ft.)—Seeks assignment of license from Scott Miller to A&J Broadcasting Co. for forgiveness of debt. Seller is owned by Scott Miller who also owns KCTT(AM). Buyer is owned by Jessie F. Adams and John C. Adams, who have no other broadcast interests. Oral agreement between Miller and Jessie and John Adams is that Miller is voluntarily transferring KCTT-FM license to Jessie and John Adams in consideration of Miller's equipment debt existing from previous business interests. Filed May 30.
- KESP(AM) Santa Barbara, CA (BAL890602ED; 1290 khz; 500 w-D)—Seeks transfer of license from Westcom Broadcasting Inc. to Corona Broadcasting Co. for no financial consideration, but station must continue to serve Hispanic community. Seller is owned by Terrence Janisch, who has no other broadcast interests. Buyer is owned by Efrin Corona, who has no other broadcast interests. Filed June 2.
- KOVR(TV) Stockton, CA (TEMP890602; ch. 13; 316 kw-V; ant. 2,000 ft.)—Seeks transfer of control from Anchor Media Corp. and Anchor Media Investors II Inc. and Group Management Inc. to Robert Bass, for no financial consideration. Seller is headed by Alan Henry and David Bomderman. Robert Bass has no other broadcast interests. Filed June 2.
- WHLY(FM) Leesburg, FL (BALH890530HR; 106.7 mhz; 100 kw; ant. 244 ft.)—Seeks assignment of license from General Broadcasting of Florida Inc. to J.J. Taylor Companies Inc. for \$12 million. Seller is owned by Southern Star Broadcasting Inc., which is headed by Peter Starr. Starr also has interest in WPLR(FM) New Haven, CT;
- KZLR(FM) Little Rock, AR, and WKNN Biloxi, MS. Buyer is headed by John J. Taylor. J.J. Taylor Companies Inc. is licensee of WCOD(FM) Hyannis, MA; WEAT-AM-FM West Palm Beach and WVY-FM Jacksonville, both Florida, and WHTT(FM) Portland, ME. Application for renewal of licenses of WEAT-AM-FM (Files 880930WG and 880930WS) are presently pending, as is application for license (File 881109KC) in connection with modification of their facilities. Filed May 30.
- WEBQ-FM Harrisburg, IL (BALH890523HJ; 99.9 mhz; 32 kw; ant. 650 ft.)—Seeks assignment of license from Turner Communications Inc. to Zimmer Communications Inc. for \$713,000. Seller is owned by O.L. Turner, who also owns WEBQ(AM) Harrisburg, Ill. Buyer is owned by Jerome R. Zimmer, who is owner of Bluff City Broadcasting Inc. (BCBI), licensee of KWOC-AM-FM Poplar Bluff, MO. Zimmer also owns 16.4% of Zimmer Broadcasting Co. Inc. (ZBCI), licensee of KEZS(FM) Cape Girardeau, MO. Filed May 23.
- KHUM(FM) Ottawa, KS (BALH890526HK; 95.7 mhz; 100 kw; ant. 900 ft.)—Sold by Arrow Communications Inc. to Shaffer Broadcasting Systems Inc. for \$1.5 million. Seller is owned by Paul H. Rothfuss, who also owns KLIQ(FM) Davenport, IA; WRRX(AM)-WFFX(FM) Tuscaloosa, AL; WZOX(FM) Wapakoneta, OH, and KZBB(FM) Poteau, OK. Buyer is owned by Rick I. Shaffer, who is holder of CP to build new FM, KRMM(FM) Payson, AZ. Shaffer has 30% voting stock interest in American Broadcasting Systems Inc., which owns 100% of Steamboat Broadcasting Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, CO. Filed May 26.
- WDOW-AM-FM Dowagiac, MI (BAL890531HM; 1440 khz; 1 kw-D; FM: BAL890531HN; 92.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Dowagiac Broadcasting Co. Inc. to Summit Radio Inc. for \$200,000. Seller is owned by William E. Kupier. He has interest in WFUR-AM-FM Grand Rapids and WKPR(AM) Kalamazoo, both Michigan. Buyer is headed by Michael Leep, who is permittee for WLPI(FM) New Carlisle, IN. Filed May 31.
- KSAF(FM) Knob Noster, MO (BALH890526HX; 105.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Warrensburg Broadcasters Inc., to Bick Broadcasting Co. for \$185,000. Seller is owned by Janie Uhler. Buyer is owned by brothers, Frank C. Bick and James P. Bick. Bick Broadcasting Co. is current owner and licensee of KIDS(FM) Palmyra, KHMO(AM) Hannibal, KSIS(AM)-KCBW(FM) Sedalia, KOCA(FM) Canton, all Missouri. Filed May 26.
- KAFM(FM) Red Lodge, MT (BALH890606HZ; 99.3 mhz; 0.12 kw-V; ant. 109 ft.)—Seeks assignment of license from Beartooth Stereo FM to Silver Rock Communications for \$30,000. Seller is owned by C.R. Crisler. Buyer is headed by Leslie B. Oliphant. Magic Air Communications was incorporated April 9, 1986. Burt H. Oliphant is 45% owner of Magic Air Communications Co., KDZN-FM Glendive, MT. Peggy S. Oliphant is 40% owner of Magic Air Communications Co. Filed June 6.
- KTTT(AM)-KWMG(FM) Columbus, NE (AM: BA-
- L890602EA; 1510 khz; 500 w-D, DA; FM: BALH890602EB; 93.5 mhz; 3 kw; ant. 250 ft.)—Seeks assignment of license from Columbus Broadcasting Systems Inc. to Husker Broadcasting Inc. for \$850,000 ("In Brief," June 5). Seller is owned by Charles Sand Jr. and Timothy Cumberland, who have no other broadcast interests. Buyer is headed by Raymond A. Lamb, who is, along with Ross Johnson, vice president, Husker Broadcasting, president and 50% shareholder and vice president of Dodge Communications Co., respectively, Dodge Communications Co. is licensee of following broadcast stations: KVFD(AM)-KFDC-FM Fort Dodge, IA. Lamb is also president and 100% shareholder of both Dakota Broadcasting Inc. and Luverne-Siouxland Inc. Johnson is also vice president of both Dakota Broadcasting Inc. and Luverne-Siouxland Inc. Dakota Broadcasting Inc. is licensee of KBRK(AM)-KGKG-FM Brookings, KIJV(AM)-KURO-FM Huron, both South Dakota. Luverne-Siouxland Inc. is licensee of KQAD(AM)-KLQL-FM Luverne, MN. Filed June 2.
- KICX(AM) McCook, NE (BAL890601EA; 1360 khz; 1 kw-D)—Seeks assignment of license from Ron Crowe & Associates to S. Lutheran Church-Missouri for no financial consideration. Seller has application pending for KICX(FM). Buyer is headed by Rev. Ralph A. Bohlmann. Filed June 1.
- WXLX(AM) Blowing Rock, NC (BAL890531EC; 1510 khz; 1 kw-D)—Seeks assignment of license from Swamp Fox Communications Inc. to Tate and Underwood Broadcasting Co. for \$155,000. Seller is headed by Edward Oxner. Buyer is owned by Samuel B. Tate and Wayne Underwood, who have no other broadcast interests. Filed May 31.
- WWMO(AM) Eden, NC (BAL890601EB; 1130 khz; 1 kw-D)—Seeks assignment of license from Stone Broadcasting Corp. to Avery Communications Inc. for \$160,000. Seller is owned by Chuck Stone, who has no other broadcast interests. Buyer is headed by Barbara J. Avery, who has no other broadcast interests. Filed June 1.
- WDEX(AM) Monroe, NC (BAI890515EI; 1430 khz; 2.5 kw-u)—Seeks assignment of license from estate of Norris B. Mills to Sanford L. Steelman for \$244,000. Seller had has no other broadcast interests. Buyer has no other broadcast interests. Filed May 15.
- KTVY(TV) Oklahoma City (TEMP890531; ch 4; 97.7 kw-V; ant. 1,540 ft.)—Seeks transfer of license from Palmer Communications Inc. to Palmer Oklahoma City Inc. for no financial consideration. Seller is headed by Jenny Sutton and Bonnie McCloskey. Buyer is equally owned by Sutton, McCloskey and Vickie A. Palmer. Filed May 31.
- WMFX-FM St. Andrews, SC (BALH890601HY; 102.3 mhz; 2.58 kw; ant. 322 ft.)—Seeks assignment of license from St. Andrews Partners to Baum Broadcast Group, for \$5 million. Seller is owned by Signature Broadcasting and headed by Dick Oppenheimer, who has interest in Olympic Broadcasting, which owns KRPM-AM Seattle, KRPM-FM Tacoma and KTRW(AM)-KZZU(FM) Spokane, all Washington; KMZQ(FM) Henderson and KIIQ-AM-FM Sun Valley and Reno, all Nevada; K1AK(AM)-KQRZ-FM Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska; KMGX(FM) Hanford, CA, and KLTU(FM) Liberty, MO. Buyer is headed by Theodore Baum; company is also licensee of WOMP-AM-FM Bellaire, OH. Filed June 1.
- WSTN(AM) Somerville, TN (BAL890606EA; 1410 khz; 500 w-U, DA-2)—Seeks assignment of license from Fayette County Broadcasting Service to C.I.T.A. Broadcasters Inc. for \$138,000. Seller is owned by Alfred Roberson, who has no other broadcast interests. Buyer is headed by Lee S. Sterling. Filed June 6.
- KJOJ(FM) Conroe, TX (BALH890606GG; 106.9 mhz; 100 kw; ant. 1,446 ft.)—Seeks assignment of license from Jimmy Swaggart Ministries Inc. to Ragan Henry Co. Inc. for \$8 million. Seller also owns WHYM(AM) Charlotte, NC. Buyer is Ragan Henry (see WRAP(AM) below). Filed June 6.
- KETK(TV) Jacksonville, TX (TEMP890606; ch. 56; 5,000 kw; ant. 1,582 ft.)—Seeks assignment of license from Texas American Broadcasting Ltd. to Region 56 Network Inc. for \$7,452,323. Seller is headed by Carl Westcott, who has no other broadcast interests. Buyer is subsidiary of Lone Star Broadcasting, which is headed by Philip Hurley, who has interest in WNWO-TV Toledo, OH. Filed June 6.

Three Chiefs Company, Inc.

(Ragan A. Henry)

Has Acquired

WRAP-AM

Norfolk, Virginia

From Target Broadcasting Group

(David W. Palmer)

We Are Pleased To Have Served As Broker In This Transaction



Capstone Communications Incorporated

Josh Mayberry Carol Mayberry

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■ WRAP(AM) Portsmouth, VA (BAL890601EA; 1350 khz; 5 kw-D)—Seeks assignment of license from Target Broadcast Group Inc. to Three Chiefs Co. for \$400,000, plus \$300,000 option on loan and minority tax certificate. Seller is owned by Athens, OH-based group headed by David Palmer, which also owns WATH(AM)-WXTQ(FM), Athens. Buyer is headed by Ragan Henry. Ragan Henry Broadcast Group Inc. is sole general partner of Ragan Henry Communications Group (RHCG), Ragan Henry National Radio, (National Radio) and Communications Management National (CMN). RHCG is licensee of WMXB(FM) Richmond, VA and WDIA(AM)-WHRK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, MI. CMN is licensee of WXTR(FM) Waldorf and WWIN(AM) Baltimore, both Maryland. Filed June 1.

■ KONG-TV Everett, WA (TEMP890504; ch 16; 5,000 kw; ant. 1,275 ft.)—Seeks assignment of license from KONG-TV Inc. to Zeus Corp. of Washington Inc., for \$300,000. Seller is headed by Carl Washington, who has no other broadcast interests. Buyer is equally owned by Walter F. Ulloa and Paul A. Zevnik. Ulloa is 8.33% voting shareholder, officer and director of Costa De Oro Television Inc., holder of CP for UHF-TV ch. 57, Ventura, CA. Station is currently being constructed and anticipates going on air in August. Ulloa is 33% shareholder, officer and director of Los Hermanos Communications Corp., holder of 30% general partnership interest in K27AF, LPTV station serving Las Vegas. Zevnik is director of Interspan Communications Corp., general partner of Interspan Communications, California LP, licensee of KFWV(TV) Fort Worth. Zevnik also holds indirect LP interest in Interspan Communications. Zevnik is officer, director and 33.33% shareholder of Los Hermanos Communications Corp., holder of 30% general partnership interest in Las Tres Campa Nas, licensee of K27AF LPTV station serving Las Vegas. Filed May 4.

■ WOMA(FM) Algoma, WI (BALH890526HW; 96.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from D&M Broadcasting Inc. to Wheeler Broadcasting Inc. for \$237,550. Seller is headed by Dale Eggert. Buyer is owned by Ray L. Wheeler. Proposed assignee is licensee of WTCH(AM)-WOWN(FM) Shawano, WI. (1MV/M contours of stations WOWN(FM) and WOMA(FM) do not overlap.) Wheeler and Grassman each hold 50% of stock of Wheeler Broadcasting of Minnesota Inc., licensee of KDWA(AM) Hastings, and KWNO(AM) Winona, both Minnesota. Wheeler and Grassman each hold 33.33% of stock of Wheeler Broadcasting of Michigan Inc., licensee of WJNR(FM) Iron Mountain, MI. Filed May 26.

Actions

■ WAAJ(AM) Huntsville, AL (BAL890414EE; 1550 khz; 50 kw-D; 500 w-N)—Granted app. of assignment of license from SJK Inc. to United Communications Inc. for \$300,000. Seller is headed by Elizabeth Small, who also has interest in WNUE(AM) Ft. Walton Beach, FL and WAAY-AM-TV Huntsville, AL. Buyer is headed by Sam E. Floyd, who has broadcast interests in Beasley Broadcasting Co., 20%, owner of WFAI(AM) Fayetteville, NC; New South Broadcasting Co., 25%, owner of WASC(AM) Spartanburg, SC; Beasley Broadcasting of Evansville, owner of WYNG-FM Evansville, IN. and Beasley Broadcasting of Eastern NC, owner of WKML(FM) Lumberton, NC. Action June 6.

■ KYOR(AM) Globe, AZ (BAL890309EA; 1240 khz; 1 kw-D)—Granted app. of assignment of license from James Mace to Gila County Broadcasting Co. for \$111,000. Seller has no other broadcast interests. Buyer is owned by Eugene A. and Patricia A. Pearsall, who have no other broadcast interests. Action June 6.

■ KAAA(AM)-KZZZ(FM) Kingman, AZ (AM: BAL890428EC; 1230 khz; 1 kw-U, DA-1; FM: BALH890428ED; 94.7 mhz; 45.7 kw; ant. 2,491.88 ft.)—Granted app. of transfer of license from C.G.S. Communications of Kingman Inc. to Regency Communications Ltd. Seller is headed by Michael P. Cefaratti. Buyer is headed by Michael P. Cefaratti, Richard D. Singer and David H. Isenberg. C.G.S. Communications of Kingman Desert Sands Communications, limited partner. CGS Communications of Kingman Inc., is LP of Regency Communication Ltd. CGS is licensee of KAAA(AM)-KZZZ(FM) Kingman, AZ. David H. Isenberg, third general partner, is president, secretary, director and 25% shareholder of Isenberg Media Corp. (dba KOWL Radio), current licensee of station KOWL(AM) South Lake Tahoe, CA. (see below). Action June 12.

■ KYMA-TV Yuma, AZ (BTCCT890419KG; ch. 11; 316 kw-V; ant. 518.24ft.)—Granted app. of assignment of license from Clyde E. Pettit & A. Bates Butler to Sunbelt Broadcasting Co. for \$60,000. Seller has no other broadcast interests. Buyer is headed by James Rogers, who also has interest in KVBC(TV) La Vegas. Pettit and Butler each own 275 shares of common stock of Yuma Broadcasting Co., licensee and operator of KYMA-TV, Yuma, AZ,

(“company”) and together own 550 (55%) shares of its issued and outstanding stock. Whereas, Pettit and Butler are willing to sell their stock in company and transfer control of KYMA-TV to buyer, subject to FCC approval. Action June 6.

■ KDRS(AM)-KLQZ(FM) Paragould, AR (BAL890411EC; 1490 khz; 1 kw-U; FM: BALH890411ED; 107.1 mhz; 1.9 kw; ant. 410 ft.)—Granted app. of assignment of license from KDRS Inc. to SAS Communications Inc. for \$450,000 (“Changing Hands,” April 24). Seller is owned by Tim Rand and Carol Rand Herget, who have no other broadcast interests. Buyer is owned by John J. Shields; his son, John W. Shields, and James R. Adkins. John J. Shields owns 50% and John W. Shields owns 50% of stock of Eagle Communications Inc., licensee of KXRQ(AM) Trumann, AR. Action June 6.

■ KIOT(AM) Barstow, CA (BTC881010EC; 1310 khz; 5 kw-D, DA)—Granted app. of assignment of license from B&B Broadcasting Inc. to Patrick F. and Paula N. Michaels for \$775,000. Seller is headed by Walter Tucker. Buyer is owned by Patrick F. Michaels, who owns 25% of voting stock of Major Market Stations Inc., licensee of KWRM(AM) Corona and KQLH(FM) San Bernardino, both California. Action June 6.

■ CP for FM Barstow, CA (BAPED890313HZ; 91.30 mhz; 3 kw; ant. 4 ft.)—Granted app. of assignment of license from Barstow First Assembly of God to Community Educational Television Inc. for \$15,500. Seller has no other broadcast interests. Buyer is headed by John Des Casoria and has no other broadcast interests. Action June 6.

■ KCLQ(AM) Hanford, CA (BAL890403EC; 620 khz; 1 kw-U, DA-N)—Granted app. of assignment of license from Liggett Broadcast Inc. to P&C Broadcasting for \$300,000. Seller is Williamston, MI-based group of two AM's and six FM's, principally owned by Robert G. Liggett. Buyer is headed by Joaquin Correlia, who has no other broadcast interests. Action June 6.

■ KNZS(AM)-KMBY-FM Salinas-Monterey, CA (AM: BAL890417ED; 1540 khz; 10 kw-U FM: BALH890417EE; 107.1 mhz; 910 kw; ant. 1,570 ft.)—Granted app. of assignment of license from Cypress Communications Inc. to KMBY Inc. for \$3,550,000 (“Changing Hands,” April 24). Seller is principally owned by John B. Frankhouser, has no other broadcast interests. Buyer is principally owned by Stephen Adams Jr. Action June 6.

■ KOWL(AM) South Lake Tahoe, CA (BAL890428EB; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Isenberg Media Corp. to David H. Isenberg. He is president, secretary, director and 25% shareholder of Isenberg Media Corp., which is assignee to this application. Isenberg is also general partner of Regency Communications LP. Through simultaneous filing of four applications for consent to assignment of license, Regency plans to acquire, subject to commission approval, licenses for following radio stations: KAAA(AM)-KZZZ(FM) KINGMAN, AZ, KOWL(AM)-KRLT-FM South Lake Tahoe, CA. Action June 12.

■ KRLT-FM South Lake Tahoe, CA (BALH890428EJ; 93.9 mhz; 6.0 kw; ant. -58 ft.)—Granted app. of assignment of license from Fuller-Jeffrey Broadcasting Corp. to Regency Communications Ltd. Partnership for \$1,250,000. Seller is headed by Robert Fuller and Joseph Jeffrey. Fuller-Jeffrey Broadcasting also owns KRCX(AM)-KRXQ(FM) Roseville, KFM(FM) Chico, KSCO(AM)-KLRs(FM) Santa Cruz and KHOP(FM) Modesto, all California; KMRY(AM) Des Moines and KJYY(FM) Ankeny, both Iowa; WBLM(FM) Lewiston, ME and WOKQ(FM) Dover, NH. Buyer is headed Michael P. Cefaratti (see above). Action June 12.

■ WKWF(AM)-WAIL-FM Key West, FL (AM: BAL890314HI; 1600 khz; 500 w-U, DA-1; FM: BALH890314HI; 99.5 mhz; 100 kw; ant. 300 ft.)—Granted app. of assignment of license from Family Radio Ltd. Partnership to Key West Radio Inc. for \$1,135,000 (“Changing Hands,” April 3). Seller is Tampa, FL-based group headed by Ian Wheeler. It also owns WPGX(TV) Panama City, FL; WLKT(TV) Lexington, KY; WVMI(AM)-WQID(FM) Biloxi, MS; WVFT(TV) Roanoke, VA; WGBA(TV) Green Bay and WLAX(TV) La Crosse, both Wisconsin, and WVG(NF) Charlotte Amalie, V.I. Buyer is owned by Justin Dimacchia, president. Gregory L. Haley, vice president, is president, director and 100% shareholder of Naples Radio Inc., licensee of WCOO(FM) Immokalee, FL. Action June 9.

■ WTTA(TV) St. Petersburg, FL (BTCCT890412KG; ch. 38; 5,000 kw-V; ant. 1866 ft.)—Granted app. of license from Julian Smith to his four sons: Frederick, David, Duncan and Robert, for no financial compensation. Buyer is equally owned by David D. Smith, Frederick Smith, J. Duncan Smith and Robert E. Smith. David, Frederick and J. Duncan Smith are all 6.2% stockholders of Sinclair Broadcast Group Inc. (Sinclair), which has following interests: 100% shareholder of Commercial Radio Institute Inc. (CRI) Licensee of WPTT(TV) Pittsburgh; 100% sharehold-

er of Channel 63 Inc. (Channel 63), permittee of WIIB(TV) Bloomington, IN; 14.8%, shareholder of Bay TV Inc., permittee of WTTA(TV) St. Petersburg, FL; 18.9%, class B shareholder of Omaha Telecasters Inc., permittee of TV, ch. 54, Omaha, Nebraska. Action June 6.

■ WEKS(FM) La Grange, GA (BALH890412HR; 104.1 mhz; 60 kw; ant. 1,220 ft.)—Granted app. of assignment of license from Zapis Communications Corp. to New City Broadcasting Inc. for New City's WFTQ(AM)-WAAF(FM) (see below) Worcester, MA (“In Brief,” March 13). Seller is Cleveland-based group of one AM and two FM's owned by Xenophon Zapis. Buyer is headed by Richard Ferguson. New City Communications of San Antonio Inc., is licensee of station KKYX(AM)-KCYF(FM) San Antonio, TX. On March 20, FCC's Mass Media Bureau granted application for consent to assignment of license of KKNF(FM) Oklahoma City from New City Communications of Tulsa Inc. to Allentown FM Inc. Consummation of proposed assignment of license of KKNF(FM) have not yet occurred. Action June 6.

■ KKOW-AM-FM Pittsburg, KS (AM: BTC890418EA; 860 khz; 10 kw-D, 5 kw-N, DA-N FM: BTCH890418EB; 96.9 mhz; 100 kw; ant. 470 ft.)—Granted app. of assignment of license from American Media Investments Inc. to O. Gene Bicknell for \$400,000. Seller is owned by Robert D. Freeman, who is president, director and 25% shareholder of American Media Investment Inc. Frank L. Carney is secretary and treasurer and 37.5% shareholder of American Media Investment Inc. American Media Investment Inc. is licensee of KKOW-AM-FM Pittsburg, KS. Only other director and stockholder of American Media Investment Inc. is transferee, O. Gene Bicknell. These are only media interests of individuals involved in this application. Action June 6.

■ KCEV(FM) Wichita, KS (BALH890424HV; 88.3 mhz; 50 kw; ant. 200 ft.)—Granted app. of assignment of license from Wichita Educational Broadcasting Foundation to Bible Broadcasting Network Inc. for no financial consideration. Seller is headed by Ray Melugin, who has no other broadcast interests. Buyer is headed by Lowell L. Davey. Bible Broadcasting Network Inc., is nonprofit, nonstock corporation which operates 12 FM stations and number of translators with noncommercial educational format. Action June 6.

■ WKKU(AM)-WSSH-FM Boston and Lowell, both Massachusetts (AM: BTC890421GX; 1400 khz; 1.00 kw; FM: BTCH890421GY; 99.5 mhz; 32 kw; ant. 600 ft.)—Dismissed app. of license from Noble Broadcast Group Inc. to Griffin Group Inc. for \$39 million. Seller is headed by John Lynch and also owns KBCO-AM-FM Boulder, CO; WKCI(FM) Hamden and WAVZ(AM) New Haven, both Connecticut; KBEQ-AM-FM Blue Springs, Kansas City and KMJM(FM) St. Louis, all Missouri; WBAB-FM Babylon and WBAB(AM) Freeport, both New York; WMHE(FM) Toledo, OH; KMJQ(FM) Houston; KIXI(AM)-KMGI(FM) Seattle; and XETRA-AM-FM Tijuana, Mexico. Group has also purchased KYOK(AM) Houston, subject to FCC approval. Buyer is owned by Merv Griffin. Griffin Group Inc. is commonly controlled with Greater Connecticut Broadcasting Inc., licensee of stations WPOP(AM)-WIOF(FM) Hartford and Waterbury, CT; Cap-Town Broadcasting Inc., licensee of WTRY(AM)-WPYX(FM) Troy and Albany, both New York. Griffin Group Inc. has been approved as assignee of WVEZ-AM-FM Louisville, KY. Action June 6.

■ WFTQ(AM)-WAAF-FM Worcester, MA (AM: BAL890412GK; 1440 khz; 5 kw-U, DA-2; FM: BALH890412GL; 107.3 mhz; 19 kw; ant. 780 ft.)—Granted app. of assignment of license from New City Broadcasting Inc. to Zapis Communications Corp. for Zapis Communications owned WEKS(FM) La Grange, GA. (see above). Action June 6.

■ WSBY(AM)-WQHQ-FM Salisbury, MD (AM: BAL871209HA; 960 khz; 5 kw-U, DA-2; FM: BAL871209HB; 104.7 mhz; 33 kw; ant. 610 ft.)—Granted app. of assignment of license from Woolfson Broadcasting Corp. of HVS Partners for \$9.44 million. Seller is owned by Mark Woolfson. Buyer is owned by Gisela Huberman, who also owns WLWV(FM) Salisbury, MD. Filed June 6.

■ WJRT-TV Flint, MI (BALCT890407KH; ch. 12; 316 kw-V; ant. 940 ft.)—Granted app. of assignment of license from Knight Ridder Broadcasting Inc. to SJL of Kansas Corp. for \$39 million. Seller is headed by Daniel Gold, and also owns 100% of WALA-TV Mobile, AL; KOLD-TV Tucson, AZ; WCDC(TV) Adams, MA; WTEN(TV) Albany, NY; KTVY(TV) Oklahoma City; WPRI-TV Providence, RI; WKRN-TV Nashville, and WTKR-TV Norfolk, VA. Buyer is headed by George Lilly, who has no other broadcast interests. Action June 6.

■ KBUN(AM)-KBHP-FM Bemidji, MN (AM: BTC890421ED; 1450 khz; 1 kw-U, DA-1; FM: BTCH890421EE; 101.1 mhz; 100 kw; ant. 350 ft.)—Granted app. of assignment of license from Paul Bunyan Broadcasting Co. to Omni Broadcasting Co. for \$227,500.

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Seller is headed by Anne DeLong, who has no other broadcast interests. Buyer is headed by Louis Buron, who has no other broadcast interests. Action June 6.

■ **KDOM-AM-FM Windom, MN (AM: BTC890418EC; 1580 khz; 1 kw-U; FM: BTCH890418ED; 94.3 mhz; 3 kw; ant. 325 ft.)**—Granted app. of assignment of license from Glenn R. Olson to Richard Biever for \$300,000. Seller hereby sells back to buyer his 80 shares in Windom Radio Corp. After approval and execution of above stock transaction, Richard Biever will own 100% of issued stock in Windom Radio Corp. Olson owns controlling interest in following: 100% of KQWC-AM-FM Webster City, IA (Gorich Radio Corp.); 80% of KSIB(AM)-KITR-FM (G.O. Radio Ltd.); 80% of KQIS-FM Clarinda, IA (G.O. Radio Ltd.). Action June 6.

■ **WLSM-AM-FM Louisville, MS (AM: BTC890420GN; 1270 khz; 5 kw-D; BTCH890420GO; 107.1 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from Hughes Construction Co. to Thomas R. Boydston for \$153,000. Seller is owned by Garry V. Hughes, who has no other broadcast interests. Buyer has no other broadcast interests. Action June 6.

■ **WELO(AM)-WZLQ(FM) Tupelo, MS (AM: BAL890314GL; 580 khz; 1 kw-D; 500 w-N; DA-2; FM: BAL890314GM; 98.5 mhz; 100 kw; ant. 500 ft.)**—Granted app. of assignment of license from Big Thicket Broadcasting Co. to Phoenix of Tupelo Inc. for \$1.1 million ("In Brief," March 20). Seller is headed by James Cullen and Adam Polacek. It also owns WNF(FM) Palatka, FL; WVNC(AM)-WKSF(FM) Asheville, NC, and KRKK(AM)-KQSW(FM) Rock Springs, WY. Buyer is owned by Samuel H. Howard. Phoenix Communications Group Inc. owns 100% of stock of Phoenix of Nashville Inc., licensee of WVOL(AM) Berry Hill, TN, and Phoenix of Hendersonville Inc., WQQK(FM) Hendersonville, TN. Howard is sole officer and director of two licensee subsidiaries. Action June 9.

■ **KYOO(AM) Bolivar, MO (BAPLH890421GW; 106.3 mhz; 3 kw; ant. 200 ft.)**—Granted app. of assignment of license from KYOO Broadcasting Co. to Sunburst II Inc. for \$660,000. Seller is owned by Mel Pulley, who also owns KYOO-FM Bolivar, MO. Buyer is headed by John Borders. Sunburst II Inc. is licensee of KGBX(AM) Springfield, MO. Action June 6.

■ **KEXS(AM) Excelsior Springs, MO (BAL890425EF; 1090 khz; 1 kw-D)**—Granted app. of assignment of license from Jeff Co. Television Corp. to Crossway Communications Corp. for \$600,000. Seller is headed by Willie Williams, who has no other broadcast interests. Buyer is owned by Gary Michael Babb, who has no other broadcast interests. Action June 12.

■ **KXOK(AM) St. Louis and KLTH(FM) Florissant, both Missouri (AM: BAL890113EB; 630 khz; 5 kw-U; DA-2 FM: BALH890113EC; 97.1 mhz; 100 kw; ant. 560 ft.)**—Granted app. of assignment of license from Chester Broadcasting Corp. to Legend Broadcasting of Missouri Inc. for \$291,000. In addition to total purchase price of \$291,000, dollar value of all trade or barter agreements assumed by buyer at closing is valued at \$400,000. Buyer shall assume certain liabilities and obligations of seller. Seller is principally owned by Emmer A. Capstick and has no other broadcast interests. Buyer is owned by Saul M. Frischling, who also owns WLTJ(FM) Pittsburgh. Action June 6.

■ **KWTO-AM-FM Springfield, MO (AM: BAL890405EA; 560 khz; 5 kw-U; DA-N; FM: BALH890408EB; 98.7 mhz; 100 kw; ant. 600 ft.)**—Granted app. of assignment of license from Summit-Springfield Broadcasting Corp. to Cole Media Inc. for \$4.25 million ("Changing Hands," April 10). Seller is headed by James Wesley Jr. It also owns KLZ(AM)-KAZY(FM) Denver; WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; KFOR(AM)-KRFX(FM) Lincoln, NE; WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio; KMEZ(AM)-KJMZ(FM) Dallas. Buyer is owned by Richard Cole, who has no other broadcast interests. Action June 6.


■ **KRLV(FM) Las Vegas (BALH890320HM; 106.3 mhz; 100 kw; ant. 1,155 ft.)**—Granted app. of assignment of license from A&A Broadcasting Corp. to Wescorp of Nevada Inc. for \$3.5 million. Seller is owned by Lorraine Walker Arms and has no other broadcast interests. Buyer is Westport, CT-based company headed by Dan Forth, former VP and group director, ABC Radio. Wescorp Alabama Inc. is licensee of station WGCX(FM) Atmore, AL. Action June 6.

■ **KEYV-FM Las Vegas (BALH890123GM; 93.1 mhz; 50 kw; ant. 103 ft.) and KEYF-AM-FM Chene (AM: BAL890117EA; 1050 khz; 5 kw-D; 500 w-N; DA-1; FM: BALH890117GP; 101.1 mhz; 100 kw; ant. 794 ft.) and KEYW(FM) Pasco, both Washington (BALH890123GQ; 98.3 mhz; 3 kw; ant. 1,060 ft.)**—Dismissed app. of assignment of license from Unicom Broadcasting Inc. to Nemesis Communications Inc. for \$6 million ("Changing Hands,"

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Feb. 6). Seller is owned by John Rook, Andrew Adelson and Larry duBoef. It also owns KCDA(FM) Coeur d'Alene, Idaho. Buyer is equally owned by Gerald J. Schubert and Don N. Nelson. Gerald J. Schubert holds 16.89% of nonvoting preferred stock of Jacor Communications Inc. (Jacor) which is owner and operator of following: KOA(AM)-KOAQ(FM) Denver; WLW(AM)-WEBN(FM) Cincinnati; WMJI-AM-FM Cleveland; WPCH(AM)-WGST(FM) Atlanta; WYHY(FM) Nashville; WQIK-AM-FM Jacksonville, FL; WFLA(AM)-WFLZ(FM) Tampa, FL, and WMYU(FM) Knoxville, TN. Action June 13.

■ WNYJ-FM Rotterdam, NY (BALH890414HS; 98.3 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from WNYQ Inc. to Radioactive Group Inc. for \$2,320,000. Seller has no other broadcast interests. Buyer is headed by Bruce M. Lyons. Lyons is licensee of WACS-FM Cobleskill, NY, and party to application for consent to pro forma assignment of license for station WACS-FM from Lyons to Radioactive. Lyons is officer, sole director, and co-owner of all of issued and outstanding stock of Air Born Broadcasting Inc. (Air Born), licensee of WXXX(FM) Newport, NH. Lyons and Susan E. Lyons are officers, directors, and 50% shareholder of Sky King Inc. (Sky King), permittee of station WSNQ(FM) Bessemer, AL. Action June 7.

■ WBLA(AM) Elizabethtown, NC (BAL890410EC; 1440 khz; 5 kw-D, DA)—Granted app. of assignment of license from Bladen Broadcasting Corp. to WCTN Inc. for \$130,000. Seller is owned by Robert Hester, who has no other broadcast interests. Buyer is owned by Gerald Waters, who owns 50% of Waters & Brock Communications Inc. that purchased WBZB Broadcasting Service Inc., in Selma, NC, in December of 1986. He is president of that corporation and actively engaged in day to day operation of WBZB(AM). On Nov. 30, 1988, Waters & Brock Communications Inc. was granted LPTV CP. TV call sign W35AR, permit file BPTTL-880622PS. Station location is Smithfield-Selma, NC. Action June 6.

■ WAHD(FM) Wilson, NC (BAPED890303GZ; 90.5 mhz; 5 kw-H, 5 kw-V; ant. 281 ft.)—Granted app. of assignment of license from Family Stations Inc. to Mega Educational Communications Inc. for \$10,000. Seller is headed by Harold Camping. Family Stations Inc. is nonprofit corporation that owns nine AM, 42 FM, one shortwave and one TV station. Buyer is headed by Oscar Eaton, who has no other broadcast interests. Action June 6.

■ WMQX-AM-FM Winston-Salem, NC (AM: BAL890417GF; 1340 khz; 1 kw-U; FM: BAPLH890417GG; 93.1 mhz; 100 kw; ant. 483 ft.)—Granted app. of assignment of license from Evergreen Radio Group Inc. to Ralph Guild. Purchaser, partner of Evergreen Radio Group, shall assume obligations to pay seller's current liabilities to extent that current liabilities as of closing date do not exceed current assets as of closing date. In event that current liabilities exceed current assets as of closing date, purchaser shall designate that specific current liabilities assumed equal current assets. Seller will provide purchaser with sufficient information reasonably prior to closing date for purchaser to make such designation. Adjustments, if any, will be made within 90 days after closing date. Guild has following broadcast interests: Fresno Radio Associates, licensee of KFRE(AM)-KNAX-FM Fresno, CA.; chairman, director, treasurer and 100% voting shareholder of Chester Radio Corp., general partner of Chester Associates, 50% general partner of Fresno Radio Associates; EBE Communications LP, licensee of WXT(AM)-WXTC(FM) Charleston, SC. Ralph Guild is chairman of board of McGovern Guild Radio. Action June 6.

■ WMYJ(FM) Edinboro, PA (BALH890412HQ; 107.1 mhz; 3 kw; ant. 400 ft.)—Granted app. of assignment of license from G.A.M. Communications Inc. to Wincapp Broadcasting Inc. for \$900,000 ("Changing Hands," April 24). Seller is principally owned by J.R. McClure, John Meade and Richard Gaillard. McClure has interest in KKKK-FM Odessa, TX; WFAM(AM) Augusta, GA; WMAX(AM) Kentwood, MI, and new FM in Schoharrie, NY. Buyer is owned by Robert Williams, who has no other broadcast interests. Action June 6.

■ KEGG(AM) Daingerfield, TX (BAL890425EE; 1560 khz; 1 kw-D)—Granted app. of assignment of license from Roberts Broadcasting to Breckenridge Broadcasting Co. for \$150,000. Seller is owned by Stacy Roberts, who has no other broadcast interests. Buyer is owned by Owen Woodward and Doug Williams. Following broadcasting facilities are licensed to Breckenridge Broadcasting Co.: KILE(AM) Galveston, KSTB(AM)-KROQ(FM) Breckenridge, all Texas; KNOR(AM) Norman and KTAT(AM)-KYBE(FM) Frederick, all Oklahoma. Breckenridge Broadcasting Co. also holds CP for new FM station at Stephenville, TX. (BPH850711PS) Action June 6.

■ KOFR(FM) Odessa, TX (BAPHE881213HX; 90.5 mhz; 2.4 kw; ant. 287 ft.)—Granted app. of assignment of license from Family Stations Inc. to Southwest Educational Media Foundation for no financial consideration. Seller

has no other broadcast interests. Buyer is headed by T. Kent Atkins, who is owner of KRGN-FM Amarillo, TX. Action June 6.

■ KHSB(FM) Brigham City, UT (BAPH890303HI; 100.7 mhz; 100 kw-V; ant. 1,968 ft.)—Granted app. of assignment of license from Harold S. Schwartz to Radio Property Ventures for \$36,415. Seller also owns new FM, ch. 264C, Brigham City, Utah. Buyer is owned by Burt W. Kaufman. Property Ventures is licensee of following stations: KXEG(AM) Tolleson, AZ; KSHY(AM) Cheyenne, WY; KBBX(AM)-KCGI-FM Centerville, UT; KXEN(AM) Festus-St. Louis, MO, and KQXI(AM) Arvada, CO. Action June 6.

■ WNVZ-FM Norfolk, VA (BTCH890322HY; 104.5 mhz; 50 kw; ant. 480 ft.)—Granted app. of assignment of license from WWMX Inc. to Michael E. Schwartz & Donald L. Wilks for \$5,470,000 ("Changing Hands," March 27). Seller is subsidiary of Capitol Broadcasting Co., Raleigh, NC-based group headed by James F. Goodman. Buyer is owned by Michael E. Schwartz and Donald Wilks. Wilks-Schwartz Broadcasting interests are New England Radio Corp., licensee of WHYN-AM-FM Springfield, MA; Allentown FM Inc., licensee of WEEEX(AM)-WQQQ(FM) Easton, PA, and WFBL(AM)-WKFM(FM) Fulton, NY. Sarasota PA Inc., which owns WSPB(AM)-WSRZ(FM) Sarasota, FL. Wilks-Schwartz Broadcasting of Providence Inc. owns WLKW-FM Providence, RI. Action June 6.

New Stations

Applications

■ Reading, OH (BPED890530MA)—President and Board of Trustees of Miami University seeks 89.3 mhz; 1.50 kw. Address: 201 Roudebush, Oxford, OH. Principal is headed by Paul Pearson and also owns WMUB(FM) Oxford, OH. Filed May 30.

Actions

AM

■ Patillas, PR (BP880111AF)—Granted app. of Community Broadcasting Inc. for 610 khz; Address: P.O. Box 902, Arroyo, PR 00615. Principal is owned by Enrique Garcia. Action June 1.

FM's

■ Homewood, AL (BPH880816OB)—Returned app. of Homewood Superior Broadcasters Ltd. for 97.3 mhz; 1.65 kw H&V; 136 m. Address: 1100 Griswold Rd., Fairfield, AL 35064. Principal is headed by Lorene P. Williams. Action May 26.

■ Claypool, AZ (BPH880613MH)—Returned app. of Gila County Broadcasting Co. for 105.5 mhz; 3 kw H&V; -53 m. Address: 1240 S. Saguard Dr., Box NBU 415-12, Globe, AZ 85501. Principal is owned by James Mace, who has no other broadcast interests. Action June 6.

■ Greenfield, CA (BPH850712TI)—Granted app. of Q Prime Inc. for 107.9 mhz; 1.51 kw H&V; 728 m. Address: 212 11th St., Hoboken, NJ 07030. Principal is owned by Clifford Burnstein and Peter D. Mensch. Action May 31.

■ Mariposa, CA (BPH880512MB)—Granted app. of Mariposa Grizzly Radio Inc. for 103.9 mhz; 3 kw H&V; -35 m. Address: 1470 Vancouver Ave., Burlingame, CA 94010. Principal is owned by William F. Hammett, who has no other broadcast interests. Action June 7.

■ Winton, CA (BPH880126ND)—Granted app. of Winton Broadcasting Co. for 98.7 mhz; 3 kw H&V; 100 m. Address: 1038 Neilson St., Albany, CA 94706. Principal is owned by Nicholas Henderson, who has no other broadcast interests. Action June 6.

■ Cleveland, MS (BPH880301NM)—Granted app. of Carol B. Ingram for 107.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 73 Batesville, MS 38606. Principal has no other broadcast interests. Action June 7.

■ Belmont, NH (BPH880224MP)—Dismissed app. of Paul B. Perry for 93.3 mhz; 3 kw H&V; 100 m. Address: 55 Oriole Dr., Bedford, NH 03102. Principal has no other broadcast interests. Action June 2.

■ Belmont, NH (BPH880225MT)—Granted app. of Steven Chartrand for 93.3 mhz; 3 kw (H&V); 297 m. Address: 18 King Charles Dr., Londonderry, NH 03053. Principal is owned by Steven Chartrand who is 16% general partner in Wiltshire Broadcast Co. Action June 2.

■ Saranac Lake, NY (BPED880120MT)—Granted app. of St. Lawrence University for 90.5 mhz; 0.2 kw H&V; 123 m. Address: Romoda Dr., Canton, NY 13617. Principal is owned by John W. Hannon Jr., Chairman Richard Young and Vice Chairman Archie F. Macallaster. Action May 31.

■ Watertown, NY (BPED870410MC)—Granted app. of State University of New York for 91.7 mhz; 0.21 kw H&V;

Address: State University Plaza, Albany, NY 12246. Action June 2.

■ Erie, PA (BPH880310NA)—Returned app. of Sima Birach for 94.7 mhz; 1.75 kw H&V; 131 m. Address: 11427 Joseph Campau, Detroit 48212. Sima Birach is sole shareholder of Birach Broadcasting Corp., licensee of WNZK(AM) Westland, MI. Action June 2.

■ Erie, PA (BPH880309MD)—Returned app. of Josephine Broadcasting for 94.7 mhz; 0.940 kw H&V; 180 m. Address: 660 West 8th St., Erie, PA 16502. Principal is owned by Susan Letwisch, who has no other broadcast interests. Action June 2.

■ Killen, TX (BPH880421MJ)—Granted app. of Multi-com Broadcasting Inc. for 92.3 mhz; 3 kw H&V; 100 m. Address: Box 5697, Bryan, TX 77805. Principal is headed by Carolyn G. Vance, who is licensee of KEEE(AM)-KJCS(FM) Nacogdoches, TX. Action June 1.

■ Tyler, TX (BPH870429MM)—Granted app. of Virginia Ann Hine for 104.1 mhz; 50 kw H&V; 150 m. Address: 113 E 7th St., Tyler, TX 75701. Virginia A. Hine is 26% voting shareholder of Tyler Broadcasting Inc., licensee of KTLK(FM) Tyler, TX. Action June 1.

■ Rudolph, WI (BPH880107NE)—Granted app. of Point-Rapids Broadcasting Inc. for 99.9 mhz; 3 kw H&V; 100 m. Address: 162 S. 84th St., Milwaukee 53214. Principal is owned by Michael B. Hackman and Mark J. Hackman, who have no other broadcast interests. Action June 13.

TV

■ Martinsburg, WV (BPCT870602KK)—Granted app. of Ralph Albertazzie for ch. 60; 3000 kw-V; 297 m. Address: Rte. 1, Box 242 Hedgesville, WV 25427. Principal has no other broadcast interests. Action Sept. 16, 1988.

Facilities Changes

Applications

AM's

■ Nenana, AK, KIAM(AM), 1270 khz—June 1 application for CP to increase tower height and reduce night power to 2.2 kw.

■ Pueblo, CO, KCCY(FM), 97.9 mhz—April 13 application for Mod of CP (BPH830418AD) to change ERP: 46.6 km H&V; 661 m H&V; TL: atop Cheyenne Mt., 6.3 km, 270 degrees true from Fort Carson, CO.

■ Anoka, MN, KANO(AM), 1470 khz—May 26 application for Mod of CP (BP861030AT) to augment daytime DA pattern.

■ Penuelas, PR, WENA, 1330 khz—May 18 application for Mod of CP (BP860929AD) to change TL to 2.4 km from center of Yauco, PR; 18 01 17N 66 51 53W.

■ Clarksville, TN, WCTZ(AM), 1550 khz—May 31 application for CP to change nighttime radiation pattern.

FM's

■ Linden, AL, WDAL(FM), 107.1 mhz—May 26 application for CP to change FREQ: 98.5 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 3.5 km SW of Uniontown, AL; class: C2; per docket 87-451.

■ Saipan, CM, KZMI(FM), 93.9 mhz—May 26 application for CP to change ERP: 3.2 kw H&V; FREQ: 103.9 mhz.

■ Fort Myers, FL, WAYJ(FM), 88.7 mhz—May 15 application for CP to change ERP: 100 kw H&V; 189 m H&V.

■ Marco, FL, 92.7 mhz—June 15 By Public Notice of this date, BMPH881220II, Mod of CP (BPH850712TX), originally filed as amendment, is now being treated as minor change application.

■ Perry, FL, WPRY(AM), 1400 mhz—March 9 application for CP to change antenna system; TL: 1 Broadcast Place, Hwy. 27 East, Taylor, FL; 30 06 42N 83 34 03W.

■ Honolulu, KHHH(FM), 98.5 mhz—May 19 application for CP to change ERP: 60 kw H&V; HAAT: 23 m H&V; TL: 1188 Bishop St., Honolulu.

■ Grundy Center, IA, KGCI(FM), 97.7 mhz—May 22 application for CP to change HAAT: 100 m H&V; TL: intersection of County Rd. D-25 and unmarked County Rd., Section 23, Lincoln Township, 6.5 mi NE of Grundy Center, IA.

■ Ruston, LA, KXKZ(FM), 107.5 mhz—May 24 application for Mod of CP (BPH870219IG) to change antenna supporting structure height.

■ Ottawa, KS, KHUM(FM), 95.7 mhz—May 23 application for CP to change ERP: 98.6 kw H&V; HAAT: 301 m H&V; TL: 28 km SE of Lawrence, KS.

■ Harbor Springs, MI, WLTO(FM), 103.9 mhz—May 15

application for Mod of CP (BPH850613MB) to change ERP: 28.05 kw H&V; HAAT: 202 m H&V; class: C2; per docket 88-260.

■ Mountain View, MO, KXOZ(FM), 96.7 mhz—May 19 application for Mod of CP (BPH861023MC) to change ERP: 50 kw H&V; FREQ: 96.9 mhz.

■ Muskegon, MI, WSNX-FM, 104.5 mhz—May 18 application for CP to change ERP: 31.6 kw H and 30.27 kw V; install DA.

■ St. Cloud, MN, KCFB(FM), 91.5 mhz—May 22-application for CP to change ERP: .8 kw H&V; HAAT: 36.5 m H&V; TL: 1310 2nd St. N.; move studio outside community of license.

■ Kalispell, MT, KOFI-FM, 103.9 mhz—May 26 application for CP to change ERP: 100 kw H, 55 kw V; 160 m H&V; TL: 3.8 km SW of Kalispell, MT; class: C1; per docket 88-415.

■ Belmont, NH, 93.3 mhz—applications (880224MP) dismissed for June 2 rescinded and reinstated.

■ Wolfeboro, NH, WLKZ(FM), 104.9 mhz—May 25 application for CP to change ERP: .38 km H&V; HAAT: 278 m H&V.

■ Delaware Township, NJ, WDVR(FM), 89.7 mhz—May 31 application for Mod of CP (BPED860418MB) to change ERP: 3.5 kw V; 92 m V; TL: Tower Rd., .25 mi N of NJ Rte. 12.

■ Hickory, NC, WXRC(FM), 95.7—May 26 application for Mod of CP (BPH860307IF) to change TL: .5 km SW of intersection of State Rtes. 73 and 1385.

■ Mansfield, OH, WOSV(FM), 91.7 mhz—May 26 application for Mod of CP (BPED870629MB) to reduce overall tower height.

■ Toledo, OH, WXTS-FM, 88.3 mhz—June 13 application for BPED840120AF to increase ERP: 1 kw H&V; HAAT: 60 m H&V is canceled.

■ Seneca, SC, WSNW(AM), 1150 mhz—June 6 application for CP to reduce antenna height.

■ Galveston, TX, KQKQ(FM), 106.5 mhz—March 14. By Public Notice on this date BPH870225MN, originally submitted as amendment to BPH830701AZ, was redesignated as separate application.

■ Arlington, VA, WABS(AM), 780 mhz—May 30 application for CP to make changes in antenna system by increasing tower height.

■ Waynesboro, VA, WCQR(FM), 90.1 mhz—May 23 application for Mod of CP (BPED841031IN as Mod) to change HAAT: 300 m H&V; TL: 1.2 km SW of Rockfish Gap, VA.

■ Tacoma, WA, KRPM-FM, 106.1 mhz—May 15 application for Mod of CP (BPH870227NM) to change ERP: 55 kw H&V.

■ Antigo, WI, WRLO(FM), 105.3 mhz—May 15 application for CP to replace DA with omni-directional antenna.

TV's

■ Riverside, CA, KSLD(TV), ch. 62—May 9 application for CP to change ERP: 2340 kw (vis); HAAT: 711 m; Bogner BUI 32(DA)(BT); TL: Sunset Ridge Electronics Site, 5.5 km at N 137 degrees E to San Antonio Heights, CA; 34 11 16N 117 41 55W.

■ Louisville, KY, WDRB(TV), ch. 41—May 18 application for CP to change ERP: 5000 kw (vis); Andrew ATW 30H4-ETO/C-41M(BT); TL: West PF Christian Rd., 4 mi NW of New Albany, IN; 38 21 00N 85 50 57W.

■ Conroe, TX, KTFH(TV), ch. 49—May 22 application for Mod of CP (BPC840921LC) to change ERP: 4082 kw (vis); Jampro JCR-3249 CP (DA)(BT).

■ Jacksonville, TX, KEBE(TV), ch. 14—May 30 application for Mod of CP (BP871022AF) to reduce power to .45 kw and make changes in antenna system.

■ Provo, UT, KZAR(TV), ch. 16—May 19 application for Mod of CP (BPC840618KE) to change ERP: 4000 kw (vis); HAAT: 703.4 m; Dielectric TFU-23 JDS(DA)(BT); TL: antenna farm near Mt. Nebo, 20 mi NNE of Neph. UT; 39 51 14N 111 42 22W.

Actions

AM's

■ Bismarck, ND, KBRM(AM), 710 khz—June 2 application (BP870106AD) granted for CP to change FREQ: 710 khz.

■ Fort Worth, KSGB(AM), 1540 khz—June 8 application (BP890118AA) granted for CP to change city of license to University Park, TX; increase night power to 5 kw; change antenna system and TL to 2.65 km E of Gastonia, TX; 32 36 27N 96 22 29W.

FM's

■ Le Grand, CA, KEFR(FM), 89.9 mhz—June 6 applica-

tion (BMPED881116IB) granted for Mod of CP (BPE-D860331IG) to change HAAT: 652.9 m H&V.

■ Los Osos-Baywood Par, CA, KLZZ(FM), 101.3 mhz—June 1 application (BPH880407ID) granted for CP to change TL: KSBY-TV tower, Cuesta Ridge, 7.2 km N of San Luis Obispo, CA; HAAT: 520 m H&V; ERP: 3.3 kw H&V; 35 21 37N 120 39 17W.

■ Lake City, FL, WQPD(FM), 94.3 mhz—June 6 application (BPH880825IC) granted for CP to change ERP: 50 kw H&V; 150 m H&V; TL: 8 mi SE of Live Oak, FL, on Rte. 49; class: C2.

■ Savannah, GA, WYFS(FM), 89.5 mhz—June 6 application (BPED890206IE) granted for CP to change ERP: 91.22 kw V.

■ Hazard, KY, 104.7 mhz—June 2 application (BMPH890329IG) granted for Mod of CP (BPH870327ML) to change ERP: 25 kw H&V; 346 m H&V; TL: State Rd. 1096, 6.3 km S of Hazard, KY. CP for BPH870327ML was granted Feb. 28, but was not issued.

■ New Orleans, WEZB(FM), 97.1 mhz—June 2 application (BPH861205IC) granted for CP to change TL: intersection of Behrman Hwy. and Garden Oaks Dr., New Orleans; 300 m H&V; 29 55 11 90 01 29.

■ Oswego, NY, WFES(FM), 105.5 mhz—June 6 application (BMPH890316IA) granted for Mod of CP (BPH870217IB) to change ERP: 1.8 kw H&V; 127 m H&V.

■ Brunswick, ME, WCLZ-FM, 98.9 mhz—June 7 application (BPH881223IB) granted for CP to change ERP: 47.5 kw H&V; change directional to nondirectional operation.

■ Greenville, MI, WPLB-FM, 107.3 mhz—June 2 application (BMPH890209ID) granted for Mod of CP (BPH871015IB) to make changes in directional antenna pattern.

■ Columbus, MS, WMBC(FM), 103.1 mhz—May 31 application (BPH881205IG) granted for CP to change ERP: 22 kw H&V; 230 m; TL: .6 km NNW of intersection of Hwy. 45 and Tower Rd., Columbus, MS; class: C2; per docket 87-234.

■ Manchester, NH, WGIR-FM, 101.1 mhz—June 7 application (BPH881220ID) granted for CP to change ERP: 13.3 kw H&V; 290 m H&V.

■ Villas, NJ, WVIL(FM), 98.7 mhz—June 6 application (BMPH890221ID) dismissed for Mod of CP (BPH880126OG) to change HAAT: 100 m H&V; TL: N of St. Rte. 47 and 2.8 km WNW of Wildwood, NJ; 38 59 51N 74 50 31W.

■ Cobleskill, NY, WACS(FM), 103.5 mhz—June 1 application (BPH890414ID) granted for CP to install directional antenna.

■ Granville, OH, WDUB(FM), 90.9 mhz—June 2 application (BMPED881209IB) granted for Mod of CP (BPE-D791227AP) to correct antenna center of radiation to 34 m; overall height of structure to 37 m.

■ Easton, PA, WJRH(FM), 90.5 mhz—June 2 application (BPED870713MP) granted to change FREQ: 104.9 mhz; coordinates: 40 41 53N 75 12 30W.

■ State College, PA, WTLR(FM), 89.9 mhz—June 13 application (BPED880617MA) returned for CP to change ERP: 25 kw H&V; 199.45 m H&V; TL: 6.83 mi N of State College, PA.

■ Aguadilla, PR, WIVA-FM, 100.3 mhz—June 7 application (BPH890511II) dismissed for CP to change ERP: 25.5 kw H&V; 600 m H&V; TL: Road 120 km, 15.1. near Maricao, PR.

■ Columbia, SC, WCOS-FM, 97.9 mhz—June 1 application (BPH890327IC) granted for CP to change FREQ: 97.5 mhz; 299 m H&V; class: C1; per docket 86-72.

■ Murfreesboro, TN, WMOT(FM), 89.5 mhz—June 9 application (BPED870714MB) dismissed for CP to change ERP: 80 kw H&V; 311 m H&V; TL: Pinnacle Hill, 1.5 mi SE of Rockvale, TN; 35 44 13N 86 31 04W.

TV's

■ St. Petersburg, FL, WTOG(TV), ch. 44—May 31 application (BPC87890504KE) granted for CP to change ERP: 5000 kw (vis); 454 m; TL: 13310 Rhodine Rd., Riverview, FL; 27 49 48N 82 15 59W; ANT: Dielectric TFU-30E Custom (BT).

■ Williamsport, PA, ch. 53—May 31 application (BMPCT890127KG) granted for Mod of CP (BPC8780327KL) to change ERP: 6.4 kw (vis); 338 m; ANT: Bogner/B8U(O)M; TL: Bald Eagle Mtn., Bastress/Susquehanna Township Line, PA; 41 11 57N 77 07 38W.

■ Naranjito, PR, WECN(TV), ch. 64—May 31 application (BPC87890125KH) granted for CP to change antenna system: Andrew/ATW30L2-HP-64; 18 17 34N 66 16 02W.

■ Jackson, WY, KJVI(TV), ch. 2—May 31 applica-

(BMPCT881215KG) granted for Mod of CP to change ERP: .19 kw (vis); 304 m; ANT: Scala TVO-4; TL: 2.1 km SW of Jackson on Snow King Mtn., WY; 43 27 42N 110 45 10W.

Actions

■ Juanina Inc. of Fort Walton Beach granted new FM station at Fort Walton Beach, FL-BC dockets 81-856, 81-859, 81-869 (Report DC-1436. Action in Docket Case) commission has granted application of Juanina Inc. of Fort Walton Beach for new FM station on Channel 243C (96.5 MHz) at Fort Walton Beach, FL, and denied competing applications of Miracle Strip Communications Inc., Pinnacle Broadcasting Corporation and Da-Gon Broadcasting Inc. Action by commission June 8 by MO&O (FCC 89-198).

■ Anderson, CA, denied price broadcasting company review of decision by Mass Media Bureau denying Price's objections to application of Robert G. Cory for new FM translator station to serve Redding and Anderson, CA. (By Order [FCC 89-65] adopted February 15 by commission)

■ Bristol, TN, denied RAM Communications Inc.'s request for review of Mass Media Bureau action granting Appalachian Educational Communications Corporation's application for license to cover construction permit for WHCB(FM) at Bristol, TN. (By Letter [FCC 89-177] adopted May 26 by Commission) Salisbury and Ocean City, MD, Renewed, for less than a full term, licenses for WSBY(AM)-WQRQ-FM Salisbury and Ocean City, MD, subject to EEO reporting conditions; issued notice of apparent liability of forfeiture in amount of \$15,000 for failing to comply with EEO provisions; and granted applications to assign licenses of stations from Woolfson Broadcasting Corp. of Salisbury-Ocean City Inc. to RVS Partners. (By Letter [FCC 89-165] adopted May 23 by Commission)

■ Roanoke, VA, Renewed license of WROV Roanoke VA, subjected to EEO reporting conditions and assessed \$5,000 forfeiture. (By Letter [FCC 89-164] adopted May 23 by Commission)

■ FM and TV authorizations. Amended rules to establish procedure whereby FM and television licenses and permittees may modify authorizations to specify different community of license in course of rulemaking proceeding. (MM docket 88-526 by R&O [FCC 89-128] adopted April 26 by Commission)

■ Short-spaced FM station assignments. Denied request by National Association of Broadcasters that Commission stay effect of new rules adopted in Report and Order in matter of amending Part 73 of Commission's rules to permit short-spaced FM station assignments by using directional antennas. (MM docket 87-121 by Order Denying Stay Request [DA 89-673] adopted June 14 by Chief, Mass Media Bureau)

■ Silver Springs, FL, Denied review of Review Board decision dismissing application of Silver Springs Broadcasting for new FM station at Silver Springs, FL. (MM Docket 88-119 by Order [FCC 89-169] adopted May 26 by Commission)

Allocations

■ Miramar Beach, FL. At request of Carol Renee Carter, proposed amending FM Table by allotting Channel 292A (106.3 MHz) to Miramar Beach, FL as its first local FM service. Comments are due August 3, replies August 18. (MM Docket 89-126 by NPRM [DA 89-602] adopted May 22 by Chief, Allocations Branch, Mass Media Bureau.)

■ Hilo, HI. At request of Phillip Lee Brewer, proposed amending FM Table by substituting Channel 250C1 (97.9 MHz) for Channel 250C2 at Hilo, and modifying license of KKBG-FM to specify operation on C1 channel. Comments are due August 3, replies August 18. (MM Docket 89-127 by NPRM [DA 89-603] adopted May 22 by Chief, Allocations Branch.)

■ Whitewater, WI. At request of Caribbean Broadcasting Corporation, proposed amending FM Table by allotting Channel 293A (106.5 mhz) to Whitewater as its second local FM service. Comments are due August 3, replies August 18. (MM Docket 89-132 by NPRM [DA 89-608] adopted May 23 by Chief, Allocations Branch.)

■ Ariton, AL and Bonifay, FL. Dismissed request for reconsideration and motion for stay filed by Patsy Nance Marsh and Rickey Earl Nance in matter of mending FM Table at Ariton, AL. MM Docket 88-148 by MO&O [DA 89-630] adopted May 3 by Chief, Allocations Branch, Mass Media Bureau.)

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Take charge GM wanted. Northwest. Hands on experience in all areas of station management required. Sales experience a must. With liberal incentive program for the right person. Good financial background. Send current letter, resume, and 5-year salary history to Box D-95. EOE.

Fastest growing group in SE is expanding once again. Looking for quality people. GM, SM, and senior AE's. Reply in confidence to: Box G-8. EOE.

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.

Division manager: Major broadcast company in Northwest seeks experienced medium or major market general manager for administrative position. Solid broadcast and management experience required. Excellent fringe benefits and work environment in new facility. Please send resume and salary history in confidence to: Box G-46. EOE.

Ohio station looking for sales manager or top sales person ready to move up to station manager. Owner wants to retire from active management. Top pay and benefits for a selling manager who can keep it going. Resume. Box G-77. EOE.

Station manager for turnaround community AM in small North Carolina market. You'll need at least two years of successful small market selling experience and the positive energy needed to get the job done for a good company. If you're ready for management, send us your credentials. First year guarantee \$26,000 plus incentives and benefits. EOE. Box G-82.

Help wanted: Asst GM. Sales manager. Small market AM/FM in Midwest. Strong sales background. Send resume, references, track record, salary & history. EOE. Box G-81.

General manager/general sales manager for Class B FM on Lake Erie in Ohio. Salary commensurate with experience ranging from \$50,000 to \$60,000. Cash flow incentives also available. Need results oriented individual with proven track record in sales and management. Confidentiality assured. EOE. 513-599-4672. Send resume and references to Box 356, Bellefontaine, Ohio 43311.

Sales manager for suburban Cleveland AM. Must be willing to service accounts, train and motivate staff. Salary, commission and car allowance. Resume and salary requirements to: General Manager, WBKC, One Radio Place, Painesville, OH 44077. EOE.

Corporate director of sales: Major group radio broadcaster is seeking a corporate director of sales to help direct and improve the sales efforts at our eleven radio stations. Duties will include training, management recruiting, systems development and implementation. Candidates should have 10 years in major market radio, including general management and extensive sales management experience. Please send resume with salary history and requirements to Scott Frothingham, Entercom, 100 Presidential Boulevard, Suite 10, Baia Cynwyd, PA 19004. Equal Opportunity Employer.

Station manager: Small expanding broadcasting group is looking for station manager with strong sales leadership. Station is located in a Louisiana medium market. Send resume and salary history. Roger Cavaness, 123 East Main Street, Lafayette, LA 70501. EOE.

General manager, WBAZ, Eastern Long Island, NY. New position to replace owner/operator. Successful track record of leadership and hands-on involvement in sales required. \$60,000 salary plus cash flow bonus and potential for earned equity. Let's grow this station and build a group. Write President, WBAZ, Box 1200, Southold, NY 11971. EOE, M/F.

KFXI Radio is seeking a general sales manager to handle a multi city sales staff. Must have at least three years experience, aggressive, and be willing to sell. Send resume to KFXI Radio, Box 433, Lawton, OK 73502. EOE.

HELP WANTED SALES

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.

Need a Super Star! Senior account executive who can sell directs and can work agencies in Philadelphia market. Management potential! Respond to Box D-15. EOE.

Sales manager and salespersons needed for growing Class C FM in northern New England. Must be aggressive and promotion oriented. Equity possible based on sales performance. Send resume and compensation requirements to: Box G-43. EOE.

AM/FM combo in south central Florida seeks experienced salesperson. Established list is waiting for right person. Minorities are encouraged to apply. Please send resume to Robert T. Rowland, Jr., General Manager, WCAC/WITS, 2411 U.S. 27 South, Sebring, FL 33871. Roper Broadcasting is an equal opportunity employer.

Colonial Broadcasting's WOWW 107 station in Pensacola, FL is accepting applications for salespeople. WOWW 107 is a ratings and billings leader. Colonial Broadcasting is an equal opportunity employer. Send resumes to P O Box 2788, Pensacola, FL 32503.

Can you be trusted to self-motivate, run your own office and earn top sales dollars? Northeast Iowa's #1 CHR station needs this kind of person to run our newly opened satellite office in Cedar Rapids. Excellent salary and benefits plus attractive commission structure. Write or FAX resume immediately. General Manager, KFMW, P O Box 1330, Waterloo, IA 50704. FAX 319/234-5444 -- but only if you're the right person! EOE.

Virginia medium market combo seeks a sales manager with the skill to train, lead and motivate a professional sales staff. You will be associated with a thirty-year old company offering growth and stability in exchange for organization, promotional ideas and solid experience. Apply in confidence. We will arrange an interview at our expense. EOE M/F. Resume and cover letter to Box G-71.

Florida major market C-FM, good ratings, exclusive format needs aggressive, self-motivated, credible professional who can prospect, propose and close. Resumes to Box G-70. EOE.

N.E. group operator looking for sales managers and sales reps. Sales managers must have track record. Sales reps must have some selling experience. We encourage minorities and women to apply for these positions. Send resume to Box G-90. EOE, M/F.

Sales - broadcast: Looking for a rising star. Ground floor opportunity. Excellent earning potential. Qualifications: Successful track record developing co-op/vendor/direct accounts. Minimum one year radio sales experience. Prefer college degree. Send resume to: WNSR, 485 Madison Avenue, New York, NY 10022. EOE. No calls.

WBAZ, Eastern LI, NY seeks experienced sales executive. High energy level, a competitive spirit and the joy of doing battle and winning are key. Our product is sensational and fun to sell: light A/C; NY Mets and Giants; Boston Pops and Symphony; Old Time Radio Classics and lots more. #1 Adult station in market and a great place to live and raise a family. Write WBAZ Sales, Box 1200, Southold, NY 11971. EOE.

The WLPO & WAJK timetable for new broadcasting graduates: 1 year - you've got the sales routine figured out. 2 years - making more money than your father. 3 years - ready for a management job. That's our track record for grads who come to us possessing an average intelligence, a willingness to learn and persistence. Call it the fast track, call it a short cut, but call us regardless. If you want to make it your future, send resume to JMcCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

HELP WANTED ANNOUNCERS

Long-established Country FM is looking for an afternoon-drive personality. Person must possess strong production skills. Station is located in eastern Connecticut, nestled between Boston and New York. Excellent facility and working conditions. Tapes and resumes to: Mark Wayne, WCTY Radio, Cuprak Road, Norwich, CT 06360. WCTY is an equal opportunity employer and encourages minority and female applicants.

WBAZ, Eastern LI, NY seeks an experienced staff announcer whose primary responsibilities will be news, production, and a monthly contribution to our award winning public affairs program, Peconic Magazine. Intelligence, creativity and teamwork are paramount. WBAZ is the #1 adult station in the market. Help us increase our lead and have fun doing so. Write WBAZ Operations, Box 1200, Southold, NY, 11971. EOE.

Top talk talent wanted for major market opportunity. Send tape/history to: Box 273, Tampa, FL 33601. EOE.

Morning host wanted: For full-service morning show. Warm and friendly a must! Great with phones! Must truly love people! Salary requirements, picture, plus T & R: WBHP, P.O. Box 1230, Huntsville, AL 35807. EOE.

HELP WANTED TECHNICAL

Mid-Atlantic group seeks chief engineer. Hands-on a must. Responsible, flexible. Small markets. Top equipment at each station. Most liveable area in U.S. Company vehicle included. Send resume. Alex Kolobielski, PBC, P.O. Box 324, Milford, DE 19663. EOE.

The Daytona Group is looking for a highly motivated chief for our FM station in Richmond, VA. The successful candidate will be organized, maintenance minded, and relate well to others. Tremendous opportunity to work with new state of the art facilities and also complete the last phases of construction. Send resume to Mr. Kyle F. Magrill, The Daytona Group, Inc., 770 W. Granada Blvd., #206, Ormond Beach, FL 32074. EOE.

HELP WANTED NEWS

Radio news director. The search continues...Alabama's best radio news department seeks/needs news director yesterday. Are you good enough? Good field reporting & anchor skills a must! T & R: WBHP, Box 1230, Huntsville, AL 35801. EOE.

Producers: Nationally-syndicated medical news operation is looking for producers with radio news background; some TV experience helpful. Must be self-motivated, a quick learner, and a good writer. Please send resume detailing qualifications, experience and salary history to Box G-64. EOE.

Producers: Nationally-syndicated medical news operation is looking for producers with radio news background; some TV experience helpful. Must be self-motivated, a quick learner, and a good writer. Please send resume detailing qualifications, experience and salary history to Box G-64. EOE.

News director: WADN Radio, Concord, Massachusetts. New commercial Folk/News station on air 8/15 seeks person with depth and good writing skills to organize and supervise unique format of BBC, CBC and other news sources; write and host morning national/international newscasts; and host local features program. Great opportunity to join up-and-coming station serving Boston and suburbs. Send sample newscast tape and writing samples to: Greg Fitzgerald, 611 Walk Hill St., Boston, MA 02130. 617-524-6575. EOE, women and minorities encouraged.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Creative continuity director able to create, write and produce spec/copy tapes, consult with sales staff and clients, assist in preparing marketing-oriented sales presentations and work quickly and accurately. Send resume, samples of work, and personal thoughts on this position to Box G-57. EOE. No tapes.

Top rated Minnesota AM/FM operation looking for experienced operations manager to direct programming and promotions and work closely with sales. Candidate will have strong record of professional broadcast accomplishment, and possess proven skills in creative, attention-to-detail and people oriented management. Send complete resume, examples of work to Box G-56. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: Medium/small market. 14 years management experience, skilled in finance, sales, personnel management, site management and administration. Dennis Goodman, 303-476-5868.

The Florida experience. General manager/GSM with 16 year history in Sunshine State. Currently employed in major market. Community involvement plus promotion = sales and success. Build the future. Box G-42.

General manager available now. I'll make you money while reducing operating costs. Permanent or interim/consulting. John Wagner, 915-581-7208.

We saved a bankrupt top 30 market combo, increased sales and ratings, now it's being sold for \$7M plus! Husband-wife tag team want equity to manage your top 100 market FM or combo. Combined experience 30 years, strong sales at all levels, strong strategic planning, programming, management, plus cash to invest in the right property. 51% buy-out option a must, no stand-alone AM's. Box G-62.

15-year veteran, strong sales/sales management experience (including national), returning to radio. Seeking small-metro GM or metro-medium SM slot 305-770-6450.

Ready to be general manager! 6 years experience and success as PD/OM/consultant in major/medium markets. Results oriented manager. Box G-79

Station manager with sales management and programming experience. Seeks programming or sales manager position. Prefer small or medium market. Employer knows! J.R. Greeley, 915-655-9879 or 915-944-0209.

SITUATIONS WANTED SALES

Exceptional sales leader with proven track record seeks management position in small to medium market. Box G-33.

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

Ivy league grad seeks entry-level announcing position. Unique, dynamic personality. Extensive knowledge of sports, music, and politics. Willing to relocate. Neil, 301-424-4984.

African-American, honest kid-at-heart announcer. seeks entry level on Northeast coast. 5 yrs. part-time tunnel radio experience. Norman, 617-298-3437

Midwest. Over twenty years of allround air experience. Solid references, finest background. Professional production. Very strong news, covering beat, writing and airwork. Prefer Country. Easy Listening or Talk. Call 319-233-3792

Experienced part time announcer. 5 years in eastern Massachusetts, seeks full time position. Hardworking. Dedicated. Rod Morrison, 48 Presidents Row, Ashland, MA 01721. 508-881-2619.

SITUATIONS WANTED TECHNICAL

Director of Engineering, 18+ years of radio, looking for group or large market station. Have license will travel. Box G-16.

Engineer/AT for an FM rocker in milder winter climate. Eric, 219-924-8340 6:30-10 pm Central.

SITUATIONS WANTED NEWS

Seasoned, professional radio news director seeks new challenge with station that still knows bottom-line benefits of a quality news product. Award winning stories, excellent air presence, mature leadership. All markets considered. 801-268-3405.

Veteran sportscaster with Chicagoland AM-FM seeks station with heavy sports line-up. Ten-year pro at all levels. Excellent writing and production. Conversational sportscasts. Exciting PBP. Degree. Will consider all markets. Erik, 312-741-8128.

Award-winning newsmen. Aggressive broadcast journalist with 6 years experience wants to re-locate to Florida. Proven ability to work with police. Brought about capture and conviction of attempted rapist. Former U.S. Army officer. 814-237-7816.

Award winning national TV/radio reporter seeks summer work. Let me fill in for vacationing reporters in news or sports. Call Shannon Leigh Luthy in Denver, 303-750-1114.

Keep me in the south! News/sports director, and morning show co-host is ready for Top-100 break! Box G-89.

Mature personality. Creative wit. Expertise as DJ, news, production OH, MI, IN area. Call Ken 219-833-4340.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

General managers! Ergomaniac and team player/leader never had the actual title, but ready to be PD. Presently operations director/production director/PSA director/jock at CHR/AC and full service AC combo. All without shower, cot or net! Have also done music and promotions. Call Bob at 203-323-3503.

Quality production: Fast. John Mack Flanagan, FAX phone 415-992-9070.

MISCELLANEOUS

Make money in voiceovers. Free \$125 cassette course with advance registration. Earn more in a day than in a whole week on the air! Two-day seminar covers marketing, technique, everything you need to do commercials and industrials. In NYC: 7/22-23. Chicago: 8/5-6. San Francisco: 8/19-20. Also available on cassette. Call toll free: 1-800-333-8108. Berkley Prods., PO Box 6599, New York, NY 10128-6599

Buy-OUT production music direct from the producer. Wholesale rates. Success proven coast to coast. 414-248-3707.

Management friendly investors seek satellite programmed radio stations. Minority positions considered. Send business plan, success story. Box G-21.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: Independent UHF in SE medium market, searching for highly motivated, hard working individual with national sales experience, emphasis on local sales and sales management. Terrific growth opportunity. Send to Box G-23. EOE.

Video archives manager: Growing international Boston-based television operation is looking for an experienced "hands-on" videotape archives manager. Must have experience supporting a network level news archives operation. Must have excellent knowledge of computerized archiving system. Must have in-depth understanding of daily TV production processes. Producing experience is helpful. Superior communications and managerial skills a must. Box G-30. EOE.

Midwest affiliate in 100 plus market seeks motivated individual to lead our promotion effort. Must have strong production/people skills, along with flair for creative news promotion, and community involvement. Great opportunity for promotion assistant/producer to move up. Resumes only to: J.D. Walls, KCAU-TV, Sioux City, IA 51101. EEO, M/F

Immediate opening. Experienced manager of TV news crews in union and non-union environments, based in Los Angeles. Strong management/people skills needed. Send resume, references and salary requirements to: T.D. Hanson, MVP Communications, Inc., 1075 Rankin, Troy, MI 48063. EOE.

WBCC-TV is seeking a well-qualified, top notch news director to manage all news department operations. Excellent salary! Excellent station! EOE/MF/drug screened. Send resume: General Manager, P.O. Box 879, Charleston, SC 29402

WPTY-TV Memphis: General sales manager. Individual must have proven successful, independent experience in local & national sales management, new business development, and sports marketing. Send inquiries immediately to: Kent Lillie, VP & General Manager, WPTY, 2225 Union Ave., Memphis, TN 38104. EOE.

HELP WANTED SALES

Television sales professionals needed immediately for Tektronix television division. Openings in Dallas, Denver, Syracuse and Long Island. Competitive compensation, company car, opportunities to grow are part of "total package". Requires engineering background in television measurement, previous sales experience and desire to join one of the most successful Fortune 500 companies, contact John Kelley, Region Sales Manager, Tektronix Inc., 393 Inverness Dr. South, Englewood, CO 80112. 303-799-1000. Tektronix is an equal opportunity employer.

Account executive: Require professional experienced in media sales. Candidate must be an innovative self-starter motivated to succeed. Submit current vita with salary history to: K. Dorsey, Dept. B/C M, P.O. Box 44227, Shreveport, LA 71134. Equal opportunity employer.

Gulf Coast affiliate seeks bright, up and coming A/E who emphasizes in new business development. Not afraid of hard work and commensurate rewards. Resume and earnings history to Box G-91. EOE.

South Florida independent has opportunities for experienced account executives in this top 50 growth market. Send resumes only (no calls accepted) to Jay Oliver, GSM, WTVX Television, 2000 Palm Beach Lakes Blvd., 7th Floor, West Palm Beach, FL 33409. EOE.

HELP WANTED TECHNICAL

Control room supervisor of air switchers and tape operators at successful independent. EOE. Please send resume to: Bob Hardie, Box 33223, Tulsa, OK 74153.

Chief engineer for aggressive small market network affiliate. Must be hands-on type with strong leadership qualities, be experienced in repair and maintenance of UHF transmitter and the latest state-of-the-art studio equipment. Prefer person with at least 3-5 years as chief or assistant chief and can work closely with other departments. Send resume to Jon Wingate, VP/GM, WETM-TV, Box 1207, Elmira, NY 14902. EOE

Maintenance engineer: WNEM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNEM-TV, Box 531, Saginaw, MI 48606. EOE.

Transmitter/studio maintenance engineer: 3-5 years experience required on transmitter and studio equipment repair and maintenance. UHF and FM transmitter background a plus. Send resume to Ed Murphy, VP Engineering, WXEL-TV, 505 S. Congress Ave., Boynton Beach, FL 33426. EOE.

Midwestern market, network affiliate is seeking a hands-on maintenance driven chief engineer. Strong RF, VTR and ENG is preferred. Send resume to Box G-54. EOE

Engineer director: KTKA-TV, ABC, Topeka, Kansas seeks knowledgeable, hands-on leader with proven track directing an excellent staff at an exceptional facility. Responsibility for budgeting and managing engineering department including repair and maintenance of all studio, transmitter and news equipment. Computer/PC system experience a plus. EOE. Resumes to: General Manager, KTKA-TV, P.O. Box 2229, Topeka, KS 66601.

Service center technician: Repair, maintenance and system design for major video equipment distributor. Minimum 3 years experience with U-Matic, VHS equipment. CCD/tube cameras required. Position requires ability to manage service center, work with customers, fix anything. Please send resume and salary requirements to Midwest Communications, 3305 Bartlett Blvd., Orlando, FL 32811. 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.

Broadcast engineer for Public Television station. Responsible for master control operation and transmitter. Minimum two years education in electronics, General FCC license or certification and four years experience in electronic equipment maintenance. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Closing date 6/30/89. EOE.

Broadcast engineer: Challenging position with rapidly growing appraisal. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: BIA, Box 17307, Washington, DC 20041. EOE.

Assistant chief engineer needed for Telemundo Network's newest affiliate. Must hold valid FCC license and have minimum 2 years broadcast maintenance and 1 year supervisory experience. UHF transmitter experience preferred. New state-of-the-art facility. Send resume to Roger Topping, CE, KVDA-TV, 8000 IH 10W, Ste. 425, San Antonio, TX 78230. No phone calls, please. EOE.

Master control operators needed for San Antonio's newest TV station. Candidates must hold valid FCC license and have prior broadcast experience. New state-of-the-art facility; affiliated with the Telemundo Network. Spanish language skills a plus. Send resume to Roger Topping, CE, KVDA-TV, 8000 IH 10W, Ste. 425, San Antonio, TX 78230. No phone calls, please. EOE.

2 positions: Engineers needed. Maintenance supervisor; 5 years experience component level, 2 years supervisory, trade school or college technical degree preferred. SBE, NARTE, or FCC General or First Class license. Experience with Ampex, Harris, Grass Valley and Ikegami required. Assistant director of engineers: 5-8 years in TV broadcast engineering, excellent interpersonal skills, thorough understanding of broadcast systems a must, 2-3 years experience in management, familiarity with capital and operational budget process preferred. SBE, NARTE, or FCC General or First Class license required. College degree or technical school also preferred. Apply to: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184-4026. No telephone calls! WYES is an equal opportunity employer.

Videotape editor: Needed for Charlotte, NC NBC affiliate. Will edit videotapes for newscast and coordinate receipt of news feeds. Minimum one year experience editing for TV news. Degree preferred. Send resume and non-returnable tape to Ken Middleton, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE.

Television engineer: Arkansas Educational Television Network has an immediate opening for a production center's operation and maintenance supervisor to oversee the operation, maintenance and repair of audio and video equipment of the central broadcasting and studio facility. FCC General license required. Send letter of application with 2 copies of current resume including three professional references and salary history to AETN-Personnel, P.O. Box 1250, So. Donaghy St., Conway, AR 72032 prior to July 10th. AETN is an AA/EO employer. Minorities and women are encouraged to apply

Mtce engr. Need engr to maintain 300/Kscope. Digital F/X200. 141 post prod.. Harris 9100 AM-FM-TV remote control VPR-2's, ACR's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMMI lic. or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, P.O. Box 85888, San Diego, CA 92138. EOE

Maintenance technician: California network affiliate. Knowledge of Sony 3/4" and 1" VTR's, RCA TCR-100's, Ampex ADO and Grass Valley switchers essential. UHF transmitter experience a plus. Send resume to Robert Banks, Chief Engineer, KBAC-TV, P.O. Box 2929, Bakersfield, CA 93303. EOE.

HELP WANTED NEWS

Producers and reporters. LA Spanish-language TV station seeking the best creative journalists in the business. Spanish fluency essential. Send non-returnable sample reel, cover letter and salary requirements to Roberto Soto, News Director, KVEA Telemundo, P.O. Box 25080, Glendale, CA 91221. No calls, please. EOE.

News producer: Immediate opening for creative producer for daily 5 PM half-hour top-rated newscast. Minimum one year full-time producing experience required. Must be able to write compelling news copy and teases and produce shows that are anything but bland and routine. Experience with unique theme and location shows a big plus. Send confidential resume with salary history, references and cover letter explaining how you've met above objectives, plus audition tape of most creative shows to News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Weekend sports anchor/sports reporter. Top-rated news station in progressive Southeastern US medium market seeks creative sports person. At least one-year fulltime TV sports anchoring/reporting experience required. Must have demonstrated ability to produce lively sportscasts and packages containing abundant coverage non-traditional sports and leisure activities. Send confidential resume with salary history, references and cover letter describing how above objectives are met, to News Director, Box G-53. EOE.

Weekend anchor-reporter: KTVN-TV has immediate opening for the position of weekend anchor/reporter. 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.

A fast growing station in fast growing market needs a main co-anchor and a meteorologist. Both should have commercial experience, the meteorologist needs to have a degree. We have a lot to offer the right persons. Send tape and resume to Bill Oltman, News Director, KPOM-TV, P.O. Box 4610, Fort Smith, AR 72914. EOE.

Producers/reporters: Nationally-syndicated medical news operation is looking for producers and reporters. Must be self-motivated, a quick learner, and a good writer. Please send resume detailing qualifications, experience and salary history to Box G-63. EOE.

News producer: Number 1 rated news looking for experienced, dedicated, creative producer for our early morning and noon newscasts. EOE. M/F. Box G-83.

Anchorperson: Fox Television, KRIV in Houston is seeking a Monday thru Friday anchorperson. Applicant must be a seasoned journalist with no less than three years major market experience, strong writing and reporting abilities, great on camera presence and the ability to work well with others, as applicant will be expected to be active among community leaders part as of the job. Send tapes and resumes to: KRIV-TV, P.O. Box 22810, Houston, TX 77227 Attn: News Director. No phone calls. EOE.

Reporter/shooter for #1 NBC affiliate. One year experience. Tape & resume, but no phone calls to Steve Tuttle, News Director, KWQC-TV, 805 Brady St., Davenport, IA 52808. EOE.

Anchor/reporter/producer for group owned CBS affiliate in Lewiston, ID. Early news consistently 50+ share. Computerized newscast. Good benefits and quality of life. Contact Gene Haagenson: 208-746-2636. Equal opportunity employer. Minorities and women encouraged to apply.

Network-affiliated station accepting applications for anchor/co-anchor. Fast-growing medium-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Must have professional experience in news. Submit resume and salary requirement to Box G-87 EOE.

Reporter/weathercaster: Bright, energetic person for weather on weekends, general assignment reporting 3 days per week. NBC affiliate with Live Line III weather computer. Tape, aircheck to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE. M/F.

Reporter: 10 Eyewitness News is looking for an aggressive and highly motivated street reporter. We need a person who is tenacious, an exceptional writer and understands "people" stories. Candidates must have at least two years experience. A degree in broadcast journalism or a related field is preferred but not mandatory. Send tape and resume to Jim Holland, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. No beginners and no phone calls, please. We are an EOE.

Sports director: Anchor 6 and 10 weekday newscasts. Well organized, creative producer. Heavy sports commitment on-air. We want more than "team" sports. How are your features? Tapes and resumes to John Altenber, ND, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406. Please, no calls and beginners. An EOE.

Photographer: KTBC-TV, CBS affiliate Austin, Texas is looking for a workaholic photographer. We just lost a great guy. He's taking up ranching in northern Arkansas. (You figure it out). We need someone with a good eye, excellent editing skills, able to do "live" shots in a single bound (wait, that's Superman), and who's fun to have around. Send 3/4 inch tape and resume to: Tim G. Gardner, News Director, KTBC-TV, P.O. Box 2223, Austin, TX 78768. EOE.

Anchor/news director for ambitious small market affiliate. We're looking for an outstanding, high energy person who can lead us to victory. We offer \$30 thousand plus fringes in one of the nicest small towns in America. Please send resume. Box G-95. EOE.

Roll up your sleeves! Start-up operation has immediate openings for energetic entry-level news and production personnel. Box G-86. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

ENG crews needed domestic and foreign. Betacam and 3/4" experience necessary. Will accept resumes from camera and sound techs with own gear. Only those with record of producing broadcast quality news footage apply. Send resume, salary, or package requirements to Box D-93. We will ask for tape later. EOE. M/F.

Associate producer: Tampa's #1 morning show is searching for an associate producer. We want someone who can deliver good segments. No beginners. Minimum 2 years experience as a morning show producer or associate producer required. Send demo tape and resume to Larry Cazavan, Program Director, WTSP-TV, 11450 Gandy Blvd., St Petersburg, FL 33702. EOE.

Publicist to assist director of public relations with media relations, promotion, and special events for two television and two radio stations in state capital region. Requires degree in journalism, public relations, communications, or related field plus professional level experience in media relations including significant responsibility for press relations. Send resume with cover letter by July 14 to: Manager of Human Resources, WMHT/WMHX, Box 17, Schenectady, NY 12301. EEO/AA. No portfolios now, please.

The best job at the best station in the nation! Limited time only! WJXT creative services producer: Hands-on creative writing/editing/producing/directing. Requires state-of-the-art graphics and production know-how. Prefer 3 years news promotion experience. Resume and tape (no calls) to: Ann Pace, WJXT, 1851 Southampton Rd., Jacksonville, FL 32207. A Post-Newsweek Station. EOE.

Promotion writer/producer one of the Midwest's leading independent television stations, is looking for a hard-working, creative, video wiz. Key skills are copywriting, Beta and 1" editing and shooting video for program and movie promos. Send resume and demo reel to: Bruce Bienenfeld, Promotion Manager, KPTM 42, 4625 Farnam St., Omaha, NE 68132. EOE.

Director of program: NYC, 35 hrs/wk, \$37,381/yr, 5 yrs exp. Plans and directs broadcasting of special television program, formulates general policies to be followed in preparing and broadcasting programs, keep expenditures for producing programs within budgetary limit, create & develop program ideas. Direct cast in rehearsal, select cast, studio and assisting staff, give directions to members of cast & technical crew during rehearsal & filming of broadcasting of television programs, criticize acting & suggest changes as necessary. Inform technician of scenery, lights, properties, other equipment required. Letter or resume in duplicate to B.B. #720, Room 501, One Main St., Brooklyn, NY 11201. EOE.

Commercial producer/copywriter/announcer: If you are a senior director with talent, experience, enthusiasm, and a professional attitude, we'd like to see your resume and photo. Skills in location/studio tape production required for Southeast state-of-the-art broadcast facility. Box G-88. EOE.

Creative director: Creative director needed for commercial dept. at #1 station in beautiful Charleston, SC by the ocean. Candidate must have strong reel and hands-on experience in EFP. Tape & resume to Charlie Thompson, VP/Operations, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EOE.

Assistant promotion director: KTBC-TV, CBS affiliate, Austin, Texas is seeking an experienced, energetic individual with a creative flair and the reel to prove it. This is a hands-on position at a station with a strong news and community involvement tradition. Send resume and reel to: Stan Teater, Promotion Director, KTBC-TV, P.O. Box 2223, Teater, TX 78768. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. Employed at station selling to owner-operator. Start-up experience. Excellent leadership, professional and sales skills. Affiliate and Independent experience. Available immediately. Box G-49.

SITUATIONS WANTED TECHNICAL

Thoroughly experienced with all phases of television engineering; studio, transmitter and microwave. Contact Bill Taylor, 601-366-7526.

Director of technical operations seeks new challenges as leader or chief position. Desires top 50 market in North-east, but will consider any good offer. 9 years experience including satellite work. FCC licensed, stable, good people person. Let me work for you for mutual growth. Please reply Box G-68.

SITUATIONS WANTED NEWS

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Sunbelt meteorologist wants to see snow again! Prefer Midwest medium market where weather is important. AMS Seal, 11 years experience, available soon. 512-520-9507.

Reporter: Network and top 10 newsroom experience. Currently employed as writer in top 10 Midwest market. Competitive and fresh. Box G-80.

Get the best! NWS meteorologist offers accurate forecasts and unsurpassed credibility. Top 25 market experience with expertise in weather radar (including Doppler), severe weather, and much, much more. Call Ben at 919-781-7637.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

MISCELLANEOUS

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send 3/4" tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Bill Slatter and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape for reporters, anchors and photographers. Affordable cost. 601-446-6347.

Clip this out for further reference! Freelance videographers: We buy footage of fire, emergency medical service and law enforcement incidents. Call American Heat Video Productions, Inc. at 1-800-722-2443.

Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

Everyone's easy, concise guide to punctuation, grammar and style. Booklet-\$4.95 plus \$1 P/H. Hanlon's, 5460 Burgess, Sylvania, OH 43560.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast news instructor/assistant professor, TV emphasis, starting August 1989 or January 1990. Accredited program. Bachelor's degree in Journalism, RTV, or related field required; MA/MS preferred. Minimum three years successful broadcast news experience desired. Send application letter, current resume, names, addresses and phone numbers of three references by July 7, 1989 to Dean Robert Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A & M University, Tallahassee, FL 32307. FAMU is an equal opportunity/affirmative action university.

HELP WANTED MANAGEMENT

Executive director: As a highly visible representative of the broadcast industry, you will develop and maintain member stations in Minnesota. Must have an assertive personality, experience with non-profit groups and a broadcast background helpful. This position requires an understanding of local broadcasting, strong presentation skills and documentable business skills. Full time position. Salary open, insurance benefits and company car. Equal opportunity employer. Send resume to: Bob McGann, Vice President Television, Minnesota Broadcasters Association, 90 South 11th St., Minneapolis, MN 55403.

HELP WANTED SALES

Advertising sales trainer for national advertising account executives. Our clients utilize a new audiotape advertising medium and must be trained. Must have a very good foundation in prior sales training in broadcast/electronic media. Related college degree and quality credentials. Call our Job Line and leave a "Talking Resume" at 316-687-8111, then mail your resume to Human Resources, Brite Video Systems Inc., 555 N. Woodlawn, #1-209, Wichita, KS. 67208. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000. Ext. TV-7833.

Attention - hiring! Government jobs - your area \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R-8435. EOE

Professional Resume Services. Complete resume preparation, cover letters, updates, mailing services. Effective. Confidential. Professional. Call 1-800-8-RESUME anytime.

EDUCATIONAL SERVICES

On-camera presentation video instruction tape This tape has benefited entry level to network reporters. Send \$49.95 to: The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151. Private instruction also available.

On-camera coaching; For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter Learn from former ABC Network News Correspondent/New York local reporter Demo tapes. Critiquing Private lessons 212-921-0774. Eckhart Special Productions (ESP).

MISCELLANEOUS

Attention: Earn money reading books! \$32,000/year income potential. Details 1-602-838-8885 Ext. B8435. EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

Cash or equipment trade for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925 915-772-2243.

We will purchase priority parts for RCA "D" line highband transmitters 6166 and 4CX5000 cavity parts, exciter and modulator either complete or parts, driver and final HV transformers, plate contactors, etc. Call for more information, 505-625-8841, D. Atkins.

Wanted; late vintage 25kw highband transmitter, such as RCA "F" line of Harris "BTH" series, preferably tuned to Channel 8. Diplexer not necessary. Contact D. Atkins, 505-625-8841, M-F 9am to 6pm MDT.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM ** CCA-AM 50,000D (1976), excellent condition. ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

FM transmitter ** CCA 27,000 (1980) ** RCA BTF20E1 (1976, 1976) ** 3.5kw McMartin (1985) ** 5kw Gates FM 5G (1967) ** RCA 5D (1967) ** CSI T-12-F (1980) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

1KW AM transmitters ** CSI T1A (1981), Sparta SS1000 (1981) ** Collins 20V3 (1967) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

AM transmitters ** CCA AM 10,000 (1970). ** Collins 820F (1978) ** Harris MW5A (197681) ** Gates BC-5P2 (1967) ** McMartin BA2, 5k (1981) ** Transcom Corp. 215-884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron. Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw. available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen, TTC. 303-665-8000.

120 KW UHF transmitter package TVT/Varian transmitter package just traded in on a new TTC 240 KW system. Excellent condition. Now tuned to Channel 54. Includes 1000' waveguide and antenna. Low price Call Bill Kitchen, TTC 303-665-8000, Ext. 101.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$4.99. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., toll free, 800-238-4300.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427

ADO-2000 With P & R Digmata. Digitrail new software, new keyboard. This system is almost new. Immediate delivery, \$60K - Call Video Brokers Inc. 407-851-4595.

Beta Chips - Video Brokers has a selection of new - Betacam Systems - BVP-5, BVP-50, BVW-200. Save up to 50% - These Betacam's are ready to deliver - Call Video Brokers Inc. 407-851-4595.

Beta Plumbicom - BVW-30's. New with lens. Record deck, case & accessories. All for \$19.5K. Cams are new - Never used. Record decks are demo. Call Video Brokers Inc. 407-851-4595.

Beta BVW-25's in stock. Low time demo units - \$7,500.00. Call Video Brokers Inc. 407-851-4595.

Grass Valley 300 2ME Switcher - Ready for delivery. Call Video Brokers Inc. 407-851-4595.

1" VTR's - We stock: 1" - Ampex VPR 2B in NTSC & PAL, Sony 1100A's, 1-Sony 1100A with 3 hrs rec/play mod. All 1" with 60 day warranty. Call Video Brokers Inc. 407-851-4595.

Sony BVH-2000. In stock, some with as little as 300 hours total use. Select type of TBC & console panel. Some also in PAL. Call Video Brokers Inc. 407-851-4595.

Ikegami HL 79D's In stock. Almost new tubes with lens, hard case. AC supply 30 day warranty \$10.5K. Call Video Brokers Inc. 407-851-4595.

Ikegami HL-95 - with Beta Back, 12:1 Canon lens, case. AC supply. All for \$17.5K. Call Video Brokers Inc. 407-851-4595.

Camera support equipment. In stock - new Sachfler video 2511 heads & DA150 tripods. Save 50% - Vinten - Pnumatid pedestals. Model #3741 "Tern" - just overhauled. Save \$. Call Video Brokers Inc. 407-851-4595

Ampex Zeus TBC. Demo unit still in factory shipping case. Ready to ship - \$18K. Call Video Brokers Inc. 407-851-4595.

Ampex VPR-2Bs, VPR-6s, VPR-80s. Hitachi HR-200B, Sony BVH-1100As, BVH-2000. Grass Valley 1600-7H, 300-2BN. Many other items to choose from. Call now Media Concepts, 919-977-3600 or FAX 919-977-7298.

Rent - Complete multi-camera mobile production trucks, mobile uplinks, portable 2 gig microwave links. ENG pacs. Call Media Concepts 919-977-3600.

Complete UHF channel 26 equipment package. Includes ITS 5kw transmitter, antenna, 3/4" automation, cameras, Grass 100 switcher, more. 2 1/2 years old. FOB South. Best offer. Maze Broadcast 205-956-2227.

Acrodyne 10 watt channel 5 LPTV transmitter with Yagi antenna. 750 hours use. \$6,000.00 for all. Maze Broadcast. 205-956-2227

TTC 100 watt UHF transmitter and Bogner BUJ-8 antenna. Channel 43. Little use. Best offer. Maze Broadcast 205-956-2227.

Equipment financing: New or used 36-60 months. no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding, 214-422-5487.

Used-new AM, FM, TV transmitters, LPTV, antennas, cable, connectors, STL equipment, Etc. Save thousands. Broadcasting Systems, 602-582-6550.

3 RCA TK-46 studio cameras with pedestals, prompter monitors, and studio cable. Retubed in December 1988. Dave Layne, KCNC, 303-830-6426.

For sale: Used 300' Fort Worth tower - \$6,500. Call 800-627-9443.

Copper! #8 & #10 ground radials, 2,3,4,6,8' strap, fly screen: ground screen. 800-622-0022. Ask for copper sales

For sale: Heavy duty, commercial 12'-14'-16' antennas, call 800-627-9443.

RCA TTU-30C 30kw UHF-TV transmitter, channel 45, on air. Tuneable from channel 30-51 \$59,900 or best offer by July 10th. Bob White, 315-488-1269

Sony BVU-110's. Used, good condition. Broadcast quality at a fantastic price - Three for \$5,550. Incl. cases and BP-90 charger. Call 202-944-2800.

Pair of RF technology microwave transmitters and receivers. Also 2 pair of Nurad Golden Rods, 4 foot dish, short range antenna, plus other related items. Asking \$28,000. Call 202-944-2800.

Amp 69669-1 BNC Die 1 @ \$170.43, 220043-1 crimp tool 2 @ \$229.33, 330878 single crimp BNC plug for 8281 255 @ \$4.35 512-343-1672.

Amphenol 68175 connector for RG-59, 260 @ \$1.60; 227-962 crimp tool, 1 @ \$124.95, 512-343-1672.

Cine 60 6306B battery belt, 1 @ \$351.00, 6471C cable 1 @ \$44.25, 512-343-1672.

Conrac 6242C 13" 13" color monitor (as is) 1 @ \$best offer. 512-343-1672.

For A FA-430 time base corrector, 1 @ \$best offer. 512-343-1672.

Hedco SVS-345 4X1 Video routing switcher w/panel, 3 @ \$378.00; AVM-201 16X1 AVF video & stereo audio switcher, 2 @ \$1547.00; DEX-160 extender board 1 @ \$56.00; VDA-601 video DA, 10 @ \$122.50; VDF-6000 10 DA video frame (No power supply), 1 @ \$222.50; SRF-100 Hedline 1RU rack frame, 2 @ \$45.50; SAS-345 4X1 audio routing switcher w/panel, 3 @ \$378.00, TWS-100 12X1 video switcher w/local panel, 1 @ \$416.50, 512-343-1672

Lenco 3000 Starflex frame & power supply, 1 @ \$346.50; 3120 Starflex CRS generator, 1 @ \$581.75; 3410 Starflex pulse timing module, 1 @ \$581.75, 3420 Starflex Blackburst module, 1 @ \$581.75; 1011 blank panel, 1 @ \$9.75, 512-343-1672.

National Teltronics 67191B 75 OHM termination, 300 @ \$2.82, 512-343-1672.

Nec CM-1991A 19" Color/RGB monitor, 2 @ \$575.00, 512-343-1672.

Panasonic AG-6810S Recorder with HI-FI stereo, 1 @ \$1000.00 or best offer, 512-343-1672.

Kings KC-59-299 BNC connector for 8281, 1500 @ \$1.68; KC-59-466 connector, 100 @ \$2.32, 512-343-1672.

Sony CVM-1271 12" Color receiver/monitor, 2 @ \$645.00, 512-343-1672.

Tektronix 170002 Field carrying case, 2 @ \$50.00; 1700F00 Cover for 1720, 1730, 3 @ \$30.00, 512-343-1672

Videotek VSM-60 Vectorscope, 1 @ \$1486.00; TSM-50 Waveform Monitor, 2 @ \$1273.00, 512-343-1672.

Complete automation system, installed about a year ago by Broadcast Systems Corporation. In excellent working condition. Bob Ferguson, WMMJ, 202-675-4800.

Betacam SP rig for immediate sale! Sony BVP-30 w/BVU-5 SP recorder. Less than 200 hours. Playback, component and camera adapters. 716-475-6806.

RADIO Help Wanted Management

GENERAL SALES MANAGER

Top 30 market West, growth oriented company is seeking an outstanding people motivator and inventory manager. We offer excellent benefits package and income potential. EOE.

Send resume to Box G-84

GENERAL MANAGER WEST COAST

An expanding radio group is looking for a sales oriented G.M.

for our dominant AM/FM combo.

The stations are situated

in a very attractive,

medium size, high growth market.

Rush resume,

proof of track record, and references to:

Box G-76

EOE

**Help Wanted Management
Continued**

**Will you be our new
production manager?
(Read this, it's a great job!)**



North Central Illinois full-time AM and class A FM (soon to be 25K) knows the value of top-flight commercial production. We've installed "major market" multi-track production studio to prove it.

You'll find all the tools and toys you'll need to fill the shoes of our award-winning production manager (who is moving up to the #13 market!).

Show us your creativity and attention to detail with your resume and cassette to: JMcCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301.

**Help Wanted Programing
Production & Others**

**AOR PRODUCTION PROS
FOR TOP TEN MARKETS**

Two of our AOR clients are looking for world class production professionals to write and create sparkling promos, breakers, sweepers. Both stations have top-of-the-line equipment and are in Top Ten markets. Voice work not required. Send tape, resume and writing samples to:

LCD Associates
Suite 452
301 North Harrison Street
Princeton, NJ 08540
EOE

Situations Wanted Management

BOB BOLTON

CONTINUING MY SEARCH FOR A BETTER FUTURE - not just another job! MANAGEMENT, ON-AIR & PROGRAMING INCLUDES 5 MAJORS AND 5 MEDIUMS. ALL OFFERS CONSIDERED-GM, SM, OM, PD AND TALENT.

PICK UP THE PHONE! 205-626-7875

Blind Box Responses

BOX ???
c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Help Wanted Sales

SELLERS!!!

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1) Are you PASSIONATE about selling radio? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2) Is broadcasting your chosen CAREER ? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3) Do you have STRONG street selling skills? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4) Are you committed to WINNING ? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5) Are you a REBEL ? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6) Do you like to work 9 to 5? | <input type="checkbox"/> | <input type="checkbox"/> |

If you answered **YES** to questions 1 through 5 and **NO** to question 6, we have sales positions you will want to consider!

Please send your resume to:

Jim Simonetti
Sales Manager
WTIC-AM-1080
One Financial Plaza
Hartford, CT 06103
(Full Service; Winter
'89 ARB, 12+ = 16.5)

Cynthia Carter
Sales Manager
96TIC-FM
One Financial Plaza
Hartford, CT 06103
(Hot CHR; Winter
'89 ARB, 12+ = 10.3)



The Ten Eighty Corp. is an Equal Opportunity Employer

ACCOUNT EXECUTIVE

Top 30 market West, growth oriented company seeks experienced self starters immediately! Excellent income potential and comprehensive benefits package. EOE.

Send resume to: Box G-85

**THIS PUBLICATION AVAILABLE
IN MICROFORM**

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

TELEVISION

Help Wanted News

NEWSCASTER

Dow Jones Voice Information Services is seeking an announcer for its Princeton, NJ based news and information service.

Responsibilities include writing, editing and announcing of business, general and sports news. Requirements include several years of professional broadcasting experience, strong writing and production skills and familiarity with electronic newsrooms.

This position offers a competitive salary and excellent benefits along with the opportunity to become part of a team in one of America's "Most Admired Corporations" If interested, please submit a resume and cassette in confidence along with salary expectations to

Assistant Employee Relations Manager
Department NC-BM

Dow Jones & Company, Inc.

P.O. Box 300
Princeton, New Jersey 08543-0300
An Equal Opportunity Employer

Help Wanted Management

OVERSEAS OPPORTUNITY

An expanding TV station in Indonesia requires experienced people to fill the following positions:

- General Manager
- Program Director
- Ad Sales Manager
- Traffic Manager

Unique opportunity for world travel and tax exempt income in addition to developing a TV station in the expanding Pacific Rim. Only experienced people who can live overseas for a minimum of two years should apply.

Send resume to:
Box G-92
Attn: President
EOE

Help Wanted News

Freelance newswriter/editors needed at international television news agency. Requires significant experience with broadcast/cable network foreign desk or syndication. Spanish language a plus. There are no staff positions available. WGA scale starting at \$534 weekly plus 20% after 30 days with upgrades to \$1006 plus 20% depending on experience. EOE.

SEND RESUME & SALARY HISTORY TO:

BILL DUDAR, WTN, 1995 BROADWAY
10th FLOOR, NEW YORK, NY 10023

Help Wanted Programing Production & Others



KRON

SAN FRANCISCO

DIRECTOR, CREATIVE SERVICES

Position is responsible for efficient organization, direction and success of advertising, promotion, media, public relations, PSA's and sales promotion in support of the station's goals to increase ratings and revenue opportunities.

Applicant must have 4 years experience in television broadcast operations, including 3-5 years experience in television management including advertising, promotion, media, public relations, community relations, public affairs, sales promotion and research.

EXECUTIVE PRODUCER, PROGRAMMING

Position supervises all local non-news programming production. Responsible for efficient development and management of creative staff in the production of local programming in support of the station's goals to increase ratings and revenue opportunities.

Applicants must have 4-5 years experience in major market television experience as a show producer, plus 2-5 years experience in television management.

Send resumes in confidence to:

Jan van der Voort
V.P., Human Resources
P.O. Box 3412
San Francisco, CA 94119

Equal Opportunity Employer

Help Wanted Programing Production & Others Continued

TELEVISION RESEARCH DIRECTOR

KPTM 42, a Pappas Telecasting station, has an immediate opening for a **Research Director**. This position involves working with the station's sales staff by producing print sales promotion, preparing research presentations and analyzing audience and marketing data. The **Research Director** has primary responsibility for micro-computer hardware/software maintenance and training. TvB, Simmons, TV Conquest, BMP, Minipak, Pagemaker and Excel are some of the tools which will be utilized in this position. A marketing or media research background is desirable and a college degree preferred. Qualified applicants need only apply.

Reply in confidence to:
Jim McKernan, Station Manager
KPTM-TV
4625 Farnam Street
Omaha, NE 68132

Applications accepted until July 5, 1989
EOE, M/F/H

COMPUTER EDITOR

The Nation's #1 Independent station seeks a Computer Editor to join our award winning Documentary Sports and Promotion teams. Creativity is a must - button pushers stay where you are! You will work with a Mach Editor, Bosch switcher and NEC in our 1" post production suite. This is a full-time temporary position until March 1990 with the possibility of regular employment following this assignment. If qualified, please rush resume and tape to:

Personnel
Fox/WTTG Television
5151 Wisconsin Ave., N.W.
Washington, DC 20016
EOE



SUPERVISOR Engineering Maintenance

State of the art post production facility located in Los Angeles, has an immediate opening for a "hands-on" Supervisor of Engineering Maintenance with 3-5 years supervisory experience in a post production/broadcast environment.

Responsibilities include supervision of maintenance personnel, repair and maintenance of Ampex and Sony 1" VTRs, Sony 3/4" and Betacam VCRs, Ampex and Grass Valley Switchers, CMX Editors, ADO, GVG Signal and Pulse Distribution Systems, Rank Cintel Mark III Telecine, Paintbox and Computer Graphics Equipment.

Must have exceptional interpersonal skills, proven ability to relate positively to co-workers, clients, management and vendors.

Please send resume to:

P.O. Box 55002
Dept 6LA257
Sherman Oaks, CA 91413
Equal Opply Employer M/F

VETERAN FEATURE REPORTER & SEGMENT PRODUCER

Positions are for our news magazine program covering eleven Western states. Superior writing and packaging skills absolute necessity. Extensive travel required to produce substantive long-form (5-10 minute) stories.

Send resume, salary requirement and non-returnable 3/4" or VHS tape to:
John Reim,
The West,
3 Television Circle,
Sacramento, CA 95814-0794.
No calls, please. EOE M/F

PROMOTION DIRECTOR

Top-ten network affiliated TV station seeks **GIANT** creative talent to direct their promotion efforts. Interested parties should submit tape and resume to:

McHugh & Hoffman
Attn: Search Committee
4009 Chain Bridge Road
Fairfax, VA 22030
No phone calls, please. EOE

Help Wanted Technical

CHIEF ENGINEER

KCET-TV, a public broadcasting station in Los Angeles has a challenging opportunity for a Chief Engineer. Must have had previous experience as a chief engineer. Must also include at least five years experience in maintenance and/or transmission including UHF transmitters, microwave systems and satellite systems; BSEE degree and FCC license, or equivalent experience; good interpersonal and communication skills. Qualified applicants, please submit your resume to: Chief Engineer Oppty., Human Resources, KCET, 4401 Sunset Blvd., Los Angeles, CA 90027.



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Situations Wanted News

SEEKING ON-CAMERA HOST/NEWS POSITION

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Miscellaneous

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We offer a competitive salary and benefits package. Please submit resume and salary history to:

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Univision Holdings
Risk Management Dept.
at
330 Madison Avenue,
26th Floor,
New York, NY 10017-5002
or
Twinbridge Plaza
24 Meadowland Parkway
Secaucus, NJ 07094
EOE

Help Wanted News

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a weekly business publication for executives in the radio, television, and communications business is looking for highly skilled people with knowledge in:

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Sales



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Additional qualifications include experience selling a wide range of consumer products (prefer talk show and/or game show background or on-air broadcast sales experience). Must have the ability to "think on your feet"; a friendly, professional image; and availability to work flexible hours.

We offer a highly competitive salary and benefits package, including relocation assistance. Qualified candidates send resume and demo tape in confidence to: CVN Companies, Inc., 1405 Xenium Lane North, Plymouth, MN 55441. EOE.



The Growth Is Just Beginning

Help Wanted Miscellaneous

Curator of Nieman Foundation

Harvard University invites applications and nominations for the position of Curator of the Nieman Foundation for Journalism. The University seeks applicants who have had at least 20 years' experience in journalism and who have held significant positions in print media or in broadcasting. Applicants must possess a broad and deep understanding of the principles and practices of journalism and be able to articulate views concerning journalism to a world wide audience. The curator must also serve as a mentor to promising journalists and participate actively in shaping programs and seminars for Fellows and in the intellectual life of the University. The curator must have extensive contacts in journalism and be able to expand the foundation's program of outreach in helping to identify future fellows, both from the United States and abroad. The curator must possess significant administrative, management and fundraising abilities. Applicants must express a long-term commitment to serve as curator.

All applications and nominations should be sent to:
John Shattuck, Chair, Nieman Search Committee, Massachusetts Hall, Harvard University, Cambridge, MA 02138. An affirmative action/equal opportunity employer.



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Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods will be run if all information is not included. No personal ads.**

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media



Furlong

Charles Furlong, director, communications, Group W Radio, New York, named VP, communications. **Wesley A. Spencer**, controller, Group W Radio, named VP and controller.

Glen Powers, division VP for radio, South Central Communica-

tions Corp., Nashville, adds duties as general manager of Central's WZEZ(FM) there.

Candace Wendling, general manager, WAJL(FM) Fort Wayne, Ind., named president and general manager.

Paul T. Battaini, VP and general manager, WJOY(AM)-WQCR(FM) Burlington, Vt., joins WHOM(FM) Mount Washington, N.H. (Portland, Me.), in same capacity.

Rosemary Fincher-Danon, station manager, KSCI(TV) San Bernardino, Calif. (Los Angeles), named general manager.

John Schaller, general manager and general sales manager, WAIT(AM)-WXET(FM) Crystal Lake, Ill., joins WAUR(AM) Aurora, Ill., in same capacity.

Bill Reed, senior VP of education services, Public Broadcasting Service, Alexandria, Va., named senior VP of newly formed video services division. **Dee Brock**, VP of elementary, secondary and adult learning services, PBS, succeeds Reed.

Maureen J. Carroll, VP, University Research Corp., Bethesda, Md.-based professional services firm, joins National Public Radio, Washington, as special assistant for planning.

Susan K. Merzbach, president, Fogwood Films, Los Angeles, joins Tom Hanks' production company, Burbank, Calif., as executive VP.

Monroe Anderson, press secretary, former Mayor Eugene Sawyer, Chicago, joins WBBM-TV there as director of station services.

Meredith Stark, director of special projects, CBS Television, New York, joins WCIX(TV) Miami as director of station and cable relations.

Julianna Royal Guy, principal, Julianna Royal Guy, Tacoma, Wash.-based broadcast management advisory business, joins Northern Television Inc., Anchorage, as chief financial officer.

Dale Gary Leavit, corporate controller, Skaggs Telecommunications Service, Salt Lake City, joins KXIV(TV) there in same capacity.

Kristina Moris, human resources director, King Broadcasting, Seattle, named VP, human resources.

Rodney Dobbins, human resources manager, Warner Cable Communications, Cincinnati, joins Comcast Communications, Philadelphia, as human resources director, Northeast region.

Lynn L. Franzol, director of employe benefits, Whittaker Corp., Los Angeles, joins Fox Inc., Beverly Hills, as VP of benefits.

Sheila O'Connor, VP of sales, WTMX(FM) (formerly WCLR(FM)) Skokie, Ill. (Chicago), adds duties of assistant station manager. **Char Fagan**, business manager, WTMX named VP, business administration and personnel.

joins Koch-Silberberg Communications there as VP of sales.



Smith



Grossman

Jack Smith, VP, marketing, MGM/UA Culver City, Calif., named senior VP, marketing.

Larry Grossman, regional VP, FNN Sales Inc., Chicago, joins Independent Television Network there as VP, national sales.

Glen Burnside, Eastern manager, media sales, Group W Productions, New York, named VP. **Liz Silverstein**, client service executive, Nielsen Media Research, New York, joins Group W Productions there as senior account executive, media sales.

Marketing

Elise Topaz, general sales manager, WNCN(FM) New York, named VP of parent company, GAF Broadcasting.

Lori S. Koch, Northern division sales manager, All American Television, New York,

Broadcasting

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Michael Compton, marketing services manager, The New York Times Company Broadcast Group, New York, named director of marketing and research.

Chris Roman, director of marketing, Western region, Univision, Los Angeles, named regional sales manager, Detroit. **Dora-Allcia Cuellar-Smenner**, national sales coordinator, Univision, Dallas, named Southwest national account executive there.

Guy P. Grossman, director of marketing and programming, KTVY(TV) Oklahoma City, joins KSTP-TV St. Paul as director of marketing.

Bill Mendell, president and general manager, EMF/Spiderweb, Palm Springs, Calif.-based marketing and promotions company, joins KSLD-TV Los Angeles as general sales manager.

Thomas J. Reeve, VP, regional sales corporate development, CBS Radio Network, Chicago, joins WBBM(AM) there as general sales manager.

Cheryl Kerns, general sales manager, WDAF-TV Kansas City, joins Dallas-Fort Worth Interconnect, Irving, Tex., as general manager.

Appointments in sales department, KXIV(TV) Salt Lake City: **Russell J. Heaton**, local sales manager, KUTV(TV) there, to general sales manager; **Tim Call**, media consultant, KUTV, to local sales manager; **Kelly Harris**, VP of banking services, Mountain-West Financial Services, Salt Lake City, to account executive; **Rob Edwards**, sales manager, KZOL(FM) Provo, Utah, to account executive; **Dale Zane Darling**, intern, sports department, KUTV, to account executive.

Joseph B. Killegrew Jr., national sales manager, WHBQ-TV Memphis, joins KBVO(TV) Austin, Tex., as general sales manager.

John Hurley, account executive, MMT Sales, Minneapolis, joins WEAU-TV Eau Claire, Wis., as general sales manager. **Bob Smith**, account executive, WEAU-TV, named local sales manager.

Steve McCall, account manager, WRDU(FM) Raleigh, N.C., joins co-owned WLWZ(FM) Easley, S.C. (Greenville), as general sales manager. **Liz Brickley**, account executive, WDCG(FM) Durham, N.C., succeeds McCall.

Margaret Madden Leach, account executive, KUPL-AM-FM Portland, Ore., named local sales manager.

Fred L. Proclise, general sales manager, WMCC(TV) Marion, Ind. (Indianapolis), joins WMKW-TV Memphis in same capacity.

Appointments at MMT: **Suzanne Teagle**, account executive, Charlotte, N.C., named branch manager, St. Louis; **Tammy Roybal McCastle**, account executive, Blair Television, Atlanta, to same capacity, Charlotte, N.C.; **Kristina Karavitis-Goff**, VP and sales manager, Katz Communications, Los Angeles, to account executive, Atlanta.

William "B.C." Cloutier, general sales manager, KOMA(FM) San Jose, Calif., resigns to form Bill Cloutier Inc., Orlando, Fla.-based radio sales consulting company.

Carol Rosenberg, senior sales assistant, CBS Radio Representatives, New York,

named account executive.

Tim Bowles, account executive, WRMX(FM) Murfreesboro, Tenn. (Nashville), joins WZTV(TV) Nashville as local account executive.

Linda Lyke, local sales manager, WLS(AM)-WYDZ(FM) Chicago, joins WKQX(FM) there as account executive.

Jack Church, weather anchor and account executive, WEVU(TV) Naples, Fla., joins KXII(TV) Ardmore, Okla., as account executive.

Jim Dargusch, general sales manager, WKTU(FM) Ocean City, N.J., joins WKSZ(FM) Philadelphia as account executive. **Lisa Capece**, account executive, KYW(AM) Philadelphia, joins WKSZ in same capacity.

Steve Goranson, account executive, WRXJ(AM)-WCRJ-FM Jacksonville, Fla., named senior account executive.

Brad Bonto, research director, KXTV(TV) Sacramento, Calif., named account executive.

Mary Bedrossian, senior account executive, KKFJ(AM) Seattle, joins KNUA(FM) there as account executive.

Appointments in sales department KQUL(AM)-KZOK(FM) Seattle: **Pam Hastings**, receptionist, to account executive; **Jim Peterson**, account executive, KRRX(FM) Seattle, to same capacity; **Serena Maicom**, graduate, Central Washington University, Ellensburg, Wash., to account executive; **Kristine Laskow**, executive assistant, Johnson Communications Properties, Eden Prairie, Minn., to account executive.

Robert Josephus "Joe" Davis Jr., account executive, WAWS(TV) Jacksonville, Fla., joins WJKS(TV) there in same capacity.

Ann Vickers, executive sales assistant, Claster Television, Timonium, Md., named junior account executive.

Bob MacKay, senior account executive, HRP, Los Angeles, joins Adlink, Los Angeles, as account executive. **Sheryl Hill**, senior account executive, Northwest Cable Interconnect, Seattle, joins Adlink, Los Angeles, as account executive.

Paul Tein, morning announcer and operations manager, WEZR(AM)-WEZV(FM) Fort Wayne, Ind., named account executive.

Robin Kelly, media buyer, Knorr Spach Advertising, Syracuse, N.Y., joins WSTM-TV there as account executive. **Nadine Wodarczyk**, media buyer, Arnold & Co., Syracuse, joins WSTM-TV as account executive.

Programing

Rich Goldman, VP and general sales manager, Walt Disney Television, Burbank, Calif., joins Television Program Enterprises, New York-based division of TeleRep, as senior VP, general manager, program sales. **Rick Meril**, VP of station sales, TPE, New York, named VP, program sales, East Coast.

Edward Horwitz, supervising producer, *Un-*

solved Mysteries, Cosgrove/Meurer Productions, Los Angeles, adds duties of VP in charge of production.



Frank



Reilly



D'Arienzo

Edward "Ted" Frank, VP, program research, NBC, Burbank, Calif., named VP, current comedy programs. **Kevin Reilly**, manager, creative affairs, NBC productions, Burbank, named director, current drama programs.

Nick D'Arienzo, manager of current programming, Walt Disney Television, Burbank, Calif., joins MGM/UA Culver City, Calif., as director of comedy development.

Allan B. Schwartz, VP, syndicated and daytime development, Fries Entertainment, Hollywood, joins Playboy Video Entertainment Group, Los Angeles, as executive VP.

Dick Brennan, executive producer, Talknet, New York, named director of programming.

Art Moore, director of promotion and advertising, WPVI-TV Philadelphia, joins WABC-TV New York as program director.

Jerry Kane, air personality, WASH-FM Washington, named music director and program director.

Michael F. Hemingway, VP of network operations, International Television Network, Salt Lake City, joins KXIV(TV) there as program director. **Dianne Hammon**, assistant account executive, Advertising Management Services, Salt Lake City, joins KXIV as traffic coordinator.

Phil Arone, program director, KGMB(TV) Honolulu, joins KTVU(TV) Oakland, Calif. (San Francisco), as director of local programming.

Gary Vaillancourt, program manager, non-commercial WUWM(FM) Milwaukee, resigns to join Design Partners, Racine, Wis., as production manager. **Bruce Winter**, operations manager, WUWM, named acting program manager.

Mike Phillips, program director, WTMX(FM) (formerly WCLR(FM)) Skokie, Ill. (Chicago), named VP of programming.

Gary Moss, program director, WMQX-AM-FM Winston-Salem, N.C., joins KWNR(FM) Las Vegas as director of programming.

Sallie Regan, programming assistant, Central Educational Network, Chicago, named director of communications. **Dinah Huff**, receptionist, CEN, succeeds Regan.

Norma Jackson, president, Little Pictures Inc., Los Angeles-based independent feature development and production company, joins Consolidated Entertainment there as VP of business affairs.

Mark DeCarlo, screenwriter and member, Second City comedy troupe, Santa Monica, Calif., joins Movietime, Hollywood, as on-air host. **Katie Wagner**, host, Movietime, renews her contract.

Pamela Doré, development assistant, Magnusfilms, Santa Monica, Calif., named international development coordinator.

Ed Peterson, production director, KSPR(TV) Springfield, Mo., joins KTVY(TV) Oklahoma City in same capacity.

Abby Plonsky, production manager, WBBM(AM) Chicago, joins WCAU(AM) Philadelphia as executive producer.

Tim Gardner, promotion writer and producer, WHO-TV Des Moines, Iowa, joins KLYF(FM) there as operations assistant and Palmer Radio Network production supervisor. Palmer Communications is Des Moines-based owner of KLYF and Palmer Radio Network.

Thomas Kushmaul, continuity director, WIZE(AM) Springfield, Ohio, joins WKSX(FM) Urbana, Ohio, as continuity and production director.

Jay Sorensen, host, *Time Machine*, WNBC(AM) New York, joins WKXW(FM) Trenton, N.J., as afternoon air personality.

Jim Tighe, assistant program director, KGNR(AM)-KCTC(FM) Sacramento, Calif., joins WEZR(AM)-WEZV(FM) Fort Wayne, Ind., as morning announcer and operations manager.

News and Public Affairs



Frazee

John Frazee, executive producer, CBS news services, New York, named VP, CBS news services.

Appointments at Financial News Network: **Susie Gharib**, business reporter, WABC-TV New York, to anchor, *FNN MoneyTalk*; **Pam Mich**, producer, *Money*

Talk, New York, named senior producer; **Casey Wian**, news correspondent, New York, to bureau chief and senior correspondent, Washington; **Greg Palkot**, senior producer, *This Morning's Business*, New York, succeeds Wian; **Stephanie Tilhof**, associate producer, FNN market watch hours, Los Angeles, to producer, *World Business Report*, *World Business Update* and *Market Preview*; **Dave Browde**, correspondent, Fox Broadcasting, New York, to correspondent, *FNN Focus*; **Jodi Joseph**, graduate, Loyola Marymount University, Los Angeles, to talent booker.

Sharon Y. Green, producer, afternoon newscasts, *All Things Considered*, National Public Radio, Washington, named midday newscaster. **Peter J. Michaels**, editor, NPR

RTNDA business. Members of the Radio-Television News Directors Association will have at least two candidates to choose from in voting for their 1989-90 chairman-elect. Rob Sunde, news director, ABC Information Radio Network, New York, and Jeff Marks, news director, WOSH-TV Portland, Me., have announced their candidacies. Elections for chairman-elect and other offices will be held at the RTNDA convention in Kansas City, Mo., Sept. 13-16. Nominations Chairman Bob Brunner will present slate of candidates for chairman-elect, treasurer and two director-at-large seats, as of 60 days preceding the election. Qualified candidates may also be nominated from the floor at the membership's first business meeting, Sept. 14. Former RTNDA President Dean Mell, KHQ-TV Spokane, Wash., will receive RTNDA's Rob Downey Award, and John Hogan Distinguished Service Award will be presented to two winners—Gordon Manning, NBC vice president for editorial projects, and Richard Yoakam, retired Indiana University professor. Yoakam will receive his award at convention, Manning, on Oct. 13, at RTNDA regional conference in New York City.

national desk, named senior editor. Both positions are with NPR's hourly newscasts, scheduled to launch July 1.

Appointments at CNN, Atlanta: **Barbara Pyle**, executive producer, international documentary unit, named to newly created position of environmental editor; **Charles Coates**, producer, *Headline News*, to CNN producer, weekends; **Brian Richardson**, producer, *Headline News*, to producer, *CNN Daybreak*.

Kathryn Kross, associate producer, *World News This Morning*, Washington, named to same capacity, *Nightline* there. **Artis Waters**, researcher, ABC news tape library, Washington, named production associate, *Nightline* there.

Greg Black, assignment editor, WFOX(FM) Gainesville, Ga. (Atlanta), named news director.

Reginald L. Jones, co-anchor, *Early Edition* newscast, WOWL-TV Florence, Ala., named news director.

Rosanne McGuire, news reporter and anchor, noncommercial WUWM(FM) Milwaukee, begins maternity leave. **Robert Mulins**, news director, noncommercial WLSU(FM) La Crosse, Wis., succeeds McGuire.

Elizabeth Grey Crane, executive producer, WTVJ(TV) Miami, joins WTNH(TV) New Haven, Conn., as assistant news director.

Dave Eckert, general assignment reporter and fill-in anchor, WTAE-TV Pittsburgh, joins KMBC-TV Kansas City, Mo., as anchor and general assignment reporter.

Appointments in news department, WCIX(TV) Miami: **Giselle Fernandez**, weekend anchor and reporter, WBBM-TV Chicago, to co-anchor; **Maria Genero**, weathercaster and reporter, WIVB-TV Buffalo, N.Y., to

weathercaster; **Russell Shimooka**, sports director, KITV(TV) Honolulu, to weekend sports anchor and reporter.

Appointments in news department, KCRG-TV Cedar Rapids, Iowa: **Alicia Richards**, anchor and reporter, KXII(TV) Sherman, Tex., to weekend anchor and reporter; **David Towne**, weekend meteorologist and environmental reporter, KGAN(TV) Cedar Rapids, to meteorologist; **Angie Dorr**, assistant producer, to producer, 5 p.m. news; **Nancy Wiles**, assistant producer, South Dakota Public Television, Brookings, S.D., to weekend producer; **Mike Paldar**, graduate, St. Ambrose College, Davenport, Iowa, to photographer; **Ben Hildebrandt**, University of Northern Iowa, Cedar Falls, to reporter and photographer.

Barbara Morse, reporter and producer, WLNE(TV) New Bedford, Mass. (Providence), joins WLVI-TV Cambridge, Mass. (Boston), as general assignment reporter.

Mark Garay, production intern, CBS news bureau assignment desk, Los Angeles, joins KTVH(TV) Helena, Mont., as reporter and weekend anchor.

Lauren Scott, news anchor and reporter, WMUR-TV Manchester, N.H., joins WLVI-TV Cambridge, Mass., as weekend reporter.

Rebecca Aguilar, reporter, KENS-TV San Antonio, Tex., joins WOAI(AM) there in same capacity.

Eric Curry, news director, WAUG(AM) Raleigh, N.C., joins WRDU(FM) there as reporter.

Technology

Mario Lazzari, chief engineer, WPVR-TV Fajardo, Puerto Rico, joins KBVO(TV) Austin, Tex., in same capacity.

William F. Dryer, director of engineering, KABC-TV Los Angeles, joins KSLD(TV) there in same capacity.

Chuck Deen, assistant chief engineer, KPNX-TV Phoenix, Ariz., named chief engineer.

Lon Feldman, director, syndication post-production, Columbia Pictures Television, Burbank, Calif., named VP, syndication post-production.

Alan Parnau, director, technical operations, CBS radio division, East Coast, New York, named director, transmission systems.

Frances Heaney, principal, Frances Heaney Design, New York, joins WNYW(TV) there as design director.

Vicki Freymuller, computer graphics designer, engineering graphics department, Arizona State University, Tempe, joins KNXV-TV Phoenix as art director.

Jackie Mauder, director of operations, Nexus Productions Inc., New York-based post-production facility, named president. **Mark Fish**, freelance videotape editor, New York, joins Nexus Productions there as videotape editor.

Al Wilunowski, general manager, nuclear magnetic resonance instrument division, Varian Associates, Palo Alto, Calif., named VP, microwave tube operations.

Promotion and PR

Frank Plantini, manager, on-air promotions, SportsChannel America, Woodbury, N.Y., named director, on-air promotions.

Libby Chambers Gill, manager of publicity, Columbia Pictures Television, Los Angeles, named director of publicity.

Felice Linder, writer and producer, WNBC-TV New York, joins USA Network there as manager, creative services.

Cheryl A. Lenzo, director of public relations, WFLD(TV) Chicago, named assistant director of creative services.

Margaret Fotinos, promotion coordinator, KMEL(FM) San Francisco, named promotion director.

Michele Snyder, promotion director, WMZQ-FM Washington, joins WAVA(FM) Arlington, Va. (Washington), in same capacity.

Tim Johnson (air name, Tim Foxx), promotion director, WZPL(FM) Greenfield, Ind. (Indianapolis), joins WFOX(FM) Gainesville, Ga. (Atlanta), in same capacity.

David Fowler, promotion writer and producer, KUTV(TV) Salt Lake City, joins KXIV(TV) there as promotion manager.

Allied Fields

Stephen C. Chapell, director of operations, Electronic Industries Association, Washington, named director, marketing services department. **Laurie Adler**, communications coordinator, EIA, named communications manager.

Clarence V. McKee, chairman, president and chief executive officer, WTVT(TV) Holdings Co., Tampa, Fla., named Florida State Chairman, Legislative Liaison Committee, National Association of Broadcasters.

Floyd Abrams, partner, Cahill, Gordon and Reindel, New York, named 1989 recipient of James Madison Award. Award given by National Broadcast Editorial Association, Rockville, Md., to avid defender of First Amendment rights.

Mary Beth Mooney, public relations consultant, Cable Television Association of New York, Albany, named director of public affairs.

Appointments at Birch/Scarborough Research: **Susan Sanford**, VP, director of media, Bauerlin, New Orleans-based advertising agency, to product manager, Birch Radio, Coral Springs, Fla.; **Mark Belmonte**, manager, Scarborough, to manager, marketing research services, Coral Springs; **David Gage**, small business consultant, Capital Small Business Development, Baton Rouge, succeeds Belmonte; **Julle Goldsmith**, account executive, Univision, Los

Angeles, to VP, national advertiser/agency sales, Los Angeles; **Don Williams**, owner, president and general sales manager, WQBZ(FM) Fort Valley, Ga., to local market manager, Atlanta.

Patti L. Shannon, account executive, KJMZ(FM) Dallas, joins Arbitron as account executive, Southwestern radio station sales there.

Jerry Florence, director of research, Audience Research & Development, Dallas, named VP of research.

Michael Schwartz, senior editor, Warren Publishing, Washington, joins Cable Television Laboratories, Boulder, Colo.-based cable research and development consortium, as director, clearinghouse.

Richard Dewald, chief engineer, Audio Plus Video International, Northvale, N.J., named chief engineer, Atlantic Satellite Communications Inc. there. APVI and ASCI are owned by Video Services Corp.

Lester Kamin, president, SouthWest Multimedia Corp., Houston, forms Kamin Broadcasting Co., Houston-based media acquisition and management firm. **Hazel Arnold**, VP, finance, SouthWest Multimedia Corp., named executive VP, Kamin. **John C. Spradley III**, VP, corporate development, SouthWest Multimedia Corp., named VP of finance, Kamin.

Shayne Lightner, research assistant, Korn-Ferry International, Los Angeles-based executive search firm, named associate, worldwide entertainment division.

Rick Sadle, program director, KNBR(AM) San Francisco, joins Radio Success Services, Orangevale, Calif.-based consulting firm, as senior VP.

Robin Lowe, administrative assistant, BrightStar Communications, New York, named operations assistant.

Elected board members, Women in Communications, Arlington, Va.: **Diana Cowan**, partner, Archibald-Cowan Communications, Springfield, Mo., to regional VP, midwest; **Teresa Coury Davia**, director of public relations, Arizona Museum of Science and Technology, Phoenix, to regional VP, far West; **Joanna Slan**, president, Joanna Slan Public Relations, Bloomington, Ill., to regional VP, North Central; **Ann Taylor**, VP, Florida International Bank, Miami, to regional VP, South; **Carol A. Tinnell**, senior associate communications division, United Way, Columbia-Willamette, Ore., to regional VP, Pacific Northwest.

Appointments, Virginia Public Radio Association: **Steve Mills**, general manager, WVTF(FM) Roanoke, named chairman; **Vlaine Webb**, station manager, WHRO-FM Norfolk, named vice-chairman.

Named winners of Gannett Broadcasting Awards for excellence, recognizing excep-

tional employees: **Louise Abernathy**, personnel manager, WUSA(TV) Washington; **Leon Anglin**, VP and chief engineer, KPNX-TV Phoenix (now with WUSA); **Mary Ayala**, a.m. editor and assistant news director, KSDO(AM)-KSWV(FM) San Diego; **Armand Bodie**, traffic director, WFMY-TV Greensboro, N.C.; **Judi Jones**, assistant controller, KKQB-AM-FM Houston; **Peggy Schiavo**, VP and general sales manager, KIIS-AM-FM Los Angeles; **Tom Wait**, director of creative services, WTLV(TV) Jacksonville, Fla.

Deaths



Gardner

Hy Gardner, 80, gossip columnist and former radio and television host who chronicled the lives of celebrities, died June 17 at North Shore Hospital, Miami. He had pneumonia. Gardner had been writing syndicated column *Glad You Asked That* with his wife, Marilyn, since 1967. He began his career in broadcasting doing radio interviews and entertainment commentary for WNEW(AM) New York. Gardner acted as producer for his radio and television programs. Gardner also did series of *Man in the Astor Lobby* interview shows for WMCA(AM) New York. In 1954 *Hy Gardner Calling*, celebrity interview program, began on WPIX(TV) New York. In 1956, show moved to WRCA-TV New York. Gardner was part of original celebrity panel of *To Tell the Truth*. In 1966 Gardner moved to Miami and began daily radio program *Hy Gardner Celebrity Party* broadcast over Mutual Broadcasting System. He helped establish Miami station WCIX(TV). In 1982 Gardner received Silver Award from International Film & Television Festival of New York for television pilot, *Hy Gardner Re-Calling*, that contained excerpts of television interviews with celebrities of the 1950's and 1960's. He is survived by his wife and two sons, Ralph and Jeffrey.



Hansen

Millard Hansen, 58, overnight anchor, WBBM(AM) Chicago, died June 15 of complications following heart attack at Northwestern Memorial Hospital there. Hansen worked in various Chicago stations including WCFL(AM) and WLS(AM). He was also with ABC radio and television, as announcer for NCAA network television games and as coast-to-coast network radio announcer. In 1972 Hansen joined noncommercial WTTW(TV) Chicago as newscaster and special events broadcaster. In 1973, he won nationwide talent search and joined Mutual Broadcasting System, Washington, as writer and anchor of five daily network newscasts. Hansen joined WBBM as anchor in 1975. He is survived by his wife, Vivian.

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Gannett's Cecil Walker: A nice guy finishes first

Overseeing the 26 stations in Gannett Broadcasting requires organization, a natural Cecil Walker attribute. He has an accountant's penchant for analysis and orderliness that extends to noting ideas on a chart containing the names of all those he regularly comes into contact with. Al Flanagan, who was Walker's boss for more than a dozen years and a predecessor as head of Gannett Broadcasting, said: "He makes an outstanding manager because of the thoroughness with which he approaches a problem...he reaches conclusions by thinking things through and making prodigious notes."

Other attributes commonly ascribed to the Gannett Broadcasting president and chief executive officer by industry associates such as NBC's Pier Mapes, and competitors such as former WAGA-TV Atlanta general manager Paul Raymon, are Walker's candor and "fierce but friendly" competitiveness.

The 52-year-old Walker spent his formative years in Grand Island, Neb., a town of 25,000 people two hours by car west of Lincoln that Walker describes in terms often fondly attributed to small-town America. His parents had "very little money" and so he had to put himself through the University of Nebraska, although, Walker demurs, "It wasn't a big deal."

Among his means of financial support, in addition to serving food at a sorority house, was taking the job of fraternity treasurer, the only title that carried with it a salary. Walker also obtained an ROTC scholarship and, knowing he would have to report for duty the day after graduation, married his fiancée, Jan Turner, during spring break of their senior year.

Next followed a three-year tour in the Air Force, with training in Texas followed by more than two years in Guam. One of his first managerial lessons was learned in the service, he said: "Our squadron handled large bombs and so those in the unit needed certain clearances. But there wasn't always time to get clearance so I had to learn to judge people very quickly. You are only as good as the people you surround yourself with."

Without passing a qualifying exam to be a certified public accountant, he nonetheless took the opportunity to join a Denver-based accounting firm. He did so, he said, with the idea that knowing accounting was an entree to finance, which itself was an entree to the corporate boardroom.

His first corporate welcome was less than perfect, as a trading stamp company Walker joined found itself in bankruptcy. But Walker stayed with the company through the bankruptcy proceedings, and the experience, he said, proved beneficial. After the company shut down, several of its creditors



Cecil Leroy Walker—president and chief executive officer, Gannett Broadcasting, Washington; b. December 19, 1936, Hamburg, Iowa; B.S., Business Administration, University of Nebraska, 1959; U.S. Air Force, 1st Lieutenant 1959-62; accountant, Hart Weber & Cronin, CPA, Denver, 1962; controller, Pioneer Stamps, 1963; controller, Mullins Broadcasting, 1965; assistant treasurer, 1969; treasurer, 1971; vice president, KBTB(TV) (now KUSA(TV)) Denver, 1972; president and general manager, WXIA-TV Atlanta, 1984; president, Gannett Television, 1986; current position since 1987; m. Jan Turner, March 21, 1959; children—Robert, 29; Richard, 25, and Anne, 23.

interviewed Walker, and then the company's auditor, the accounting firm of Arthur Andersen, recommended him to another Andersen client, group owner Mullins Broadcasting. Walker offers a maxim derived from the experience: "You do the right thing and it eventually pays off."

When Walker first joined Mullins he was one of the few executives not involved in broadcasting, but rather in the company's outdoor advertising and neon sign business. But when John Mullins died in 1969, Walker became assistant treasurer, adding responsibilities in the station group, which at the time included KBTR(AM)-KBTB(TV) Denver and KARK-AM-FM-TV Little Rock, Ark. As the company's treasurer he helped liquidate Mullins's estate, which resulted in the 1972 sale of the Denver properties and KARK-TV to Phoenix-based businessman Karl Eller's Combined Communications.

Walker said it was at that time, when he became vice president and business manager of KBTB, that he knew television "was something I wanted to do...that was where the action was." The next 12 years bore out that assessment, despite the fact that Walker's title remained roughly the same throughout. According to Eller and others who worked with Walker at the time, he

immediately began using his responsibility for finance to learn how the station worked. Said Roger Ogden, a former co-worker and later a competitor at KCNC(TV), where he is currently president and general manager: "If Cecil saw a vacuum which he thought needed attention, he would fill it, and it didn't make any difference whether it was in the job description or not." Walker acknowledged, "I used to justify my involvement in other departments by saying that 'it either costs money or generates money, so I am responsible.' They would respond, 'That's just an excuse to find out something, but if you are that curious, we'll tell you.'" Several of those at the station during the period describe Walker as an unofficial number two; Eller said Walker also had group responsibilities.

But Walker's official title remained the same because he refused to move, though he was offered general manager jobs at other Combined TV stations. He said: "I am very fortunate to have a close family, and we decided that while our children were in junior high school and high school it was not appropriate for us to make them move." Walker said that neither Eller nor Flanagan liked the theory, and the latter sent him a telegram that said, "The Russians had a five-year plan...the Chinese had a five-year plan...and neither of them worked." Just several months after his youngest graduated from high school in 1983, Walker himself took over at WXIA(TV) as general manager.

Those who work with Walker relate an interest in future employees that goes beyond corporate technique. Dick Mallory, who is now Gannett Broadcasting's vice president, news, said he first talked with Walker in 1983 after being let go from a larger market station: "I was still trying to assess what happened to me professionally when somebody suggested I talk with Cecil. He got me through that period and was very important in helping me get my career back on track."

In the three years since being named to head Gannett's broadcast group, he has continued and expanded a process of decentralization begun by Flanagan. That process, however, still requires keeping in close touch with station management, and Walker spends roughly 60% of his time on the road visiting Gannett's 26 broadcasting properties. The workload was relieved some recently when Ron Townsend was appointed president of the television group. Still, Walker has 14 direct reports, including a number of the TV stations, and has a number of outside charitable and community responsibilities. He represents Gannett on the Television Operators Caucus and at the Association of Maximum Service Telecasters. A key maxim in his management philosophy: "If the product is right, then the financial performance follows. If it is not right, the success is short-lived." ■

Supreme Court, in one of its most significant **First Amendment decisions** in years, last week declared unconstitutional state laws prohibiting political protestors from **burning American flag**. Decision was 5-4, with conservative Justices Antonin Scalia and Anthony M. Kennedy joining Justices William J. Brennan Jr., Harry A. Blackmun and Thurgood Marshall in majority. Chief Justice William H. Rehnquist was joined by Sandra Day O'Connor, John Paul Stevens and Byron R. White in dissent. Punishing flag's desecration, Brennan wrote for majority, would be to "dilute the freedom that this cherished emblem represents." In another First Amendment decision, court, by 6-3 vote, **limited states' power to punish news media for reporting truthful information obtained lawfully**. Court overturned \$97,000 award against Florida weekly won by rape victim who was identified by name in report about crime. But opinion, written by Marshall, limited decision to facts in case. It stopped short of saying newspaper could never be subjected to criminal or civil liability for publishing report that, even if accurate, invades someone's privacy. Marshall's opinion was joined by Brennan, Blackmun, Stevens and Kennedy. Scalia filed separate concurring opinion. White filed dissenting opinion which Rehnquist and O'Connor joined. But in another press case, high court affirmed \$200,000 judgment against *Journal News* of Hamilton, Ohio, for libeling candidate for judge. Justice Stevens, writing for unanimous court, said he and colleagues agreed with decision of U.S. Court of Appeals for Sixth District that evidence supported finding of actual malice. Suit grew out of story published in paper during 1983 campaign for Hamilton Municipal Court judge quoting grand jury witness as accusing Hamilton lawyer Daniel Connaughton of "dirty tricks" in connection with bribery investigation.

Jones Intercable and Acton Corp. have called off \$80 million cable system deal in Anne Arundel County, Md. FTC had asked for more information on deal, since two companies were engaged in overbuild in county, and parties could not agree on extension of deal's deadline, necessitated by FTC request. Parties also said FTC request was "excessively broad and onerous."

New **Science Fiction Channel, 24-hour cable service to launch in late 1990**, was announced last week by SFC President Mitchell Rubenstein. Service, with author Isaac Asimov and Gene Roddenberry (*Star Trek*) on service's advisory board, will feature science fiction, horror and fantasy programming, both original and vintage movies. Waller Capital has been engaged to pitch service to operators. SFC will offer up to 30% equity to cable operators. Service has \$20 million line of credit and, with proceeds from cable system sales, SFC expects to launch with \$40 million budget. Original programming will include Asimov-produced *Twilight Zone*-type show, book club, children's science and NASA shows. SFC will be based at WKCF(TV) Clermont, Fla. (Orlando), which Rubenstein and principals own.

Eight independent producers have banded together to form their own distribution company named Alliance Communications Inc. Avnet/Kerner Co., Robert Greenwald Productions, Leonard Hill Films, Michael Jaffe/Spectacor Films, Konigsberg/Sanitsky Co., Steve Tisch Co., von Zerneck-Sertner Films and Steve White Productions are founding production companies. Capital needed to set up new venture came from eight members, according to Jon Avnet, partner, Avnet/Kerner, and new company "is basically an equal partnership." First priority of new firm is putting together of its international distribution division, said Avnet. Domestic distribution division will be set up following

establishment of international arm. When domestic arm is in place, company will have library of 22 television movies and two mini-series for distribution. Avnet said domestic division will probably operate separately from international side. Avnet also said company will not only distribute programming from eight member production companies, but will also look to acquire product from other producers. Avnet said motivation behind formation was dissatisfaction among members about performance of distributors. "What we're basically doing," he said, "is eliminating the middleman." In addition to foreign and domestic divisions, ACI will set up a home video division in near future, according to Avnet.

For life of **CBS-Major League Baseball deal, 1990-1993, General Motors will be exclusive domestic car and truck advertiser, and Toyota Motor Sales U.S.A. will be exclusive foreign car and truck advertiser**, network announced last week. It is "longest, certainly one of longest" such deals in history for network, said CBS Marketing Division President Thomas Leahy, who said "having it in one place for four years" is improvement over previous two-network situation for advertisers. Deal covers entire CBS baseball schedule, including 12 regular season games, All Star game, National and American League Championship series and World Series. CBS declined comment on value of deal, but average 1989 regular-season spot is said to go for \$40,000-\$45,000; World Series spot, \$270,000.

Advertisers refused to buy commercial time on ABC Radio Networks' special examining abortion issue, American Agenda Radio Special, hosted by Barbara Walters. Aaron Daniels, president of ABC Radio Networks, said he believed advertiser boycott was due exclusively to issue being discussed. "I personally would have preferred to see advertisers support a show that was as well-balanced as this one was. Important programs must be heard. It is our job to do that," he said. Daniels said that broadcast, which was heard on June 21, at 2-3 p.m., cleared 24 of top 25 markets. ABC estimates that 1.2 million adults, ages 25-54, tuned in to program.

Intelsat board of governors has authorized purchase of General Electric's K-band K-4 satellite. Board also said it will review bids on July 7 of Director General Dean Burch's proposed bids for purchase of two NASA Tracking and Data Relay Satellite System satellites, and noted that director general is negotiating for use of capacity of Arabsat 1C satellite at 66 degrees East. Those actions, by board at its meeting in Washington last week, confirmed reports that Intelsat needs additional capacity to meet growing demand.

Tele-Communications Inc. and city of Dubuque, Iowa, reached agreement on five-year pact that would restore limited regulation of cable system. Deal finalizes agreement that passed initial muster last December (BROADCASTING, Dec. 26). Rate increases will be held to consumer price index plus cap for programming cost increases. Agreement follows Dubuque quest to have area designated as not meeting FCC's effective competition rules. City praised Representative Tom Tauke (R-Iowa) for his efforts in getting two sides together.

News Corp. plans to spin off its book publishing operations this Wednesday (June 28) in modification of company's plans to set up aggressively leveraged media acquisition partnership. Rather than selling its book publishing operations to previously announced Media Partners International, News Corp. will be selling it at estimated price of \$1.3 billion to joint venture of News Corp. and affiliate of investment

firm CS First Boston Corp., firm which was helping News Corp. raise money for MPI. News Corp., which originally planned to raise \$1 billion to \$2 billion for MPI by end of June, has about \$500 million in commitments so far and has lowered its target to raising \$1 billion in outside equity by September, according to News Corp. finance director Richard Sarazen. He said that when MPI completes its raising of funds, it will probably purchase News Corp.-First Boston joint venture, Harper & Collins Publishers.

House telecommunications and finance subcommittee will hold hearing on European Community's anti-U.S. program quotas July 26, Chairman Ed Markey (D-Mass.) said last week. Non-binding 50% limit on non-European programs is part of EC transborder broadcasting initiative now under consideration (see page 54). Markey charged quotas threaten U.S. program distributors' European revenue and by extension their contribution to lowering U.S. trade deficit.

KHJJ(AM)-KKZZ(FM) Lancaster, Calif., was sold by Valley Wide Broadcasting Inc. to Eric/Chandler for \$3.6 million. Seller is controlled by Laurence and Judith Rutter (husband and wife) and George R. Schrader, who also have interest in KDHI(AM)-KQYN(FM) Twentynine Palms and KNCT(FM) Jackson, both California. Buyer is diversified entertainment company and concert promoter headed by Tom Miserendino and Bob Geddes and is also licensee of KCBQ-AM-FM San Diego, Calif. KHJJ(AM) is fulltimer on 1380 khz with 5 kw day, 50 w night. KKZZ(FM) operates on 106.3 mhz with 3 kw and antenna 210 feet above average terrain. Broker: Media Venture Partners.

Supreme Court in unanimous ruling last week held that federal government cannot ban "dial-a-porn" telephone services. But in two-part decision, court ruled, 6-3, that government could ban such services if they are deemed to be obscene. Congress last year enacted 24-hour ban on such messages in what backers of legislation said was effort to protect children from exposure to explicitly sexual messages. But court, in unanimous opinion written by Justice Byron White, said Congress had gone too far in banning "indecent" messages. But, White said, "there is no constitutional barrier to the ban on obscene dial-a-porn recordings." Ruling cheers broadcasters seeking to overturn law imposing 24-hour ban on indecent broadcasts. Both sides in case now pending before U.S. Court of Appeals in Washington—broadcasters and public interest groups on one side and FCC on other—were looking to Supreme Court in "dial-a-porn" case as indication of how appeals court would rule in broadcasting proceeding. Oral argument in that case is set for Nov. 17. Broadcast attorneys are likely to make much of White's opinion, including his assertion that "denial of adult access to telephone messages which are indecent but not obscene far exceeds that which is necessary to limit the access of minors to such messages." Commission attorneys working on broadcast-indecency case were said to be taking "hard look" at Supreme Court decision.

Maury Povich, anchor of popular tabloid program *A Current Affair* since its premiere in July 1987, renewed his contract with 20th Century Fox to continue in that post for another two years. Povich and Fox officials declined comment on financial terms of deal, but one source with knowledge of negotiations said Povich would receive approximately \$1.8 million annually.

Norman Horowitz, president and chief executive officer, MGM/UA Telecommunications, is leaving company at end

of this month. Horowitz's leaving is result of Qintex Entertainment's recent purchase of company. "The fact that they paid \$750 million for the company gives them the right to run the company any way they want, with whomever they want," Horowitz said. Saying he leaves with no bitterness, Horowitz said his nearly three-year tenure at MGM has been "career highlight for me." Horowitz said he will take summer off, after which he expects to join another corporation or investigate a "plethora of media opportunities."

Buoyed by strong results from its annual convention, **NAB generated more than \$700,000 in revenue above budget projections for 1989**, according to figures distributed at last week's joint board meeting (see page 30). Total expenses were also above projections, but not enough to prevent NAB from showing \$159,758 profit, although that was slightly lower than \$201,350 profit projected. NAB budgeted \$14,387,050 in revenue, but took in \$15,107,326 in 1989. Revenue from annual convention was \$4,768,364, up over \$800,000 from budgeted \$3,950,000. Revenue from radio convention was off nearly \$150,000, from budgeted \$550,000 to actual \$405,000. Likewise, revenue from radio dues was slightly lower (\$3,567,000 budgeted, \$3,433,573 actual) while television dues were higher (\$3,467,300 budgeted, \$3,540,553 actual).

Network and agency negotiators were in thick of finalizing upfront prime time buys late last week. Robert Daubenspeck, senior VP, national broadcast director, Foote Cone & Belding, said that ABC was writing most of business so far and had to stop taking new orders Friday morning to assess more than \$400 million in orders from previous day. NBC, said Daubenspeck, was still catching up after busy upfront news marketplace and that agency buyers would wait for number-one ranked network before completing buys with it and CBS. Cost-per-thousand increases on ABC buy were in 10%-12% range, he added.

U.S. was successful last week in securing reelection of Richard Kirby as director of CCIR (International Radio Consultative Committee) at International Telecommunication Union's plenipotentiary conference in Nice, France.

Intelsat OK's Orion

The Intelsat board of governors has decided to recommend to the Assembly of Parties that it approve the proposed Orion satellite system despite the board's view that the system would cause it "significant economic harm." The board last week said that assurances offered by the two parties involved—the U.S. and the United Kingdom—and "intended to mitigate the impact" of the proposed system would enable Intelsat to achieve its objectives. The Orion system is said to be the first transoceanic system designed specifically to compete with Intelsat. The Assembly of Parties will meet in Washington next month to reach a final decision on the system.

The mitigating assurances include commitments on the part of the two governments that they would continue their long-term support of Intelsat and retain their existing condition against allowing separate systems to interconnect with the public switched network. The parties also said the international use of the Orion system would be limited to the 33 36 mhz equivalent transponders upon which the consultation is based, and would support Intelsat in acquiring sufficient cost-effective space segment capacity. The board also said it would address on a priority basis means for preserving the commercial viability of Intelsat "even in the face of competition from the Orion system."

Editorials

Benign neglect

As this issue went to press there was still no word from the Bush White House on whether Alfred C. Sikes, director of the National Telecommunications and Information Administration, would be the next chairman of the FCC. We have every reason to believe that he will be, as we've published for weeks going on months.

But one has to wonder, what's going on over there? George Bush was elected by an overwhelming majority of his countrymen almost eight months ago. He was no stranger to the mechanisms of government or to the Republican establishment that produced him and his predecessor. One might take solace in thinking that the Bush administration is proceeding prudently and with due deliberation, but the fact that the three names coming out of the barrel were essentially the same ones that went in tempers that possibility.

It's not just at the FCC, of course; responsible positions stand vacant all over Washington these days. Maybe they should move the personnel office out to the horseshoe pit.

As for the FCC, there's still another vacancy coming up, this Friday, with no likelihood that the White House will move any more quickly this time. The ship of state appears to be slowing to a dead stop.

Contortionist

To be or not to be. That is the curious question now facing Fox Broadcasting. That company, which is increasingly trying to build itself into a network, has at the same time found itself forced to find ways to deny that status.

To be: In the most recent Arbitron market-by-market sweeps, Fox was for the first time included in the network daypart estimates for prime time. The reason, according to Arbitron: Fox asked, clients asked, and, increasingly, Fox is being bought and evaluated as a network. Fox plans to expand its programming over the next year and a half with a third night, weekly movies and a block of children's programming. Last week, the company announced that it will "experiment" with a block of four game shows on its owned and operated stations. If that limited run proves successful, a move to the "network" would seem inevitable.

Not to be: Is Fox crowing about that incipient network status? Hardly. And the lengths to which it is going to avoid meeting the FCC's definition of a network are a compelling argument that the financial interest and syndication rules discourage, rather than encourage, network competition. Once Fox delivers 15 hours of programming per week to its nationwide lineup of affiliates, it is a network in the eyes of the commission, and is thus equally barred from engaging in domestic syndication or taking a financial interest in that syndication. Understandably fearing that fate, Fox has for some time been stumping, before the FCC and last week before Congress, to be exempted from those rules. Not surprisingly, but shortsightedly, Fox is all for retention of the rules as they currently apply to its network competitors.

It has also been suggested that Fox's decision to spin off its planned children's programming block into an affiliate-owned cooperative was a way of circumnavigating the letter of the law on the number of hours of programming it delivers and thus forestall its fin-syn liability.

Last year, Fox petitioned the FCC to waive the network rules and make 30 hours of programming the trigger for fin-syn and

prime time access rules for Fox. If Fox makes it to 29 hours, we wonder whether those rules will appear equally attractive.

Easy call

The strong wave of revulsion that greeted last week's Supreme Court decision supporting burning of the flag as an expression of First Amendment rights was matched by mixed emotions in this quarter. Condoning so offensive an act is difficult for most Americans. Yet for those who believe in the First Amendment, the court was absolutely on target in holding—as Justice Brennan wrote for the majority—that: "If there is a bedrock principle underlying the First Amendment, it is that the government may not prohibit the expression of an idea simply because society finds the idea itself offensive or disagreeable."

Indeed, it is in pursuit of that ideal that broadcasters have for so long sought First Amendment protection for electronic communications. That fight continues on a number of fronts, including opposition to indecency laws that can be brought to bear to silence controversy and in opposition to a fairness doctrine that would hold the broadcaster hostage for expressions that offend some part of the audience.

One hopes that a court that could issue so unpopular a ruling in the flag-burning case will not flinch from doing the right thing when the broadcast fairness and indecency cases come along. In those events, the court will only be asked to extend to broadcasting the same First Amendment it is charged to protect for everyone else—it won't be confronted with questions of patriotism and politics as well. Compared to last week's decision, it should be a cinch.

Good cause, bad effect

The Senate Governmental Affairs Committee continued its hearings last week into alcohol advertising and the legislative buckshot that soon-to-be-ex-Surgeon General Everett Koop would have the Congress scatter in hopes of hitting its proposed target: the alcohol abuser. Caught in that overbroad and ill-aimed pattern would be advertising agencies, advertisers, media and consumers, all of whom would be affected by legislation restricting the advertisement of a legal product.

Senator John Glenn, who chairs the committee, said at the hearing's close that he was not sure whether they would lead to legislation, or whether the committee might simply provide a forum for further discussion. We would suggest the latter.

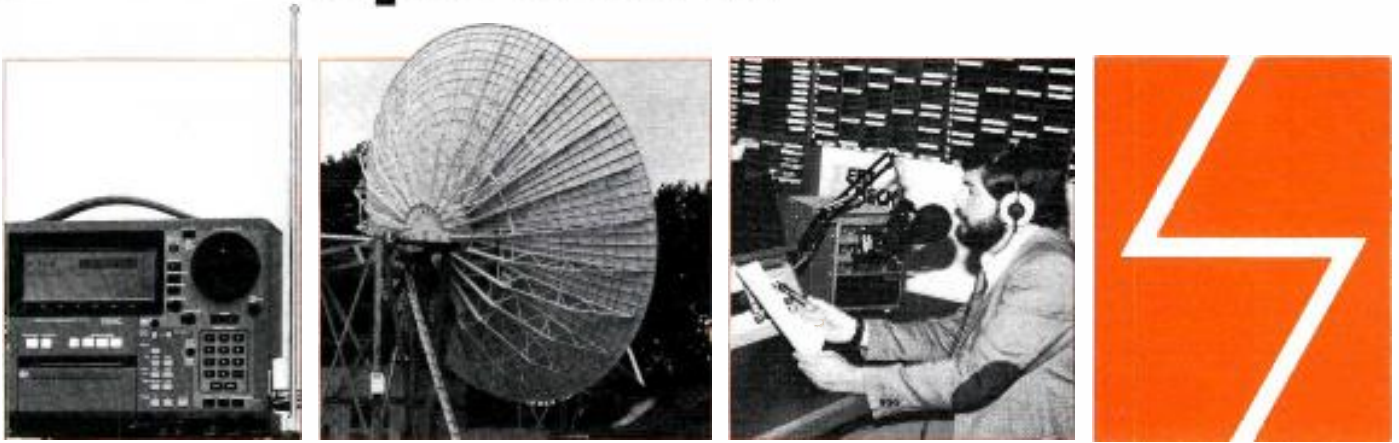


Drawn for BROADCASTING by Jack Schmidt

"I didn't have the heart to tell them I accidentally hung the chart sideways."

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