

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting **4** Oct 16

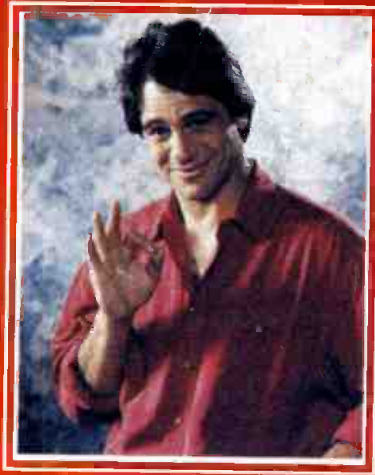
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## We're showing 'em "Who's The Boss?"



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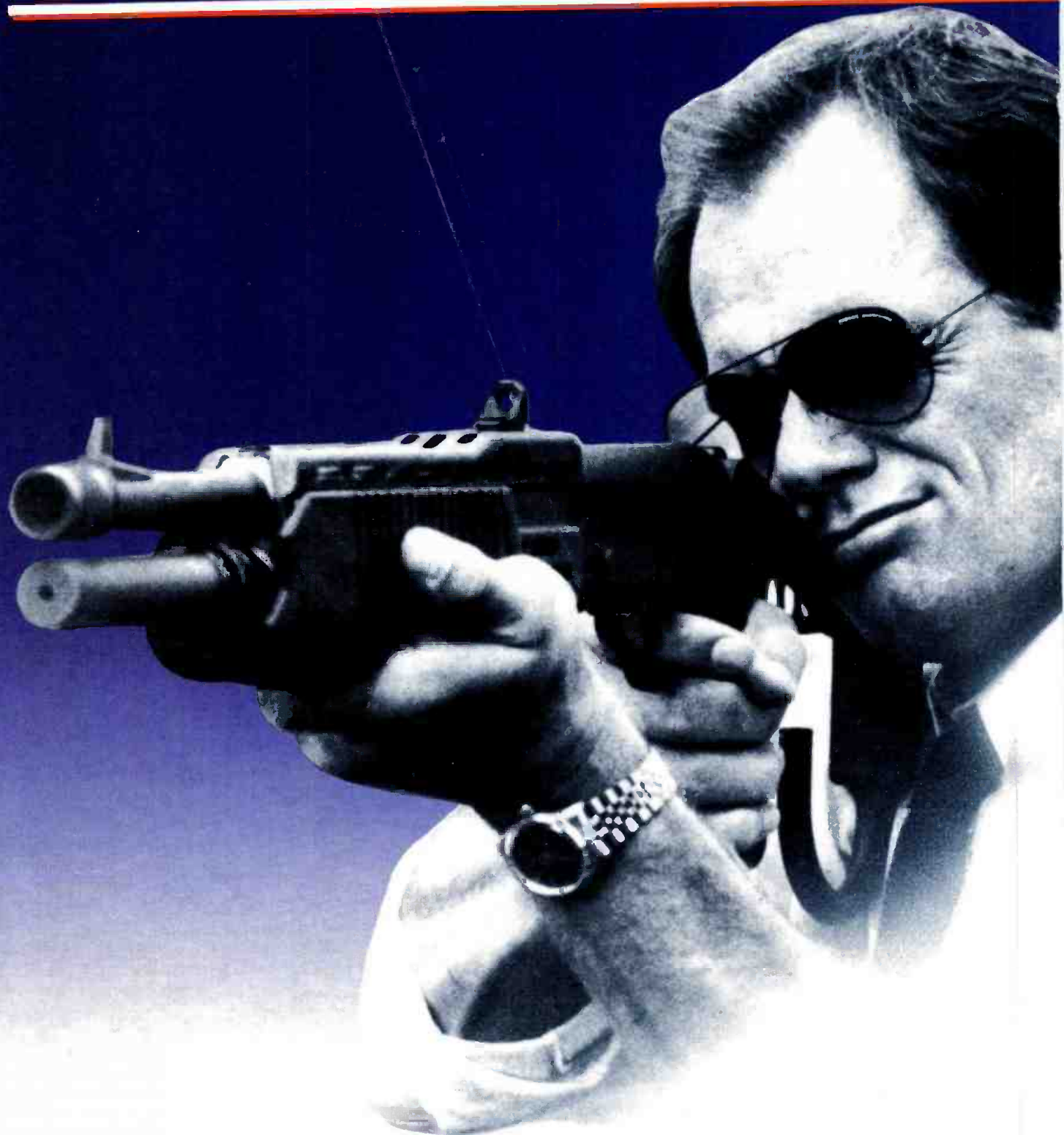
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50th Year 1989

SPECIAL REPORT  
**Basketball**  
Broadcast, cable rights  
hit \$160 million

# OUTGUNS THE



# SITCOMS!

**3RD  
SMASH WEEK!**

**FOR THE THIRD WEEK IN A ROW...**

**6.3** RATING / **13** SHARE

**HUNTER ON KTLA — OUTGUNS  
EVERY SYNDICATED SITCOM IN PRIME ACCESS!**

PROGRAM	RATING	SHARE
<b>HUNTER</b>	<b>6.3</b>	<b>13</b>
WHO'S THE BOSS?	4.5	9
KATE & ALLIE	3.3	7
COSBY	5.7	11
NIGHT COURT I	4.5	9
GROWING PAINS	5.6	11
MR. BELVEDERE	4.2	8
FAMILY TIES	4.9	9
CHARLES IN CHARGE	5.0	9
NIGHT COURT II	6.3	11

...AND FIVE NEWSCASTS!

 **HUNTER**  
**THE POWER PACKED ALTERNATIVE!**

A Stephen J. Cannell Production

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45

# OUTJUMPS T



# HEM ALL!

**3RD  
SMASH WEEK!**

***21 JUMPSTREET***  
**OUTPERFORMS**  
**EVERY COMPETING SHOW**  
**ON**  
**EVERY INDEPENDENT STATION**  
**IN**  
**20 OVERNIGHT MARKETS!**  
**(EXCEPT HUNTER in DALLAS)**

**21 JUMPSTREET**

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**In the wings...**With season only three weeks old, broadcast networks are already preparing midseason replacements. **PAGE 27.**

**Deal undone...**MGM/UA says it has terminated its \$1.9 billion merger agreement with Qintex Australia Ltd. **PAGE 29.**

**After the ball...**According to BROADCASTING's annual basketball special report, National Basketball Association expects to bring in



about \$160 million for rights to its 1989-90 season. Breakdown of rights packages, college landscape, and city-by-city team rights begins on **PAGE 35.**

**30/ 'TODAY' CHANGES**

After 13 years with NBC's *Today* show, co-host Jane Pauley is leaving program, although remaining with network. Deborah Norville appears to be her successor.

**31/ TEENAGE SOAPS**

At least three companies are working on new program form designed as transition vehicle from children's programming to shows for adults.

**31/ NEW FORMAT**

CBS's *The Pat Sajak Show* will be trimmed back to hour; new producer to be hired.

**32/ NO QUOTAS**

U.S. Trade Representative Carla Hills says European Community's call for TV broadcasters to reserve at least half of their programming time for European shows is "unjustifiable."

**33/ UNDER REVIEW**

TV networks challenge House rule allowing witnesses to ban coverage of their testimony.

**33/ CANADIAN PROGRAMING**

Canadian government proposes legislation to build up country's national program industry.

**34/ FIBER CLAIMS**

Leading supplier of telephone hardware introduces new line of digital fiber optic transmission and switching equipment it claims will expand available video services.

**49/ TVB'S NEW LEADER**

Jim Joyella takes over helm of Television Bureau of Advertising, promising to continue projects initiated under outgoing president Bill Moll.

**52/ PRICE PLATEAU**

Financial panel at cable investment conference says cable system prices have reached plateau.

**54/ 'PREVIEW' PREVIEW**

New half-hour syndicated show for 1990, *Preview*, is introduced by Television Program Enterprises.

**57/ MUNICH MEETING**

European television community debates how to build European-wide TV production industry in wake of "TV Without Frontiers."

**58/ CANAL PLUS 15%**

Canal Plus subscriber growth in France may be plateauing, but company expects to register 15% growth in revenue and profit over next several years.

**61/ BROADCAST ENGINEERS MEET**

Society of Broadcast Engineers, meeting in Kansas City, offers general approval of new FCC chairman, airs complaints about telephone companies and HDTV concerns.

**65/ ONE FOR THE PRESS**

Supreme Court overturns fine imposed on Pennsylvania

newspaper for publishing account of wiretapped conversation said to be protected by law.

**67/ SUMMER RATINGS**

Summer 1989 Arbitron radio ratings reveals some changes.

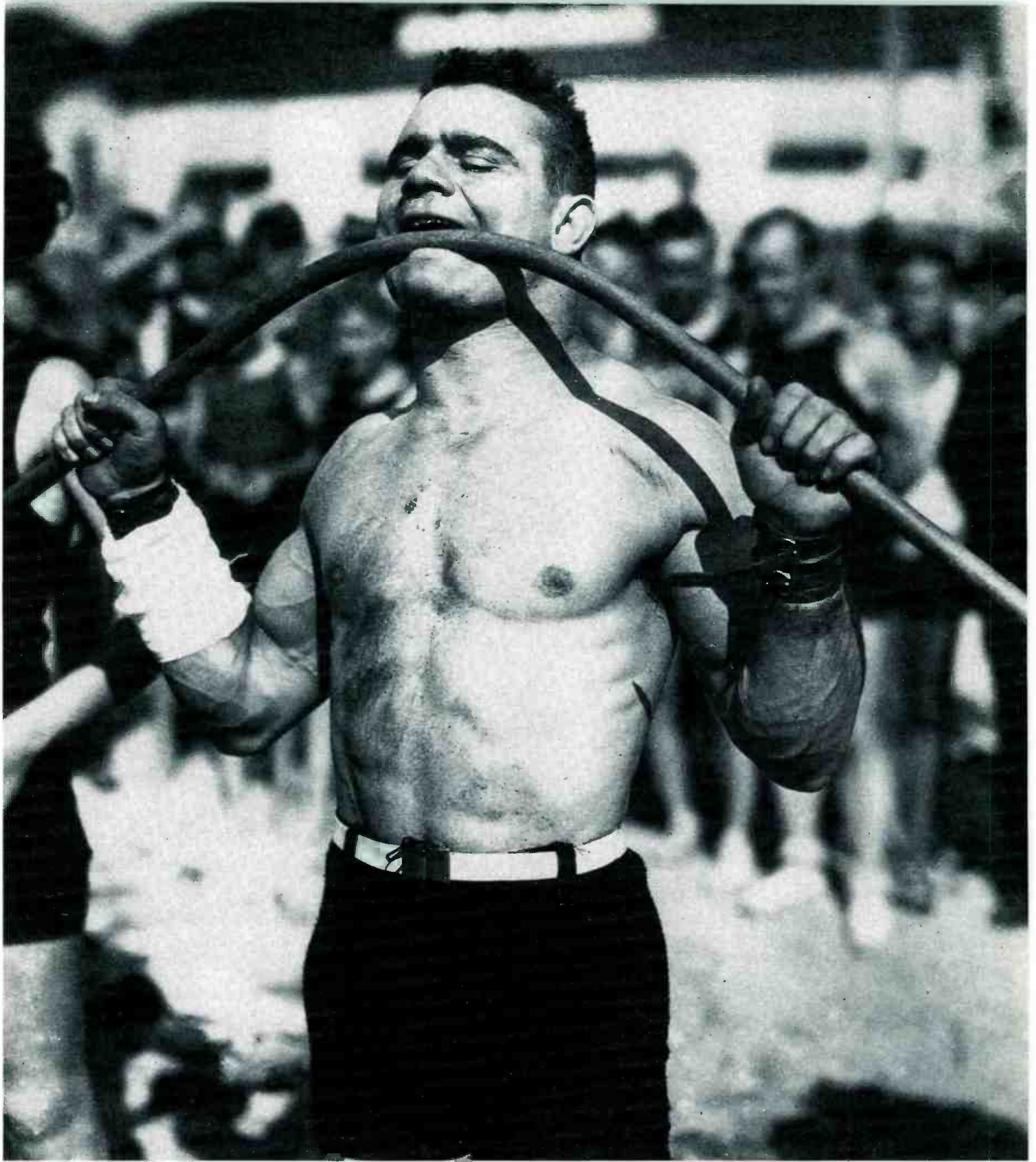
**87/ SPORTSMAN**

During two years at helm of Madison Square Garden Network, Robert Gutkowski has transformed regional cable sports service into one of leaders in field.

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**In two weeks, Cosby client stations will discover that some things can be more flexible than they seem.**

Send in your October 26/27 RSVP now, for much more than a good time.

## WASHINGTON

### Almighty dollars

General managers of television stations earn average of \$103,316 per year and general sales managers garner \$84,334, according to survey of stations conducted by National Association of Broadcasters and Broadcast Financial Management Association and set for release today (Oct. 16). Figures are based on 51% response to survey taken last spring of 1,066 commercial stations.

Other average salaries: news directors, \$51,150; chief engineers, \$44,157; account executives, \$42,757, and program directors, \$41,326. There was wide disparity in average salaries of news anchors reflecting size of market. They ranged from \$139,447 in top 10 markets to \$23,392 in small markets.

### Raised eyebrows

FCC Review Board Member Norman Blumenthal's conduct during Sept. 9 oral hearing in comparative renewal case involving Metroplex Communications' WHY(FM) Fort Lauderdale, Fla., has raised concerns in chairman's office. Touring group of French jurists escorted by number of federal judges including Supreme Court Justice Sandra Day O'Connor attended hearing to get taste of administrative law. At meeting with FCC Chairman Alfred Sikes and other FCC officials afterward, some of U.S. judges, including Ruth Ginsburg of U.S. Court of Appeals in Washington, criticized Blumenthal's questioning of attorneys, saying he seemed more intent on lecturing than on getting at truth. At Sikes's request, then FCC General Counsel Diane Killory and her successor, Bob Pettit, reviewed videotape of hearing and submitted memo with their opinion to Sikes. Sikes has yet to act. Blumenthal has no comment.

### Interested party

When Senator Howard Metzenbaum (D-Ohio) convenes Antitrust Subcommittee Nov. 1 for hearing on public interest

aspects of sports programming on cable vs. over-air television, one expert on subject may be seated on dais rather than at witness table. Subcommittee's Senator Herbert Kohl (D-Wis.), who also happens to own NBA team Milwaukee Bucks, may have to recuse himself from TV sports legislation but would not have to bow out of hearing, said aide. Although his attendance could be precluded by other demands on his time, he "may go" to hearing, aide said, and "would very likely have some pertinent knowledge to share." Although Bucks have, up to now, made no agreements with regional cable, team is being courted by Prime Network and SportsChannel (see special report, page 35).

Meanwhile, House Telecommunications Subcommittee hopes to hold sports hearing Oct. 26 and, among others, is considering inviting Cablevision Systems Chairman Charles Dolan, cable operator and sports programmer, who has been at center of several sports controversies.

### Pandora's box

FCC may have started something more than it bargained for last month when it held that conviction for drug trafficking could lead

commission to deny or revoke broadcast license (BROADCASTING, Oct. 1). Commission action was designed to "clarify" character qualification policy for broadcasters that was adopted in 1986 during chairmanship of Mark Fowler. That statement was seen at time as effort to limit commission's interest in character issues to those involving broadcast-related matters. But some lawyers see commission's action in drug-related case as opening door to anyone wishing to challenge broadcast applicant on variety of grounds not related to broadcasting.

### Sitting 'em out

FCC Chairman Alfred Sikes, playing it by book, has recused himself from adjudicatory proceedings involving two Missouri AM-FM combinations he used to own. Reasons: he still holds (but expects to divest soon) note on KRMS(AM)-KYLK(FM) Osage Beach, and his father and brother have minority interests in KOMC(AM)-KRZK(FM) Branson.

## CANNES

### Sign of the times

Presence of high-level network program development executives in Cannes for

MIPCOM international program fair is good indicator of networks' growing recognition that foreign producers have more to offer than ever. Case in point: CBS/Entertainment's Pat Faulstich, vice president, motion pictures-for-TV and mini-series, was at gathering for first time and said CBS is now considering couple of foreign-coproduced projects, including at least one long-form program. In recent past, CBS was reported talking with British Broadcasting Corp. about possible co-productions, and Faulstich acknowledged his return trip to Los Angeles would bring him through London for such discussions. Separately, top BBC source indicated one possibility being pitched to CBS is half-hour co-produced sitcom, although nothing before 1990-91 season is considered likely.

### East comes West

Despite political upheaval in China, interest of its TV-film industry in contact with West remains high and could lead to first-ever presence at NATPE program fair of Chinese industry executives. According to NATPE's European representative Peter Lord, in Cannes last week for MIPCOM after week-long visit to Beijing, meetings with head of China Film Corp., state governing body for TV and film, left him optimistic that contingent of two or three top-ranking officials from organization would attend their first NATPE in New Orleans next January.

### High-resolution buzz

MTV's planned global youth magazine, "Buzz," will probably have some segments shot in high-definition television, according to company executives. Half-hour, MTV-style news, fashion, culture and music show was launched on international syndication market at MIPCOM in Cannes, France, last week and will also air on MTV in U.S.

## LOS ANGELES

### News news

Cable operators in Orange County, Calif., have had

### Squeakier wheel

*Prospects for stamp commemorating late broadcast journalist Edward R. Murrow (BROADCASTING, Oct. 9) may be brightening. Committee that chooses subjects includes Jack Rosenthal, president of KTWO(AM) Casper, Wyo. Rosenthal, veteran broadcaster who has been on committee for some four years, says he was previously unaware of any concerted effort for Murrow stamp (nomination would have been among thousand-plus received each year). Rosenthal says case, had he seen it, would likely have made impression—he is familiar with Murrow's credentials and met him on several occasions. Rosenthal says nomination's chances would be helped as much by detailed, persuasive case as by volume of nominations. RTNDA, which believed it had already made that case, will do so again, likely sending it directly to Rosenthal.*

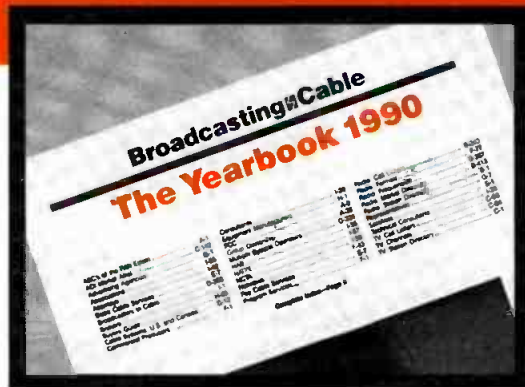
*For record, other names on stamp advisory committee: Belmont Faries (chairman), Richard Coyne, John E. Foxworth Jr., Ann DeWitt Harvey, Dr. C. Douglas Lewis, Dr. Virginia Noeike, Mary Ann Owens, Richard (Digger) Phelps, Jerry Pinkney, Beatrice Sanchez, John Sawyer III and George Stevens Jr.*



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That's what you get with a single advertisement in Broadcasting/Cable: The Yearbook 1990—the industry's premiere directory. It's the directory published by Broadcasting Magazine, and used by more than 100,000 professionals, the very people you want most to reach!

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This coming year, Broadcasting/Cable: The Yearbook 1990 will be divided into more than 20 categories, including Facilities of Radio, TV and Cable, Group Ownership, Equipment Services, Satellites, Programming, Advertising & Marketing, FCC Rules & Regulations, etc.

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**Berlyn & Assoc.**  
(914) 631-6468  
**Lewis Edge & Assoc.**  
(Eastern Equipment)  
(609) 683-7900

**Pattis/3M**  
Chicago (312) 679-1100  
Los Angeles (213) 462-2700  
Toronto (416) 482-6288

New York (212) 953-2121  
Hawaii (808) 545-2700  
London (01) 427-9000

preliminary discussions with KHJ-TV Los Angeles centering on station's delivering to operators five-minute local newscast for insertion in local window on Headline News. Times Mirror, Comcast and Paragon are among major operators in large Los Angeles suburb. KHJ-TV is developing all-news format for prime time, which it plans to debut in January.

Elsewhere, on cable-broadcast news front, launch in New Orleans of wwl-TV's latest newscasts on separate Cox Cable channel, scheduled for Oct. 2, has been postponed, as station continues to work out technical problems. Station hopes to be up and running by end of month.

### Phased out

Position of vice president, late night and children's programming, ABC, which has been vacant since Squire Rushnell left network in July, will be eliminated, according to Michael Brockman, president, daytime, late night and children's programming, ABC. Jennie Trias, vice president, children's programs, oversees Saturday morning, and Josie Emerich, vice president, daytime programs, oversees Monday-Friday daytime schedule, with both reporting to Brockman.

## NEW YORK

### Capital idea

Media companies looking for guardian angel, yet lacking access to likes of financier Warren Buffett, may have capital source in new fund recently closed by Brown Brothers Harriman. New York-based investment banking firm has raised \$350 million from score of institutional investors, including some media names, that it intends to apply toward select investments in companies with market capitalizations of \$250 million to \$750 million. Given expertise of investors, media companies are likely candidates for at least some of funding, which would take form of purchase of convertible notes.

### News buffs

KHJ-TV Los Angeles isn't only independent station with growing interest in news. At least two East Coast independents are considering launches of evening newscast. WBFF-TV Baltimore is contemplating debut next November; TVX Broadcast Group station WFLF-TV Raleigh is investigating possibility of newscast next fall or following spring.

### Coming (radio) attraction from NBA

To whatever extent theory is true that future of AM radio relies on sports, network affiliate AM's can start getting excited about probable introduction of NBA game of week in 1990-91 season. ABC Radio's two-year rights contract runs out at end of coming season, and NBA believes "radio is a sleeping

giant for us," said John Kosner, NBA broadcast coordinator. For time being, league efforts are focused on reaching future broadcast and cable network television rights agreements, perhaps to be settled this month or next (see special report, page 35). Then, said Kosner, attention will go immediately to negotiating new national rights contract that will radically increase ABC's current schedule, which includes only All-Star game and NBA Championship series.

## FORT LEE

### Multimedia

NBC's Consumer News and Business Channel and *U.S. News and World Report* are close to deal whereby video version of magazine's six special issues throughout year will be carried on cable

network. *USNWR* special issues have covered areas of health, finance and retirement, with most recent special issue on choosing best college to attend. Plans call for CNBC to carry one-hour program about topic in special issues on weekend before magazine hits street on Monday. Specials will include reporters from both network and magazine.

## CHARLOTTE

### One big deal after another

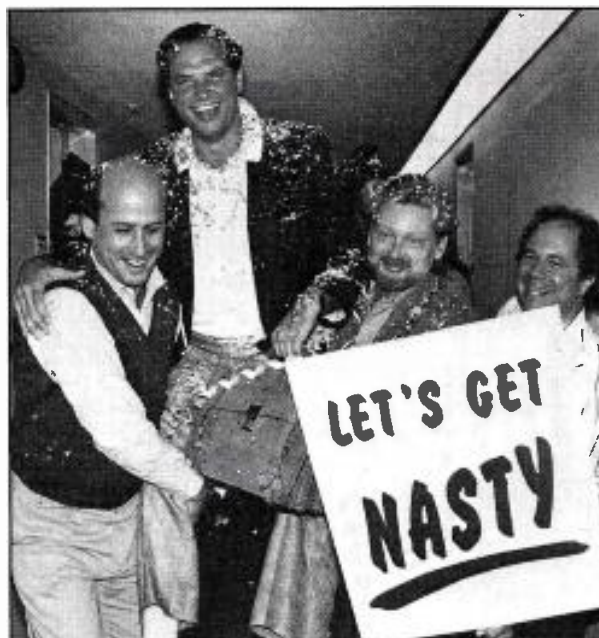
Raycom Sports is "very close to finalizing" college basketball rights contract extension with Metro (Metropolitan Collegiate Athletic) Conference. That would mean five down and one to go for Raycom, which has signed multiyear rights contract extensions with ACC, Big Ten, Pac-10 and Big Eight conferences, all within past year.

But if it is to maintain ability to sell advertisers on six-conference, six-region combined reach—75% of nation—it still must sew up new extensions with Metro and Southwest conferences, together representing some 39 markets, including Dallas-Fort Worth, Houston, Cincinnati, Memphis and Louisville, Ky. (add New Orleans to that list, with reinstatement of Tulane University this year). SWC will be tougher nut to crack: bidding there—up to about \$3.5 million per year for basketball, football and other sports—has stalled at least until mid-November in form of Raycom contract interference lawsuit against competitor SportsChannel America (BROADCASTING/CABLE, Sept. 11).

## MIAMI

### Insert news here

Wsvn(TV) Miami, producer of *Inside Report*, is increasing its syndication activity, with series of news inserts to be distributed by Walter Gilbride & Associates, Lexington, Mass. Three of series of six will be available in December.



### We'll call you

*A promise is a promise. When executive producer Dick Wolf (pictured above, airborne) found that on Sept. 22 his two-hour drama pilot Nasty Boys had earned a 15.6 rating-29 share on NBC, he could not wait to find out what that might mean for the would-be series. In response to a query on the subject from Wolf, NBC—which has introduced only five new series this year (see "Top of the Week")—told him: "When we pick up your show, we'll pick you up and carry you down the halls of NBC." Last week, one thing led to another, and the promise was kept by three NBC Entertainment executives (l-r): Brian Pike, vice president, current drama programs; Warren Littlefield, executive vice president, prime time programs, and Perry Simon, senior vice president, series programs.*

**Lions, and tigers, and rabbits,  
and ducks, and chipmunks,  
and turtles, and dinosaurs,  
and bears...**

**OH MY!**

**In a world over-run with animals  
and reptiles, Claster Television brings  
you the fresh new fun of**

**Maxie's  
WORLD**

**Without Maxie's World,  
your kids' block is just  
another day at the zoo.**



Advertising Sales



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ENTERTAINMENT  
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# BY THE NUMBERS 1

**N**BC won Week three with a 15.2 rating and a 26.1 share. ABC came in second with a 14.4/24.5. CBS followed with a 12.4/21.1. Last year's Week three was also NBC's, when the network won with a 15.0/24.9. CBS's *Island Son*, which stars Richard Chamberlain, shown at left, pulled in its best rating to date, a 15.2/27. *Son* moved up 34 positions from its Week two ranking of 54, to settle in at 20th. That translates to a 37% increase in its rating, up from its previous 11.1/19. ABC's *Mystery Movie* moved up 32 notches to 46th. The Saturday movie ran a *Columbo* repeat



and garnered an 11.5/22. During Week two, a *B.L. Stryker* repeat gave ABC's movie wheel a 7.7/14. CBS's *Rescue 911* moved into 23d place for the week, up 28 positions, as did the same network's *Wolf*, which moved from 61st to 33d.

For the evening news race, ABC and CBS tied for first, each posting a 9.8/20. NBC's *Nightly News* experienced low coverage due to preemptions on the West Coast for coverage of the baseball playoffs. NBC finished the news week with an 8.0/18.

"By the Numbers" continues on page 16

## RATINGS ROUNDUP

## Week 3 □ Oct. 2–Oct. 8

Rank/rating	Network	Show
1	27.8/42 A	<i>Roseanne</i>
2	23.5/41 N	<i>Cosby Show</i>
3	22.5/35 A	<i>Wonder Years</i>
4	▲ 21.5/33 N	<i>NBC Monday Movie</i>
5	▲ 20.2/33 A	<i>Who's the Boss?</i>
6	▲ 20.0/35 A	<i>Monday Night Football</i>
7	▲ 19.1/30 A	<i>Chicken Soup</i>
8	▲ 18.0/30 A	<i>Growing Pains</i>
9	▲ 17.9/29 A	<i>Head of the Class</i>
10	▼ 17.8/28 C	<i>Murder, She Wrote</i>
11	▼ 17.2/30 C	<i>60 Minutes</i>
12	16.7/30 N	<i>NL Champs., Game 2</i>
12	16.7/28 N	<i>NL Champs., Game 4</i>
14	▲ 16.5/26 A	<i>Doogie Howser, M.D.</i>
15	▲ 15.9/30 A	<i>20/20</i>
16	▲ 15.8/24 N	<i>Hogan Family</i>
17	▲ 15.4/30 A	<i>Full House</i>
17	15.4/26 N	<i>NL Champs., Game 1</i>
19	15.3/29 N	<i>NL Champs., Game 3</i>
20	▲ 15.2/27 C	<i>Island Son</i>
20	▲ 15.2/27 C	<i>Knots Landing</i>
22	▲ 15.1/24 C	<i>Major Dad</i>
23	▲ 14.7/23 C	<i>Jake and the Fatman</i>
23	▲ 14.7/24 C	<i>Rescue: 911</i>
25	▲ 14.4/23 N	<i>ALF</i>
25	14.4/25 A	<i>thirtysomething</i>
27	▲ 14.0/22 A	<i>Anything But Love</i>

Rank/rating	Network	Show
27	▲ 14.0/26 A	<i>Family Matters</i>
29	▼ 13.9/20 C	<i>Murphy Brown</i>
29	▲ 13.9/25 A	<i>Perfect Strangers</i>
31	▼ 13.7/23 A	<i>ABC Sunday Movie</i>
32	▲ 13.4/24 A	<i>Just the Ten of Us</i>
33	▲ 13.1/20 C	<i>Wolf</i>
34	▲ 13.0/23 A	<i>China Beach</i>
34	▼ 13.0/20 C	<i>Designing Women</i>
36	12.8/22 N	<i>AL Champs., Game 1</i>
37	▼ 12.7/19 C	<i>Famous Teddy Z</i>
38	▲ 12.6/19 F	<i>Married...With Children</i>
39	12.4/23 N	<i>AL Champs., Game 3</i>
40	▲ 12.2/20 A	<i>Young Riders</i>
41	▲ 12.1/20 A	<i>MacGyver</i>
42	▼ 12.0/20 C	<i>CBS Sunday Movie</i>
43	▲ 11.9/21 C	<i>Dallas</i>
44	▼ 11.6/18 C	<i>People Next Door</i>
44	▲ 11.6/20 C	<i>Wiseguy</i>
46	▲ 11.5/22 A	<i>ABC Mystery Movie</i>
47	▲ 11.3/18 A	<i>Free Spirit</i>
48	11.0/19 N	<i>NL Champs., Pregame</i>
48	▲ 11.0/18 C	<i>Top of the Hill</i>
50	▲ 10.9/19 A	<i>Life Goes On</i>
50	▼ 10.9/18 C	<i>Newhart</i>
52	▲ 10.8/18 C	<i>48 Hours</i>
53	▲ 10.5/17 C	<i>Peaceable Kingdom</i>
54	▲ 10.1/17 A	<i>Mission: Impossible</i>

Rank/rating	Network	Show
55	▲ 10.0/19 C	<i>Falcon Crest</i>
55	▲ 10.0/16 A	<i>HomeRoom</i>
57	9.9/17 N	<i>NL Champs., Pregame</i>
57	▲ 9.9/19 C	<i>Paradise</i>
57	▲ 9.9/17 A	<i>PrimeTime Live</i>
57	▲ 9.9/16 F	<i>Totally Hidden Video</i>
61	▲ 9.4/17 A	<i>Living Dolls</i>
61	▲ 9.4/18 C	<i>Snoops</i>
63	9.3/17 N	<i>AL Champs., Pregame</i>
63	▲ 9.3/17 C	<i>Tour of Duty</i>
65	9.0/17 N	<i>NFL Live Extra</i>
66	▼ 8.9/14 F	<i>America's Most Wanted</i>
67	▲ 8.8/17 A	<i>Mr. Belvedere</i>
68	8.7/18 N	<i>NL Champs., Pregame</i>
68	▲ 8.7/17 C	<i>Sat. Night With Connie Chung</i>
70	▲ 8.1/13 F	<i>Open House</i>
71	7.7/16 N	<i>AL Champs., Pregame</i>
72	▲ 6.8/13 F	<i>Cops</i>
73	6.3/10 F	<i>Fox Wednesday Movie</i>
73	▲ 6.3/10 F	<i>21 Jump Street</i>
75	▲ 6.1/9 F	<i>Alien Nation</i>
76	▲ 5.8/11 F	<i>Reporters</i>
77	▲ 5.6/10 F	<i>Booker</i>
77	▲ 5.6/9 F	<i>Tracey Ullman Show</i>
79	▲ 3.9/7 F	<i>Garry Shandling's Show</i>
80	▲ 3.6/7 F	<i>Beyond Tomorrow</i>

### Guide to symbols

▼ —Down from last week

▲ —Up from last week

Source: Nielsen Media Research  
 ■ —Premiere broadcast

## FREEZE FRAMES: Syndication Scorecard \*

## Week ended Oct. 1

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, (King World)	13.6	230	98	9	Nat'l Geo. On Assignment (Turner Prog. Svcs.)	6.5	145	92
2	Jeopardy! (King World)	12.3	217	98	10	Fox Premiere Movie, special (20th Cent. Fox TV)	5.9	136	89
3	Oprah Winfrey Show (King World)	8.9	215	99	11	Donahue (Multimedia)	5.8	221	98
4	Cosby Show (Viacom)	8.8	204	98	12	Geraldo! (Paramount Domestic TV)	5.4	191	98
5	Current Affair (20th Century Fox TV)	8.3	184	85	12	Mama's Family, synd. (Warner Bros. Dom. TV)	5.4	177	91
5	Wheel of Fortune, wknd. (King World)	8.3	198	91	14	Family Feud, synd. (LBS Communications)	5.3	125	85
7	Star Trek: TNG (Paramount Domestic TV)	8.1	223	97	15	Superboy (Viacom)	4.9	164	91
8	Entertainment Tonight (Paramount Domestic TV)	7.9	163	95					

\* Nielsen weekly pocketpiece

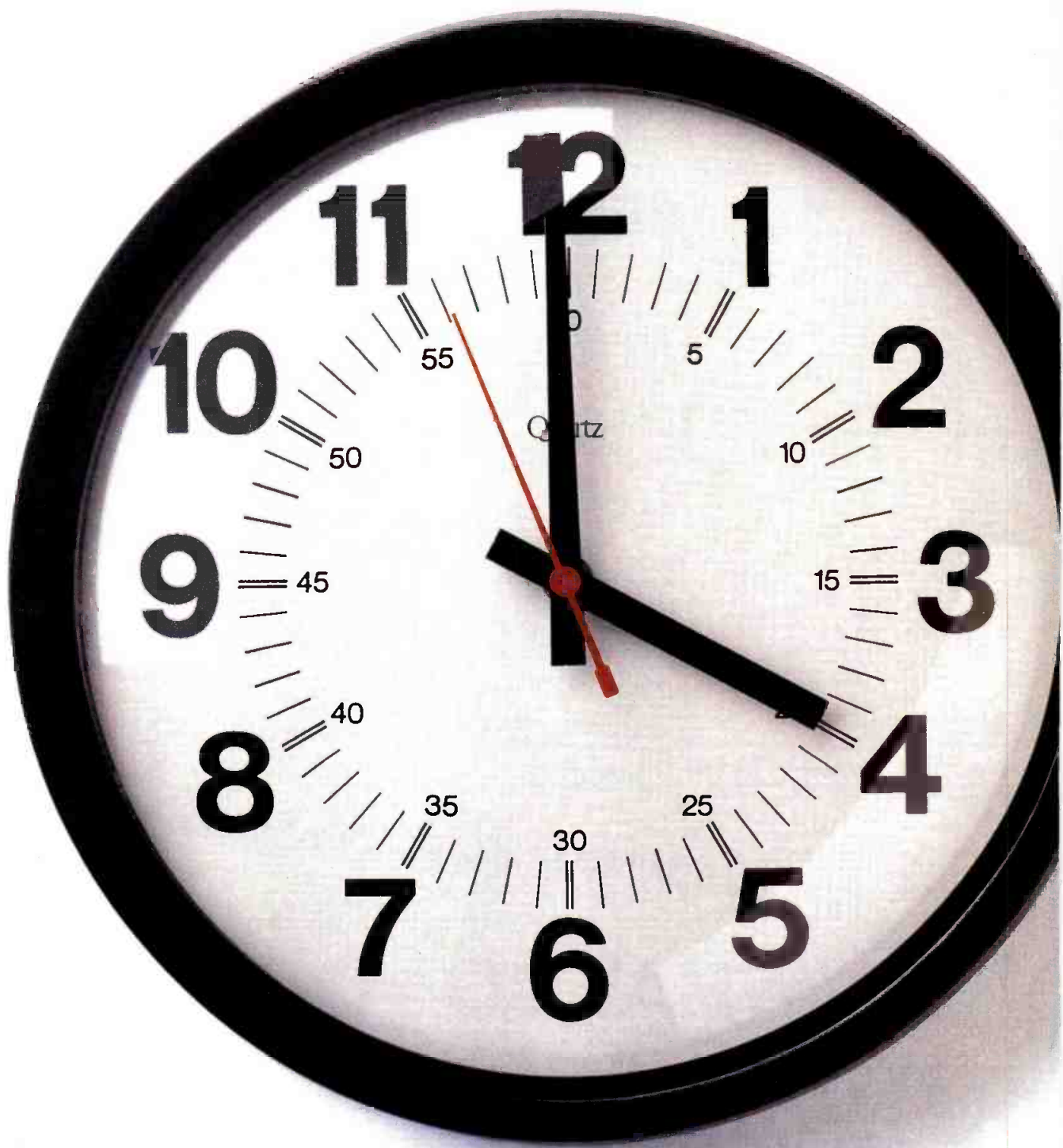
Source: Nielsen and Broadcasting's own research.

# FUN HOUSE

## REPORT CARD

SUBJECT	GRADE
Kids 2-11	A+
Kids 6-11	A+
Teens	A+
Time Period Performance	A+
Improvement Over Lead-In	A+
Year-To-Year Growth	A+

**WHAT DO YOU DO  
WITH A SHOW THAT GETS  
REALLY GOOD GRADES?**



# UPGRADE IT!

Some broadcasters believe that live action shows for kids are one season phenomenons. But "Fun House" is proving that all live action kids shows are not created equal.

The facts are clear. Last year "Fun House" rated better than all new kids shows, finishing the season as the #1 new program with kids 2 to 11 and 6 to 11.

And, unlike other live action kids shows that fizzled-out in their second year, this season "Fun House" is building steam. Building over its previous numbers. Building over its lead-in. And, building over its time period's prior performance.

If there's an after school time period that's not making the grade for you, put "Fun House" to work in your 4:00 to 6:00 PM line-up. It has a track record that places it in a class by itself.



A Stone Television Production  
in association with



WARNER BROS.  
DOMESTIC TELEVISION DISTRIBUTION  
A Warner Communications Company

# BY THE NUMBERS 2

## Summary of Broadcasting & Cable

"By the Numbers" continued from page 12

For the book of days, NBC won Monday, Thursday and Saturday, ABC won Tuesday, Wednesday and Friday. The Wednesday race was a squeaker, with ABC besting NBC 15.4 to 15.3, and both networks scoring a 25.5 share.

The other close race was Sunday night, which NBC almost took away from CBS. Game four of the National League Championships averaged a 16.7 rating that night. Coupled with CBS's Sunday movie, "Mystic Pizza," pulling in a low 12.0/20, a thin 0.1 rating point separated the two networks for the night. CBS held onto Sunday with a 14.8/24.5 over NBC's 14.7/25.1.

Week three of the prime time season delivered an additional one million households for the big three networks, moving up to 38.7 million from Week two's 37.7 million. This season's Week three audience is closer to 1987's audience average of 39.6 million households than 1988's strike-affected average of 36.9 million. This season's households using television (HUT) for Week three, 58.5, is down from both 1988's comparable 59.7 and 1987's 59.9. The combined three-network share for Week three stood at 71.7, up from Week two's 69.4.

BROADCASTING			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL <sup>2</sup>
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

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

## MarketScope

The Standard & Poor's 400 closed at 407.40 last Wednesday (Oct. 11), up 0.36, or 0.09% for the seven day period. For the Stock Index's 130 stocks, 54 managed to outperform the S&P on a percentage basis, while 76 underscored the index during the week. The ratio of advancing-to-declining stocks stood at 54 advances-57 declines, with 19 stocks remaining unchanged. Saatchi & Saatchi gained 2 points, or 13.79%, to close at 16½. Paramount Communications gained 7 on the week to close at 65¼. Qintex Entertainment dropped 36%, or 2¼, to close at 4 on Wednesday, but by last Thursday the stock had recouped 1¼ and closed at 5¼.

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

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



### STOCK INDEX 1

Market Capitalization					Market Capitalization				
Closing	Closing	Net	Percent	P/E	Closing	Closing	Net	Percent	P/E
Wed	Wed	Change	Change	Ratio(0-100)	Wed	Wed	Change	Change	Ratio(000,000)
Oct 11	Oct 4				Oct 11	Oct 4			

#### BROADCASTING

#### BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities/ABC	\$44	548	- 4	-00.72	22	9,791	N (BLC) A.H. Belo	37	1/2	36	1/2	1	02.73	50	743			
N (CBS) CBS	207	1/2	211	- 3	1/2	-01.65	18	4,902	N (AFL) American Family	20	18	1/2	1	08.10	18	1,622		
A (CCU) Clear Channel	11	3/4	118	3/8	03.29	43	45	O (ACCMA) Assoc. Commun.	39	3/4	38	3/4	1	02.58	568			
A (HTC) Heritage Media	3	7/8	3	7/8	00.00	-2	139	O (BMAC) BMA Corp.	35	1	34	1	04.41	15	341			
O (JCOR) Jacor Commun.	6	1/2	6	1/2	00.00	5	64	N (CCN) Chris-Craft	37	3/8	37	3/4	- 3/8	-00.99	54	888		
O (LINB) LIN	112	7/8	109	3/4	3	1/8	02.34	63	5,781	O (DUCO) Durham Corp.	31	32	1/2	- 1	1/2	-04.61	17	261
O (OBCC) Olympia Broadcast	2	1/4	2	1/4	00.00	0	0	5	N (GCI) Gannett Co.	43	1/2	45	- 1	1/2	-03.33	18	7,007	
■ (OSBN) Osborn Commun.	13	1/2	13	1/2	00.00	8	93	O (GACC) Great American	12	12	1/8	- 1	8	-01.03	-4	376		
O (OCOMA) Outlet Commun.	27	1/4	27	1/8	1/8	00.46	40	178	N (JP) Jefferson-Pilot	41	3/8	41	1/2	- 1/8	-00.30	14	1,594	
A (ER) Price Commun.	6	6	1/8	- 1/8	-02.04	-5	54	N (KRI) Knight-Ridder	53	5/8	54	3/8	- 3/4	-01.37	12	2,736		
O (SAGR) Sage Broadcasting	3	1/4	3	1/4	00.00	-3	12	N (LEE) Lee Enterprises	33	32	3/8	5/8	01.93	19	809			
O (SCRIP) Scripps Howard	72	74	- 2	-02.70	37	743	N (LC) Liberty	38	3/4	38	5/8	1/8	00.32	22	325			
O (SUNNC) SunGroup Inc.	1	7/8	1	5/8	1/4	15.38	-2	4	N (MHP) McGraw-Hill	73	5/8	75	3/4	- 2	1/8	-02.80	19	3,573
O (TLMD) Telemundo	6	1/2	5	7/8	5/8	10.63	-2	148	A (MEGA) Media General	38	5/8	39	3/4	- 1	1/8	-02.83	965	994
O (TVXC) TVX Broadcast	4	1/8	3	7/8	1/4	06.45	30	N (MDP) Meredith Corp.	35	1/8	35	1/2	- 3/8	-01.05	20	655		
O (UTVI) United Television	36	3/4	36	1/2	1/4	01.68	52	401	O (MMEDC) Multimedia	103	1/2	99	1/2	4	04.02	38	1,165	

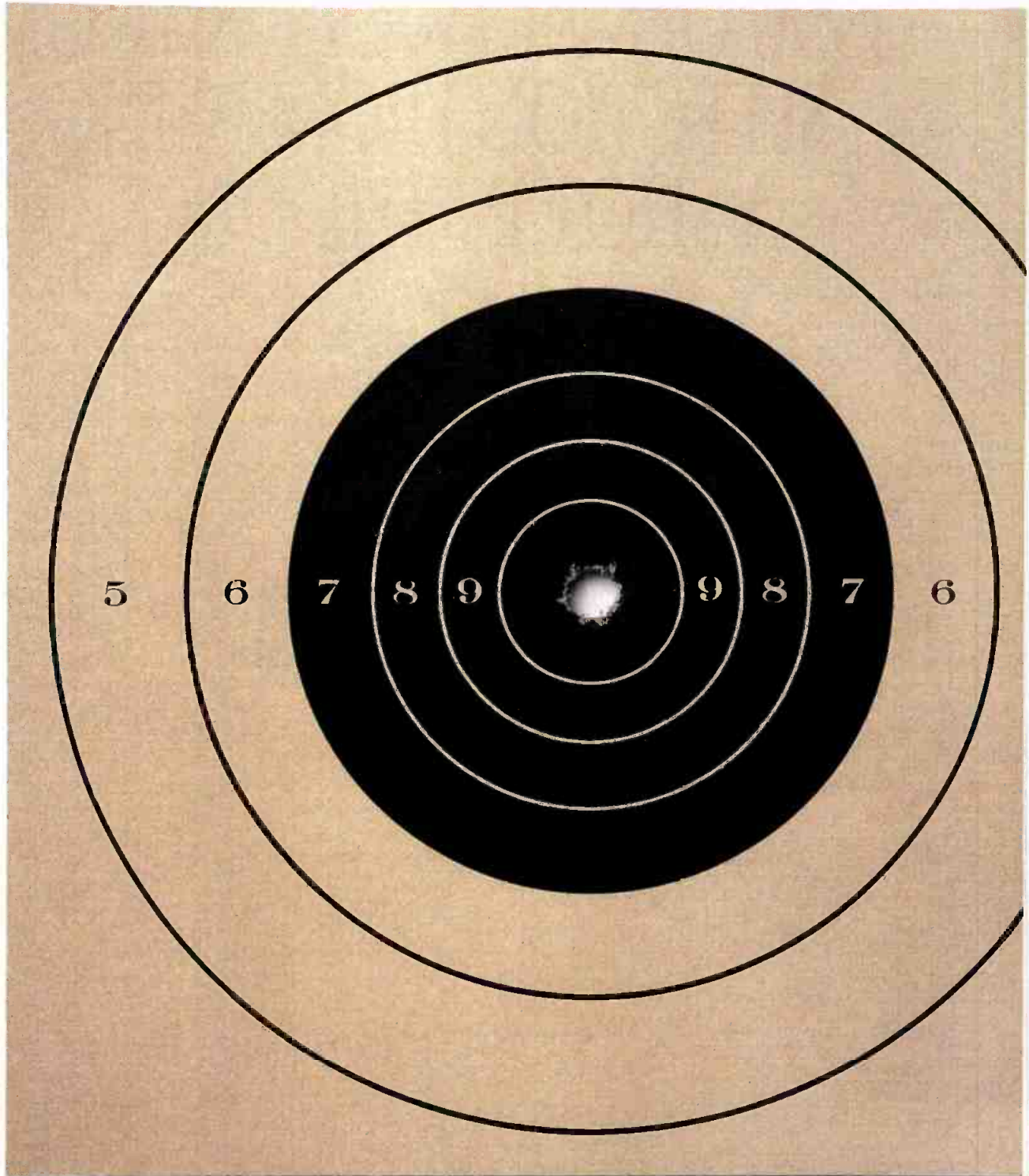


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HOW TO KEEP YOUR  
1990 OFF-NETWORK SITCOM  
SELECTION FROM BEING  
A SHOT IN THE DARK.



# TURN ON



# THE LIGHTS.

For years, programming executives have argued about why so many high-priced sitcoms that were hits on the network miss the target by a mile in syndication.

In reality, it's all quite simple. To score big as a strip, a once-a-week prime time hit has to have an audience made up of the same type of people who watch sitcoms five days a week.

That's why "ALF," "Head of the Class," "The Hogan Family" and "Perfect Strangers" from Warner Bros. will shine in your '90-'91 sitcom line-up. They all have prime time comps made up of the viewers that you need for sitcom success — the same type of people that watch syndication's longest running successes. So our hits on the network now will continue to be stripping winners for years to come.

Need help aiming your '90-'91 line-up away from the disappointments and towards the bull's-eyes? Let Warner Bros.' comedies take a shot at reaching your target audience.

Funny Shows. Serious Business.



ALF



Head of the Class



The Hogan Family



Perfect Strangers



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION

# BY THE NUMBERS 3

## STOCK INDEX 2

	Market					Market					Market Capitalization		
	Closing	Closing	Net Change	Percent Change	P/E Ratio	Closing	Closing	Net Change	Percent Change	P/E Ratio			
	Wed	Wed				Wed	Wed						
	Oct 11	Oct 4				Oct 11	Oct 4						
A (NYT) New York Times	30 3/4	31 3/4	- 1	-05.14	16	2,414	O (OMCM) Omnicom Group	25 1/2	24 7/8	5/8	02.51	15	629
N (NWS) News Corp. Ltd.	22 5/8	23 3/4	- 3 1/8	-12.13	8	6,032	N (SAA) Saatchi & Saatchi	16 1/2	14 1/2	2	13.79	12	2,583
O (PARC) Park Commun.	23	23		00.00	25	476	O (TLMT) Telemation	2	2		00.00	33	0
O (PLTZ) Pulitzer Publishing	29 3/4	29 1/2	1/4	00.84	15	311	A (UNV) Unitel Video	13 3/4	13 3/4		00.00	21	28
N (REL) Reliance Group Hold.	6 1/2	7	- 1/2	-07.14	13	484							
O (RTSY) Reuters Ltd.	43 1/2	45 7/8	- 2 3/8	-05.17	22	19,760							
O (STAUF) Stauffer Commun.	142	142 7/4	- 1/4	-00.17	47	142							
N (TMC) Times Mirror	39 5/8	40 1/4	- 5/8	-01.55	15	5,074							
O (TMCI) TM Communications	11 3/2	14	3/2	37.50	-1	2							
N (TRB) Tribune	55 1/8	57	- 1 7/8	-03.28	18	4,025							
A (TBSA) Turner Bcstg. 'A'	56 1/4	54 1/2	1 3/4	03.21	-19	2,386							
A (TBSS) Turner Bcstg. 'B'	53 1/8	53 1/2	- 3/8	-00.70	-15	1,285							
A (WPOB) Washington Post	305 3/4	306	- 1/4	-00.08	22	3,914							
<b>PROGRAGING</b>													
Q (ALL) All American TV	3 1/8	3 1/8		00.00	3								
A (CLR) Color Systems	1 3/4	2	- 1/4	-12.50	-1	9							
N (NPE) Columbia Pictures Ent.	26 5/8	26 5/8		00.00	1331	2,948							
O (CAVN) CVN Cos.	21	20 3/8	5/8	03.06	36	376							
Q (DCPI) Dick Clark prod.	6 7/8	7 5/8	- 3/4	-09.83	-687	56							
N (DIS) Disney	130 7/8	126 1/2	4 3/8	03.45	28	17,590							
O (FNFI) Financial News	7	7 1/8	- 1/8	-01.75	85	0							
A (FBI) Fries Entertam.	2 1/2	2	1/2	20.00	-4	12							
O (GPEC) Guber-Peters Enter.	17 1/4	16 1/2	3/4	04.54	-7	187							
A (HHH) Heritage Entertain.	2 1/8	2 3/8	- 1/4	-10.52	-5	11							
A (HSN) Home Shopping Net.	4 1/4	3 7/8	3/8	09.67	53	380							
N (KWP) King World	35 5/8	35	5/8	01.78	12	894							
O (KREN) Kings Road Entertain.	3 8	7 1/8	- 1 1/8	-14.28		1							
N (MCA) MCA	69 1/2	67 3/8	2 1/8	03.15	25	5,074							
N (MGM) MGM/UA Commun.	20	22 1/2	- 2 1/2	-11.11	-10	1,009							
O (NHI) Nelson Holdings	1 1/4	1 3/16	1/16	05.26		42							
O (NNET) Nostalgia Network	13 1/16	1 3/4	1 1/16	03.57	-2	10							
O (OPC) Orion Pictures	26	24 3/8	1 5/8	06.66	31	453							
N (PCI) Paramount Commun.	65 1/4	58 1/4	7	12.01	20	7,581							
N (PCC) Paine Communications	2 7/8	3	- 1/8	-04.16	52								
N (PLA) Playboy Ent.	17	17 1/4	- 1/4	-01.44	-73	159							
O (QNTX) Qintex Entertainment	4	6 1/4	- 2 1/4	-36.00	85								
O (QVCN) QVC Network	19 5/8	18 5/8	1	05.36	32	197							
O (RVCC) Reeves Commun.	5 5/8	6	- 3/8	-06.25	562	71							
O (RPICA) Republic Pic. 'A'	11	11 3/8	- 3/8	-03.29	157	46							
O (SP) Spelling Entertainment	11 1/8	11	1/8	01.13	23	368							
O (DUKE) Video Jukebox	51 5/16	5 3/16	3/4	14.45	-28	55							
N (WCI) Warner	66 3/4	65 7/8	7/8	01.32	22	11,109							
O (WON) Westwood One	10 3/4	11 3/4	- 1	-09.51	-15	156							
<b>SERVICE</b>													
O (AGRP) Andrews Group	5 5/8	5 3/4	- 1/8	-02.17	-4	51							
O (BSIM) Burnip & Sims	20 3/8	21 5/8	- 1 1/4	-05.78	22	325							
N (CQ) Comsat	37 7/8	39 1/2	- 1 5/8	-04.11	10	631							
N (CDA) Control Data Corp.	18 7/8	18 5/8	1/4	01.34	-1	788							
N (DNB) Dun & Bradstreet	56 1/8	56 1/8		00.00	19	10,505							
N (FCB) Foote Cone & B.	30 3/4	31 3/8	- 5/8	-01.99	19	263							
O (GREY) Grey Advertising	154	154		00.00	12	184							
O (IDBX) IDB Communications	7 1/4	7 5/8	- 3/8	-04.91	145	35							
N (IPG) Interpublic Group	36 1/2	36 1/4	1/4	00.68	18	1,280							
<b>CABLE</b>													
A (ATN) Acton Corp.	16 5/8	17	- 3/8	-02.20	5	27							
O (ATCMA) Amer. TV & Comm.	49 3/4	49	3/4	01.53	72	5,423							
O (CTEX) C-Tec Corp.	27 1/2	26 3/4	3/4	02.80	29	469							
A (CVC) Cablevision Sys. 'A'	47	44 5/8	2 3/8	05.32	-5	1,034							
A (CTY) Century Commun.	16	15	1	06.66	-59	1,043							
O (CMCSA) Comcast	29 1/8	28 5/8	1/2	01.4	-22	1,952							
A (FAL) Falcon Cable Systems	20 1/8	20 1/8		00.00	-71	128							
O (JOIN) Jones Intercable	20 7/8	19 7/8	1	05.03	-16	258							
T (MHPQ) Maclean Hunter 'X'	12 5/8	12 7/8	- 1/4	-01.94	35	930							
T (RCI.A) Rogers Commun. 'A'	140	135	5	03.70	-237	7,889							
T (RCI.B) Rogers Commun. 'B'	112 3/8	110	2 3/8	02.15	-190	1,516							
O (TCAT) TCA Cable TV	19 1/2	18 3/4	3/4	04.00	41	471							
O (TCOMA) Tele-Commun.	21 3/8	20 5/8	3/4	03.63	712	7,542							
N (TL) Time Inc.	143 3/4	143	3/4	00.52	29	8,150							
O (UAECA) United Art. Ent. A	22 1/2	23 3/8	- 7/8	-03.74	-33	2,974							
O (UAECB) United Art. Ent. B	23 1/8	23 3/8	- 1/4	-01.06	-34	1,527							
N (VIA) Viacom	64 1/4	60 3/4	3 1/2	05.76	47	3,428							
N (WU) Western Union	1 1/8	1 7/8		00.00		49							
O (WSMCA) WestMarc	30 7/8	30 7/8		00.00	-27	478							
N (MMM) 3M	74 5/8	75 1/8	- 1/2	-00.66	13	16,477							
<b>EQUIPMENT &amp; MANUFACTURING</b>													
N (ARV) Arvin Industries	17 1/4	16 3/4	1 1/2	-08.00	26	321							
O (CCBL) C-Cor Electronics	16	16 1/2	- 1/2	-03.03	15	65							
N (CHY) Chyron	3 5/8	3 5/8		00.00	25	41							
A (COH) Coahu	10	10 3/4	- 3/4	-06.97	6	19							
N (EK) Eastman Kodak	47 5/8	48 3/4	- 1 1/8	-02.30	11	15,450							
O (GRI) Gen. Instrument	37 3/4	36 3/4	1	02.72	13	1,020							
N (GE) General Electric	58 1/8	58 7/8	- 3/4	-01.27	14	52,445							
N (HRS) Harris Corp.	39 1/8	37 3/4	1 3/4	03.64	20	1,514							
N (MAI) M.A. Com. Inc.	6 3/8	6 7/8	- 1/2	-07.27	13	152							
N (IV) Mark IV Indus.	18 1/4	18 5/8	- 3/8	-02.01	9	197							
O (MCDY) Microdyne	4	3 7/8	1/8	03.2	-30	18							
O (MCOM) Midwest Commun.	6 3/8	6 5/8	- 1/4	-03.77	21	19							
N (MOT) Motorola	59 3/8	58 3/4	5/8	-01.06	15	7,708							
N (OAK) Oak Industries	1 1/4	1 1/4		00.00	10	103							
A (PPI) Pico Products	1 1/8	1 1/8		00.00	-1	3							
N (SFA) Sci-Atlanta	23 1/4	23 1/2	- 1/4	-01.06	16	536							
N (SNE) Sony Corp.	64 3/8	59 1/4	4 5/8	07.74	35	7,192							
N (TEN) Tektronix	18 3/8	19 1/8	- 3/4	-03.92	27	529							
O (TVTK) Television Tech.	5 5/8	5 5/8		00.00	62								
N (VAR) Varian Assoc.	25 1/2	25 7/8	- 3/8	-01.44	9	528							
O (WGNR) Wegener	3 3/8	3 1/4	1/8	03.84	3	24							
N (WX) Westinghouse	68 1/4	68 1/4	- 1 3/4	-02.50	11	9,863							
N (ZE) Zenith	15 1/8	15 1/8	- 1 3/8	-08.33	1512	404							
(S&P) Standard & Poor's	407.40	407.04		00.36		00.00							

# Datebook

■ indicates new listing or changed item.

## This week

**Oct. 15-17**—"1992: U.S.-Europe Telecom Relations," international policy forum for public and private sectors, sponsored by *Annenberg Washington Program*. Le Montreux Palace, Montreux, Switzerland. Information: (202) 393-7100.

**Oct. 15-18**—*Women in Cable* national cable management conference. U.S. Grant hotel, San Diego. Information: Reenee Gill, (312) 661-1700.

**Oct. 15-18**—*American Children's Television Festival* for "everyone interested in an optimistic, practical approach to improving children's television." Ollie Awards for "excellence in television programming for America's children" will be presented during festival. Ambassador West, Chicago. Information: (312) 390-8700.

**Oct. 15**—Presentation of Special Emmy Recognition Award to late Joe Raposo from *National Academy of Television Arts and Sciences*. Plaza hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Oct. 16**—"How to Double—or Triple—Productivity," speech by John O'Toole, president, American Association of Advertising Agencies, sponsored by *Advertising Women of New York*. Waldorf-Astoria, New York. Information: (212) 593-1950.

**Oct. 16-18**—*United States Telephone Association* 92nd annual convention. Hilton hotel at Union Square, San Francisco.

**Oct. 17**—*Association of National Advertisers* and *Direct Marketing Association* direct marketing workshop for advertisers. Waldorf Astoria, New York. Information: (212) 697-5950.

**Oct. 17**—*Canadian Cable Television Association* Atlantic region meeting. Hotel Newfoundland, St. John's, Newfoundland. Information: (613) 232-2631.

**Oct. 17**—"What Is Electronic Publishing and What Will It Mean to the Free Flow of Information," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

■ **Oct. 17**—"Negotiating Agency Compensation," seminar sponsored by *American Association of Advertising Agencies*. Plaza hotel, New York. Information: Michael Seymour, (212) 682-2500.

**Oct. 17-18**—*Broadcast Credit Association* 22nd credit and collection seminar. Scottsdale Hilton, Scottsdale, Ariz. Information: Mark Matz, (312) 827-9330.

**Oct. 17-19**—*Mid-America Cable TV Association* show. Kansas City, Mo. Information: (913) 841-9241.

**Oct. 17-19**—*Pennsylvania Association of Broadcasters* annual convention. Pittsburgh.

**Oct. 18**—*Women in Cable, New York chapter*, cable course, "Beyond the Basics." Viacom Conference Center, New York. Information: (212) 532-6680.

**Oct. 18**—*Anti-Defamation League* presentation of "A World of Difference" award to Robert Maxwell, Maxwell Communications Corp. Grand Hyatt hotel, New York.

■ **Oct. 18**—*Society of Broadcast Engineers, chapter 15*, meeting. Speakers: Muffy Montmayor, National Supervisory Network, on "Off-premise control of broadcast facilities, via satellite," and Bob Tarsio, Broadcast Devices Inc., on "Phase correction for audio production." New York Times building, WQXR auditorium, New York. Information: David Bialik, (212) 752-3322.

**Oct. 18-19**—Regional job opportunities conference for minorities sponsored by *Society of Professional Journalists*, in cooperation with *American Society of Newspaper Editors* and *Texas AP Managing Editors*. Westin Galleria hotel, Hous-

ton. Information: Ira Perry, (713) 840-5826 or (312) 922-7424.

■ **Oct. 18-19**—*Kentucky Broadcasters Association* fall convention. French Quarter Suites hotel, Lexington, Ky.

**Oct. 18-20**—*Indiana Broadcasters Association* fall conference. Westin hotel, Indianapolis. Information: (317) 638-1332.

**Oct. 18-20**—*Kansas Association of Broadcasters* annual fall convention. Hutchinson, Kan.

**Oct. 18-21**—*Audio Engineering Society* 87th convention. New York Hilton and Sheraton Center, New York. Information: (212) 661-8528.

■ **Oct. 19**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Geraldine Laybourne, president, Nickelodeon. Copacabana, New York. Information: (212) 768-7050.

**Oct. 19**—*MTV Networks'* local advertising sales workshop. Marriott Long Wharf, Boston.

**Oct. 19**—"Careers in Cable Television: Home Box Office," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

**Oct. 19-20**—"The Ethics of Political News Reporting and Advertising on Television," conference sponsored by *Ripon College*, Ripon, Wis. Conference Center and Guest House, Georgetown University, Washington. Information: (414) 748-8115.

**Oct. 19-21**—*Friends of Old-Time Radio* 14th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

**Oct. 19-21**—*National Federation of Local Cable Programers* regional fall conference. "Access TV: Where Your Neighbors Are," sponsored by Central states and Midwest regions of NFLCP. Fort Wayne, Ind. Information: (219) 424-7241.

## Major Meetings

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

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

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

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

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

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

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

**Jan. 27-31, 1990**—*National Religious Broadcasters* 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.

**Feb. 21-23, 1990**—Texas Cable Show, sponsored

by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

**Feb. 28-March 3, 1990**—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville.

■ **March 14-18, 1990**—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

**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 1-3, 1990**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

**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 17-20, 1990**—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

**May 19-22, 1990**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

Atlanta.

**June 6-9, 1990**—*NBC-TV* annual affiliates meeting. Washington.

**June 10-14, 1990**—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

**June 11-14, 1990**—*ABC-TV* annual affiliates meeting. Los Angeles.

**June 19-22, 1990**—*National Association of Broadcasters* summer board meeting. Washington.

**Sept. 12-15, 1990**—Radio '90 convention, sponsored by *National Association of Broadcasters*. Boston. Future meeting: Sept. 11-14 (tentative), 1991, San Francisco.

**Sept. 16-18, 1990**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

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

**Oct. 4-7, 1990**—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

■ **Oct. 11-15, 1990**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

**Oct. 19-21—American Women in Radio and Television** North Central area conference. Minneapolis. Information: Gail Shore, (612) 645-4042.

**Oct. 19-22—National Religious Broadcasters, Eastern chapter**, meeting. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

**Oct. 19-22—Society of Professional Journalists** national convention. Theme: "Covering Tomorrow." Speakers include Frank Bennack, president, Hearst Corp.; Helen Thomas, UPI; Richard Valeriani, former NBC correspondent, and Allen Neuharth, retired chairman, Gannett. Westin Galleria, Houston. Information: (312) 922-7424.

**Oct. 20—USA Network** local ad sales seminar. Halloran House, New York.

**Oct. 20-21—New Hampshire Association of Broadcasters** annual convention. Sheraton Wayfarer, Bedford, N.H.

**Oct. 20-22—First Bryant Gumbel/Walt Disney World Pro-Am** golf tournament, to benefit *United Negro College Fund*, presented by Amtrak. Among players: Vice President Dan Quayle. Lake Buena Vista golf course, Orlando, Fla. Information: (212) 725-5612.

**Oct. 21—Los Angeles Black Media Coalition** fourth annual Outstanding Technical Achievement Awards presentation. Hollywood Roosevelt hotel, Los Angeles. Information: (213) 460-6087.

**Oct. 21-22—American Women in Radio and Television** Western area conference. San Francisco. Information: Margie Comstock, (408) 285-0907.

**Oct. 21-25—Society of Motion Picture and Television Engineers** 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

## Also in October

**Oct. 22-24—Oregon Association of Broadcasters**

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## Errata

Name of person who presented results of survey on news sponsorships at Radio-Television News Directors Association convention in Sept. 25 issue on page 50 was incorrect. Senior partner and co-founder of **Audience Research & Development**, Dallas, is **Bill Taylor**.

□

Sept. 25 story on junk bonds incorrectly reported that **Kidder, Peabody & Co.** had lent \$55 million to cable TV limited partnership **Triax USA Associates** in bridge loan that would be paid off through sale of new debt securities. Kidder did not make bridge loan to Triax. Rather, investment bank bought issue of Triax senior subordinated debentures intending to resell them in the public market.

□

In story on off-network syndication (BROADCASTING, Oct. 9), **It's Garry Shandling's Show** should have been identified as **distributed by Viacom and Married...With Children by Columbia**.

and **Washington State Association of Broadcasters** joint annual meeting. Hyatt Regency, Bellevue, Wash. Information: (206) 448-9722.

**Oct. 22-24—North Carolina Association of Broadcasters** annual convention. Speakers include: Larry King, *Larry King Show*, and Kathleen Sullivan, *CBS This Morning*. Grove Park Inn, Asheville, N.C.

**Oct. 22-Dec. 30—"This is NBC Chicago,"** 10-week exhibition of history of WMAQ-TV Chicago, at **Museum of Broadcast Communications**. Kraft Television Theater, Museum, Chicago. Information: (312) 987-1500.

**Oct. 23—"Washington and Hollywood: It's Time to Join Forces in the War on Drugs,"** luncheon address by William Bennett, director, Office of National Drug Control Policy, White House, to **Academy of Television Arts and Sciences**. Beverly Hilton hotel, Los Angeles. Information: (818) 953-7575.

**Oct. 23—"From Whistle Stop to Sound Bite,"** colloquium on growth of TV-based electoral campaigns, featuring Sig Mickelson, former CBS News president. Willard office building, Washington. Information: (202) 393-7100.

**Oct. 23-24—"Media & Ethics III: Media, Ethics and the Political Process,"** conference sponsored by **Emerson College**. Speakers include Pluria Marshall, National Black Media Coalition; Nicholas Johnson, former FCC commissioner; Nancy Neuman, National League of Women Voters; Janet Brown, Commission on Presidential Debates, and Ellen Hume, Joan Shorenstein Barone Center on the Press, Politics and Public Policy. Boston Center for Adult Education, Boston. Information: (617) 578-8540.

**Oct. 23-25—11th annual Satellite Communications Users Conference.** Convention Center, Washington.

**Oct. 24—Canadian Cable Television Association** Midwest/Northwest Territory regional meeting. Port O'Call Inn, Calgary, Alberta. Information: (613) 232-2631.

**Oct. 24—Video presentation on commercial TV advertising to Northwest broadcasters and advertising professionals, sponsored by Washington and Oregon Association of Broadcasters and Seattle Advertising Federation.** Sheraton hotel, Seattle. Information: (206) 623-8307.

**Oct. 25—USA Network** local ad sales seminar. Sheraton Plaza, Orlando, Fla.

**Oct. 25—"The Battle for the Schoolroom: TV or Not TV,"** seminar sponsored by **Center for Communication**. Center auditorium, New York. Information: (212) 836-3050.

**Oct. 25—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speakers: The Comedy Channel's Richard Behars, president; John Newton, executive VP-programming; Stu Smiley, senior VP-original programming, and Art Bell, VP-administration. Copacabana, New York. Information: (212) 768-7050.

■ **Oct. 25—"Future Video Shock,"** forum sponsored by American Bar Association Forum on Communications Law and **Federal Communications Bar Association**. Keynote: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

■ **Oct. 25—Sixth annual Houston Radio Day**, sponsored by **Houston Association of Radio Broadcasters**. Theme: "Salute to the Silver Screen." Westin Galleria, Houston. Information: (713) 621-9401.

■ **Oct. 25—Annual Bayliss Media Roast**, sponsored by **John Bayliss Broadcast Foundation**. Roastee: Larry King, radio and TV talk show host. Plaza hotel, New York. Information: (408) 624-1536.

■ **Oct. 25—Women in Cable, New York chapter**, "Beyond the Basics." Viacom Conference Center, New York. Information: (212) 532-6680.

**Oct. 25-26—"Change in the Soviet Union, Thaw in Eastern Europe: What Will It Mean to Us?"** conference for journalists sponsored by **Washington Journalism Center**. Watergate hotel, Washington. Information: (202) 337-3603.

**Oct. 25-26—Ohio Association of Broadcasters** fall convention. Hyatt on Capitol Square, Columbus, Ohio.

**Oct. 25-28—52nd annual Western region convention of American Association of Advertising Agencies.** Theme: "Tides of Change." Red Lion Resort, Santa Barbara, Calif.

**Oct. 25-28—Broadcast '89**, trade fair for film, radio and television. Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 7575-6452.

**Oct. 26—Southern California Broadcasters Association** business development seminar. Hyatt on Sunset, Los Angeles. Information: (213) 466-4481.

**Oct. 26—USA Network** local ad sales seminar. Grand Bay hotel, Miami.

**Oct. 26—"Anchors: TV Image and Responsibility,"** panel of Philadelphia TV anchors, sponsored by **Philadelphia Ad Club**. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

**Oct. 26—"PR Nightmares: What to Do When They're Yours,"** seminar sponsored by **Center for Communication**. Center auditorium, New York. Information: (212) 836-3050.

**Oct. 26—"Reporting on the Environment: Are We Scaring Ourselves to Death?"** seminar sponsored by **Center for Communication**. Center auditorium, New York. Information: (212) 836-3050.

**Oct. 26—Cable Television and Marketing Society, Illinois Cable Television Association, Women in Cable, National Association of Minorities in Cable and Chicago Cable Marketing Council** day-long joint seminar. Ramada hotel, Rosemont, Ill. Information: Paula, (312) 297-4520.

■ **Oct. 26—"Anchors: TV Image and Responsibility,"** luncheon featuring Philadelphia TV station anchors, sponsored by **Philadelphia Ad Club**. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

**Oct. 26-27—First Amendment Congress.** Keynote speech: Senator Patrick Leahy. National Archives and Embassy Suites hotel, Washington. Information: (303) 556-4522.

■ **Oct. 26-27—Canadian Cable Television Association** British Columbia/Yukon regional meeting.

Delta River Inn, Vancouver. Information: (613) 232-2631.

■ **Oct. 26-29**—*American Film Institute Video Festival*. AFI, Los Angeles. Information: (213) 856-7787.

**Oct. 27**—*International Radio and Television Society* newsmaker luncheon, "The Changing Face of Journalism." Panelists: Don Hewitt, executive producer, *60 Minutes*; Mary Alice Williams, co-anchor, NBC's *Yesterday, Today & Tomorrow*; Av Westin, senior vice president of reality-based programming, King World Productions, and Everette Dennis, executive director, Gannett Center for Media Studies, Columbia University. Waldorf-Astoria, New York. Information: (212) 867-6650.

**Oct. 27**—"China: What Will the 1990's Bring?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Oct. 27**—"What is Advertising?" sponsored by *Women in Cable, Atlanta chapter*. Atlanta. Information: (404) 843-5051.

**Oct. 27-28**—*Missouri Broadcasters Association* fall meeting. Holiday Inn Executive Center, Columbia, Mo. Information: (314) 636-6692.

**Oct. 28-29**—"Writing Television Sitcoms," seminar co-sponsored by *American Film Institute* and *Las Colinas Studios*. Dallas. Information: (800) 999-4AFI.

**Oct. 29-Nov. 2**—"Radio in the 1990's" third radio news and current affairs conference hosted by *North American National Broadcasters Association*. Washington Sheraton, Washington.

**Oct. 30-Nov. 1**—InterTainment '89, second annual conference on interactive entertainment, co-sponsored by Alexander & Associates and NYNEX. Marriott Marquis hotel, New York. Information: Sally Chin, (212) 382-3929.

**Oct. 31**—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. AAF, (202) 898-0089.

## November

**Nov. 1**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, Reiss Media Enterprises. Copacabana, New York. Information: (212) 768-7050.

**Nov. 2**—European conference on advertiser-supported programming, jointly sponsored by *Advertiser Syndicated Television Association* and *UK's Independent Program Producers Association*. Hyde Park Hilton, London. Information: (212) 245-0840.

**Nov. 2**—Presentation of Gabriel Awards, sponsored by *Unda-USA, National Catholic Association for Broadcasters and Communicators*, for "programs which serve viewers and listeners through the positive, creative treatment of issues of concern to humankind." Omni Inner Harbor hotel, Baltimore.

■ **Nov. 2**—*Canadian Cable Television Association* Ontario regional meeting. Regal Constellation hotel, Toronto. Information: (613) 232-2631.

■ **Nov. 2-3**—First European Conference on Advertiser-Supported Programming, sponsored by *Advertiser Syndicated Television Association* and *Independent Programme Producers Association*. London Park Lane Hilton, London. Information: (212) 245-0840.

**Nov. 3-5**—*Alpha Epsilon Rho Midwest/Central Plains* regional convention. Sheraton Plaza hotel, St. Louis. Information: Dianna Kirby-Clark, (314) 595-4463.

**Nov. 5-8**—Second annual LPTV conference and exposition, sponsored by *Community Broadcasters Association*. Riviera hotel, Las Vegas. Information: (800) 225-8183.

**Nov. 7**—"Talk Radio: What Is It Telling Us?," seminar sponsored by *Center for Communication*.

Center auditorium, New York. Information: (212) 836-3050.

**Nov. 7**—National Advertising Law & Business Conference, sponsored by *American Advertising Federation*. Drake hotel, Chicago. Information: (312) 787-2200.

**Nov. 8**—Presentation of Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Washington. Information: (202) 737-5764.

■ **Nov. 8**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jon Nesvig, senior VP-sales, Fox Broadcasting Co. Copacabana, New York. Information: (212) 768-4510.

**Nov. 8-10**—TV commercials' festival of *International Film & TV Festival of New York*. Sheraton Center, New York. Information: (914) 238-4481.

**Nov. 9**—Advertising and Marketing Management Research Workshop, sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (202) 785-1525.

**Nov. 9**—*Federal Communications Bar Association* luncheon. Speaker: Jack Valenti, president, Motion Picture Association of America. Washington Marriott, Washington.

**Nov. 9**—"Careers in Advertising: Media," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

**Nov. 9**—"Advertising Goes Global," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

■ **Nov. 9**—Presentation of Communications Excellence to Black Audiences Awards, sponsored by *World Institute of Black Communications* (founded by National Black Network), to "pay tribute to corporations, advertising agencies and individuals who demonstrate expertise and sensitivity in focusing on needs and concerns of black consumers." New York Hilton, New York. Information: (212) 586-1771.

**Nov. 9-10**—Communications law seminar sponsored by *Practising Law Institute*. Sheraton Center hotel, New York. Information: (212) 765-5700.

**Nov. 9-11**—*National Association of Farm Broadcasters* annual meeting. Crowne Plaza, Kansas City, Mo.

**Nov. 9-11**—*Arizona Broadcasters Association* fall convention and annual meeting. Sunburst Resort hotel, Scottsdale, Ariz.

**Nov. 9-11**—20th annual Loyola Radio Conference, hosted by *Loyola University of Chicago*. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

**Nov. 10-12**—*Broadcast Executive Directors Association* fall idea exchange. The Greenbrier, White Sulphur Springs, W. Va.

**Nov. 13**—"The Tri-Monopoly Networks Versus Competition: The Battle for a Fair Marketplace in the Nineties," speech by Jack Valenti, president, Motion Picture Association of America, to *Academy of Television Arts and Sciences*. Beverly Hilton, Los Angeles. Information: (818) 953-7575.

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

**Nov. 13-15**—*Association of National Advertisers* TV commercial production management seminar. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**Nov. 14**—"What Are Video News Releases and Why Are They News?," seminar sponsored by *Center for Communication*. Center auditorium, New York. Information: (212) 836-3050.

**Nov. 14-15**—"Communicating in the 90's," conference sponsored by *San Diego State University*. SDSU, San Diego. Information: (619) 594-5204.

■ **Nov. 15**—*Canadian Cable Television Association* Quebec regional meeting. Loews Le Conrords, Quebec. Information: (613) 232-2631.

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# Open Mike

## AM game plan

EDITOR: I find the decline of AM radio interesting. I also find it surprising that the stations are not putting up more of a fight. It may be that AM is an obsolete technology, but it still works quite well (we get good quality audio through it) and there are millions of receivers out there.

Earlier today I stopped into a store called Audio Video City. With a name like that, I'd expect to find everything I could possibly want in audio and video. They don't have any AM stereo receivers. I never have found an audio dealer that had them.

Radio broadcasters are in the promotion business. Generally, they are promoting other people's products, but should also be promoting their own product. I've always been impressed with the Radio Advertising Bureau ads, which show the power of radio. This compares quite favorably to the outdoor advertising ad I frequently see that says "space available." It doesn't quite convince me that I should use outdoor advertising. So, AM stations need to promote themselves, and promote AM in general. It's been pointed out many times that to the typical consumer in a typical listening environment (where there's some background noise, like in the car or at the office), NRSC AM stereo cannot be distinguished from FM stereo. Yet I hear consumers say, "I don't listen to AM." AM stations have got to make listening to AM (or their station) the "in" thing to do, just as FM was in the 1960's.

AM stations should also work with local audio equipment retailers to educate them about AM. It *does* sound good. Get the local retailers to set up an AM receiver demonstration (and stock good stereo AM receivers), then promote the demo on your station. Work with the audio retailers to let the consumers know how good AM is. Make up some printed literature that explains the recent improvements in AM. Being technically oriented, I'd suggest the literature include a nontechnical description

of what the improvements accomplish plus a technical explanation (including details of frequency response, distortion, adjacent channel interference, stereo transmission method and stereo performance) for the audiophiles. Without the technical data to back up your nontechnical statements, the audiophiles won't believe you. You'll introduce consumers to the "new and improved" AM and get people into the retailer's store (which they shouldn't object to).

Stations can also promote AM at community events. Every Thursday night in our town is "Farmer's Market" downtown. Thousands of people are there every week. Some stations (FM's) are there promoting themselves by giving away buttons with their call letters or other clever promotions. AM stations could promote their programming and their quality. Perhaps a demonstration could be set up using some good soundproof stereo headphones and switching between a tape (or perhaps a CD) and your AM station. If the listener can tell which is which, she/he wins a Target Tuning AM stereo radio. You can also give away the above described literature (telling what's so great about AM).

There are thousands of AM stereo radios already in use. Unfortunately, the consumers don't know they have them (in their cars). Stations can work with the car dealers, just as they'd work with the audio dealers.

Finally, AM has some real history behind it (being the original broadcast service). Additional promotion of AM could feature this history. I was very impressed with the video shown at one of the National Association of Broadcasters luncheons this spring. It showed the history of broadcasting (with a song about a magical box) and how we've all experienced recent history through broadcasting. Stations can promote broadcasting's most historic part (AM) by reminding us of the part it has played.

With enough promotion, you can sell a fair product. AM stations have got an excellent product.—*Harold Hallikainen, Hallikainen & Friends, San Luis Obispo, Calif.*

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A minority preference commentary by Michael J. Hirrel, attorney, Davis, Graham & Stubbs, Washington

In recent months the FCC's previously somnolent comparative hearing policies have been subject to a storm of controversy. Among the most controversial policies are those granting preferences to minority and female applicants. Equally controversial, and often associated with the minority preference policy, is the FCC's policy of permitting applicants to be structured in two tiers, with only the first tier counting for comparative purposes.

The minority and female preferences are actually only two comparative preferences. In practice, however, they are often decisive. A valuable new broadcast facility is likely to attract a number of applicants, each possessing most of the desirable attributes. Differences in race and gender can make the difference in an otherwise close case.

Thus the preferences have been attacked as unconstitutional by a number of parties. They argue that race and gender preferences can be justified only by a history of discrimination, an argument derived from recent Supreme Court decisions concerning contract set-asides and affirmative action employment programs.

A different sort of attack is made against the FCC's two-tier policy, often called the *Anax* policy after the leading FCC case. *Anax* is criticized as promoting sham applications. The theory behind *Anax* is that only an applicant's controlling persons should count for comparative purposes. The FCC assumes that control is held by persons in the first tier—the voting partners. In reality, the critics charge, second tier non-voting partners control the applicant, because they supply almost all the applicant's funds.

*Anax* is frequently associated with the preference policies because first tier individuals are almost always minorities and are often female as well.

Are these attacks well-founded? I believe not. The basis for the FCC's preferences is not the same as the basis for contract set-asides and affirmative action programs. Those programs are intended to help minorities make up for lost opportunities. Consequently, a history of discrimination is necessary.

The basis for the FCC's preferences, on the other hand, lies in the inherent inability of the broadcast spectrum to accommodate everyone who wants to broadcast. For that reason, the Supreme Court has held, policies that promote diversity of broadcast ownership are constitutional. Such policies increase the public's access to different points of view, despite the limitations of the spectrum.

These principles clearly apply here. By discrimination or not, broadcast ownership remains largely a white male preserve. A certain homogeneity of perspective follows



**“The real problem with the minority preference and *Anax* policies is not their existence, but their implementation by the FCC.”**

almost inevitably from this fact. I lived in a black ghetto for four years, and I can tell you even from that limited experience that discrimination—although more subtle, more slippery than in the days of Jim Crow—still exists. How many of today's broadcast owners can truly impart that fact to their audiences? Very few.

*Anax* is a necessary corollary of the minority and female preferences. A major reason why minorities and women are under-represented in broadcast ownership is that, for historic reasons, they are less likely to have capital to construct new stations.

Because the FCC requires new station applicants to show that they have the funds to construct, few minorities or women could receive licenses without *Anax*. Under *Anax*, non-voting second tier partners can put up the construction funds, and licenses are then granted to controlling minorities or women who would not otherwise be eligible.

The real problem with the minority preference and *Anax* policies is not their existence, but their implementation by the FCC. The preference policies serve constitutionally permissible objectives only if they do in fact result in a greater diversity of broadcast voices. Yet all too often, a minority or female applicant receives a

preference and sells out long before going on the air.

Most FCC comparative cases settle before any final decision is made. An applicant who receives a license in a settlement is permitted by the FCC to abandon all of its promises. Minority or female applicants who received preferences before prevailing in settlements need not have their minority or female partners work at their stations. They may even sell the stations altogether once built. Even when a final decision is reached without settlement, the winning applicant may sell the station after one year on the air.

These policies clearly do not promote a diversity of broadcast voices. They may result in enrichment of the minority or female applicants, but that is not an objective of the Communications Act or the Constitution. Because the FCC grants preferences in order to promote minority and female broadcast voices, it should require applicants who receive those preferences to go on the air, and stay on the air for at least three years as proposed.

The FCC complains that such requirements restrict the free flow of capital. The FCC must recognize here, however, that any public interest in the free flow of capital is inconsistent with the greater public interest in diversity.

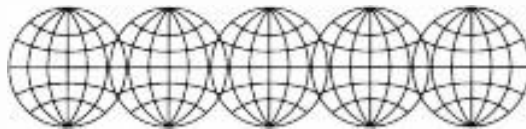
The FCC's implementation of *Anax* is similarly flawed. In many cases, “non-voting” second tier individuals do in fact end up dominating the stations. Those second tier individuals are almost never minorities or females. If the applicants received minority or female preferences, the preferences are again distorted.

The FCC can, however, take effective steps to prevent this. It can require every two-tier applicant to post a substantial escrow account prior to hearing. The escrowed funds would be available on an unrestricted basis to the voting partner for construction of the station. When the applicant files its Form 302 after construction, the FCC should require all parties to certify that the voting partner has been, is and will remain in control. Finally, the FCC's field investigation staff should spot check these stations once they are in operation.

These policies will greatly strengthen control by minority or female voting partners. The voting partners will have substantial funds already at hand, avoiding much of the influence non-voting partners otherwise have.

These changes will also sharply reduce sham applications in the first place. Non-voting partners will post unrestricted escrow money only if they are confident of their voting partners' management abilities. They will not invest that money, plus prosecution expenses, if they really seek control they know they cannot have. ❏

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# Broadcasting Oct 16

Vol. 117 No. 16

## TOP OF THE WEEK



CBS: 'Beauty and the Beast'



NBC: 'The Ann Jillian Show'



ABC: 'Equal Justice'



Fox: 'The Outsiders'

**Midseason is already on network minds: for some schedule understudies, future may be now**

**T**he new season is only three weeks old, but already the networks are readying as reinforcements the back-up series currently on the shelf. At least a couple will be called into action within the next couple of months, and possibly within the next few weeks. Mid-season appears to be evolving from a second wave of premieres that has traditionally taken place in January to a season-long rollout of shows on an as-needed basis.

Already, back-up series are being earmarked to take over for struggling shows if those shows don't improve. "Everybody going into the season knows what their trouble spots are likely to be, and what their alternative strategies will be," said Leslie Moonves, executive vice president, creative affairs, Lorimar Television.

The number of new projects being given back-up status is growing. ABC has Paramount working on a comedy pilot entitled *Miss Jones*, which will star Christine Eber-

sol, formerly of NBC's canceled *The Cavannahs*. ABC also has MGM/UA Television developing a 90-minute pilot, *The Hitman*. For CBS, MGM/UA is developing a combination animation/live action series version of the *Pink Panther*. The two-hour pilot has been shot, and the project should be ready by late spring.

Despite protestations from the networks that it is too early to talk about back-up series being fitted for a time slot, what is considered mid-season has changed from just a few years ago. "We're just barely beginning to hold discussions about back-up series," said Barbara Corday, executive vice president, prime time programs, CBS. "The worst thing a network can do is pull a series too early."

"I don't think there is anything as cut and dried as mid-season anymore," said John Pike, president, network television, Paramount Communications. "The networks are more inclined to pull the trigger

quicker on series, so mid-season can be in late October, November or in April, when a network may run a four- or six-episode series to find out how it might perform for next season," he said.

"It used to be that the second season started in January and that's when most of the changes were made," said David Gerber, chairman and CEO, MGM/UA Television Production Group. "Today, you have a second season, but it's an ongoing process that stretches through to April."

"I see us as more likely to replace one show at a time rather than, for instance, setting a specific date, and saying that will begin our second season," said Corday.

One series apparently undergoing some scrutiny because of its subpar performance is CBS's *The People Next Door*, scheduled at 8:30 p.m. on CBS's comedy block Monday night. For the first three weeks the show has shown considerable drop-off from its *Major Dad* lead-in, leading to poor lead-



ABC: Michael St. Gerard as 'Elvis'

in numbers for CBS's 9 p.m. comedy *Murphy Brown*. One studio source suggested CBS has already made the decision to pull the show and move *Newhart* from the 10:30 to the 8:30 slot. "The *Murphy Brown* people are probably ready to kick somebody at CBS for scheduling the show as a lead-in," said the source.

A CBS spokeswoman denied that the network has already determined the show's fate. She said the only change regarding the show is that it will be preempted on Oct. 23 due to a request made by Lorimar, which produces the show. On that night only, she said, an original episode of *Newhart* will air in the 8:30 slot with a repeat episode airing in its regular 10:30 time period.

Agreeing that no decision has been made regarding the future of *The People Next Door*, Lorimar's Moonves said: "There's no doubt the show's performance is hurting CBS's Monday night."

CBS has a number of series waiting in the wings, including several comedies that look like they would fit into the Monday night lineup, which draws heavily among women. *Bagdad Gas & Oil* (working title), set to star Whoopi Goldberg and Jean Stapleton, goes into production in December. *His & Hers*, about husband and wife marriage counselors and starring Martin Mull. *Normal Life* stars Dweezil and Moon Zappa as brother and sister growing up in the Hollywood Hills.

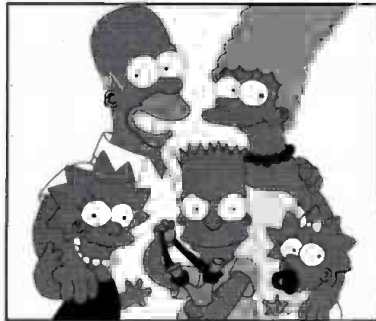
In addition, CBS has *Doctor, Doctor*, a comedy that ran on the network during the summer, and *Sydney*, a half-hour project starring Valerie Bertinelli. *Sydney* has a 13-episode commitment, and *Doctor, Doctor* has a seven-episode commitment.

In the drama department, CBS has *Beauty and the Beast*, which was given back-up status; *The Elite*, an action-adventure by Paramount, and *Loose Cannon*, about an unconventional Los Angeles policeman.

Though ABC has been gaining on NBC in the prime time ratings, in the past two weeks the network has seen several of its new shows badly outperformed. The most glaring example appears to be *Chicken Soup*, which stars Jackie Mason and occupies one of the most sought-after time slots on the network schedule, immediately fol-



CBS: Martin Mull stars in 'His &amp; Hers'



Fox: 'The Simpsons'

lowing *Roseanne* on Tuesday night. Despite pre-season hype and big lead-in numbers, the show continues to drop off dramatically from *Roseanne*: 6.3 rating points in its first week, and 8.7 points on Tues. Oct. 3.

On Sunday night, the network has been getting lackluster numbers from *Free Spirit* (8-8:30), and *Homeroom* (8:30-9), and on Saturday night, *Living Dolls*, a *Who's the Boss?* spinoff, averaged an 8.9/16.5 in its only two Saturday night telecasts.

"ABC has an interesting dilemma in that they should be pleased with what they have on the air now, with *China Beach*, for example, and they also have some strong projects on the shelf," he said, citing *Equal Justice* and *Capital News*. The former is an ensemble drama set in a district attorney's office and produced by The Thomas Carter Company in association with Orion Television. *Capital News* is also an ensemble drama, which takes place at a Washington, D.C., newspaper. Produced by MTM Enterprises, co-executive producer Christian Williams was a writer on *Hill Street Blues* and story editor on *Beverly Hills Buntz*.

One of the two series might end up on Thursday night, where the network has been in third place with *Mission: Impossible* at 8 p.m., *The Young Riders* at 9-10 p.m., and *Primetime Live* at 10 p.m.

Other back-up series ABC has available include *Coach*, which was on the schedule last year; prime time soap *Twin Peaks*, *Elvis*, a half-hour drama based on incidents in the singer's life; *Father Dowling Mysteries*, which was on NBC's Friday night schedule last year; *New Attitude*, a half-hour comedy about two sisters with completely different personalities who operate a beauty salon, and the *Marshall Chronicles*, a half-hour comedy from Viacom.

NBC, which only brought five new series to its schedule this year, has a heavy emphasis on comedy development among its



NBC: Carol Burnett in 'Carol &amp; Co.'

back-up series. Perry Simon, senior vice president, series programs, NBC, said there is a first tier and a second tier among its replacement series. The first, those furthest along in terms of production: *The Ann Jillican Show*, an 8 p.m. comedy, and *Truck One*, a one-hour action/adventure. Simon said those two projects are followed closely by Carsey-Werner's latest project, titled *Grand*, a 9 or 9:30 comedy with an ensemble cast. Also, a Carol Burnett project, tentatively titled *Carol & Co.*, and *Working Girl*, a comedy based on the movie, have both completed shooting their first episodes.

The second tier includes one drama and five comedies. *Nasty Boys*, an hour drama, is based on a made-for that received solid numbers when it aired three weeks ago. The comedies include *Down Home*, a 9 p.m. comedy starring Judith Ivey. *Wings* is an ensemble comedy from the former producers of *Cheers* and *Anna* is from the former producers of *The Golden Girls*. In addition, the network has deals to develop series with Nell Carter and Jackee.

One trouble spot for NBC thus far has been *Sister Kate* on Sunday night at 8-8:30 p.m. The show has ranked fourth in the time period.

According to Peter Chernin, president, Fox Broadcasting Company, Entertainment Group, the programmer has two projects: *The Simpsons*, an animated comedy with 12 episodes in various stages of production or post-production, and *The Outsiders*, based on Francis Ford Coppola's theatrical, which is shooting its sixth episode this week. Each has a 12-episode commitment from Fox. Also, Fox has given a six-episode commitment for *Malloy*, a comedy from Warner Brothers Television. Chernin said the series will go into production next month.

One slot that Fox will have to fill is *Beyond Tomorrow*, Saturday 9:30-10, which the network will not renew. —SC

## Qintex-MGM/UA deal collapses

**Both sides accuse other of negotiating in bad faith**

The Qintex Group's agreement to purchase MGM/UA Communications fell apart last week in a series of events that had an intriguing postscript: NBC confirmed that it had discussed becoming an equity investor with Qintex in its effort to buy the Hollywood studio.

Last Tuesday, MGM/UA said that it had terminated its \$1.9 billion merger agreement with Qintex Australia Ltd. (QAL) because Qintex had failed to deliver to MGM/UA a promised \$50 million irrevocable letter of credit. Each side in the deal accused the other of bargaining in bad faith: MGM/UA filed a \$50 million lawsuit against QAL saying that the company had misled MGM/UA regarding its financial resources, while Qintex in turn accused MGM/UA of breach of contract. The two sides have had contact with one another since the termination of the agreement, but they had no serious negotiation as of Thursday (Oct. 12), according to one source.

For some time before last week's announcement, observers had increasingly questioned the Australia-based Qintex Group's ability to finance the purchase of the studio. In the deal's original incarnation in March, Qintex was to have bought MGM/UA's television distribution organization, motion picture operations and United Artists film library in a transaction valued at \$1.1 billion. Last month, following a higher bid by News Corp. for the company, Qintex came back with its bid to purchase all of MGM/UA, including its television production company and television program library. Before the September restructuring of the deal, Qintex had attempted to allay doubts about its ability to finance the purchase by announcing that it had a commitment of \$400 million in bank financing for the purchase, and that the company was negotiating with a group of approximately 10 equity investors.

Following the collapse of the agreement last week, NBC confirmed that it had had discussions with Qintex on the possibility of becoming an equity partner with Qintex in its attempt to purchase MGM/UA. NBC said it had been approached by Qintex. NBC has had no contact with MGM/UA, a spokesman for the network said.

Because MGM/UA is a television syndicator, NBC's involvement raises the questions of how the network could be involved in the purchase without violating financial interest and syndication rules, and whether NBC might use an MGM/UA purchase as a foothold in overturning the FCC's financial interest and syndication rules. But last week, NBC spokespeople sought to quash that possibility: "We did not consider this as an opportunity for challenging or circumventing the rules.... We want to explore opportunities within the rules." Speculation was that if NBC were to participate in

the purchase with Qintex, MGM/UA's distribution arm would be spun off into a separate entity in which NBC would not have an interest.

If NBC were to participate in a Qintex purchase, the fin-syn rules might pose a problem with the acquisition of two MGM/UA shows in production, according to Werner Hartenberger, a partner at the law firm Dow Lohnes & Albertson. NBC's acquisition of an interest in *thirtysomething* and *The Young Riders*—both produced by MGM/UA for ABC—would appear to be blocked by the fin-syn rules, he said.

Despite its assertions that it was not seeking to violate the fin-syn rules, NBC did take the opportunity last week to lash out at them. Mentioning Sony's planned acquisition of another Hollywood studio, Columbia Pictures, the spokesman said that the "unfair" and "outmoded" regulations served "absolutely no public interest" and permitted foreign companies opportunities "ironically that are not open to NBC." He added: "We don't want to leave the field solely to foreign interests."

Ralph M. Baruch, chairman of the Program Producers and Distributors Committee, which supports the fin-syn rules, countered that Sony's purchase of Columbia was "absolutely unconnected." He added: "The fact that Sony is buying Columbia does not diminish the networks' power to buy programming for less than the cost of production." He pointed out that CBS has been involved in the motion picture business on two separate occasions, and he said that the PPDC had "no problem" with NBC producing for itself and increasing its production capacity. By a production consent decree, NBC is limited to producing 10

half-hours per week for itself, but that time limit will be lifted in 1990, he said.

NBC's discussions with the Qintex Group were not the first time that the two companies have worked together. Last fall, NBC signed Qintex's Australian Seven Network as its first overseas affiliate, and it acquired an option, yet unexercised, to purchase 15% of QAL.

Last week, MGM/UA and Qintex traded accusations regarding the termination of the agreement. In a press release, Jeffrey Barbakow, chairman and CEO of MGM/UA, said, "After three weeks, Qintex has been unable to post a \$50 million letter of credit, which was due Sept. 22," as partial security for the transaction. "Almost every day," Barbakow continued, "Qintex assured us that the letter of credit would be immediately forthcoming. We believe it is now clear that Qintex repeatedly misled us regarding its ability to furnish the letter of credit." MGM/UA filed its \$50 million suit alleging breach of contract and fraud last Tuesday in U.S. District Court in Los Angeles.

"MGM/UA has made every effort to cooperate with Qintex," Barbakow continued, "including making proposals to reduce the letter of credit, accept substitute security or accept an opinion from Qintex's investment bankers of Qintex's ability to finance the merger."

In a letter to the Brisbane, Australia, stock exchange, Qintex said: "While QAL had recorded security and a property mortgage for the first requested letter of credit... subsequent demands made by MGM, which included additional letters of credit and substantial liquidated damages, were in the opinion of QAL proposed in bad faith by MGM. These demands shifted daily

### HBO begins broadcast-cable ad blitz

HBO today (Oct. 16) launches a \$38 million network broadcast and cable network advertising campaign, the first large-scale brand awareness campaign in its history. The 30-second ads will highlight HBO programming and will not be tied to any specific price offering. Instead, they will seek to reinforce the value of HBO.

The service is buying time on ABC, CBS, NBC and Fox, as well as ESPN, USA, WTBS(TV) Atlanta, Nashville, A&E, Lifetime, Discovery, BET and HBO's Comedy Channel. The schedule calls for buys in top-rated prime time programming such as *Roseanne*, *thirtysomething*, *L.A. Law*, *Cheers* and the World Series, as well as other genre and daypart programming—*Monday Night Football*, *Tonight Show*, *Saturday Night Live*, *Late Night with David Letterman*, weekend NFL and college football games and "key" daytime shows. HBO is rolling out the campaign, which will extend throughout 1990, after tests in several markets showed marketing results improved when accompanied by an image campaign.

John Billock, senior vice president, marketing, said the large audience reached by the campaign "will drive cable and HBO subscriptions, and, perhaps more importantly, we will improve retention of subscribing homes that took advantage of special promotional offers to install cable and HBO."

The image campaign, which HBO executives say could likely become permanent, helps to counterbalance HBO and cable operator acquisition campaigns. "The image ad effort provides the necessary follow-up to our seasonal direct marketing by familiarizing the new subscriber with the outstanding programming on HBO, heightening the perceived value of the service and reinforcing his decision to subscribe," said Billock.

and, in essence, reflected attempts by MGM to extract higher economic value from the transaction."

QAL added that it was committed to completing the transaction "and will vigorously pursue... a substantial claim for financial damages for the unlawful conduct of MGM and other parties, including breach of contract. QAL believes that MGM's purported attempts to resolve the impasse or to conclude any transaction with QAL were fraudulent."

One of the most likely replacement bidders for MGM/UA appears to be another Australia-based company, News Corp. The parent of the 20th Century-Fox studio and the Fox network was not only last month's spoiler of Qintex's March deal, but also the second-highest bidder for MGM/UA in the March auction process for the company. Last week, though, News Corp. CEO Rupert Murdoch was noncommittal: In response to the question of whether News Corp. was still interested in acquiring

MGM/UA, he said: "We're not sure about it.... We're not lusting after it," according to reports of an interview carried on Australian television.

Other groups that sought to purchase MGM/UA earlier this year were a joint venture of MCA and Gulf + Western (now known as Paramount Communications) and another group led by investor Marvin Davis and C. Itoh & Co. These groups proposed prices much lower than the bids made by Qintex and News Corp. —GM

## Jane Pauley: Here at 'Today,' gone tomorrow

**Controversy over rise of newcomer Deborah Norville leads NBC morning show co-host to resign after 13 years; she will stay with the network**

After 13 years with the program, the longest stint of any of the show's hosts or co-hosts, Jane Pauley is leaving the *Today* show. Pauley and NBC management are currently negotiating what her duties with the network will be for the two years she has left on her contract. But sources at the network confirmed she would leave her *Today* post, probably at or near the end of the year.

The program has been swirling in controversy since last spring when a confidential memo by co-host Bryant Gumbel was leaked to the press, in which Gumbel criticized a number of his colleagues on the program, the notable exception being co-host Pauley.

Since that time, two senior management executives have been named to oversee the program, which has lost the lead in key demographic ratings to ABC's *Good Morning America*, and also its dominant position in the household race (BROADCASTING, Sept. 25).

Last summer NBC's Dick Ebersol was named senior vice president, NBC News, with overall responsibility for the program. Three weeks ago, Ebersol announced a deal to bring in David Nuell, now executive producer of *Entertainment Tonight*, effective in January.

Meanwhile, Ebersol promoted rising NBC News star Deborah Norville to anchor of the *Today* newscast, replacing John Palmer, who was assigned Norville's old job as anchor of *NBC News at Sunrise*. NBC insiders insist that move was not intended to spark Pauley's resignation, which, ultimately, it did.

"Dick [Ebersol] did not anticipate this turn of events," one NBC executive said. "Without question, he feels the show needs some changes. But after he announced Deborah's new role, he really felt both Jane and Bryant were on board."

But along with the switch, Norville has been given enhanced visibility on *Today*. Not only is the newscast often longer than the three- to five-minute hourly wrap-up Palmer used to deliver, she also does features and interviews for the program and sits on the set with Gumbel and Pauley, unlike Palmer. In addition, since Norville's



arrival on the scene, she has been substituting for Pauley or Gumbel when they are out, unlike Palmer.

According to sources close to the situation, Norville's expanded role caused Pauley to question the network's support (or lack thereof) of her as co-host of the program. "It wasn't just the situation," explained one source. "It was the constant press attention, and playing up the angle that Norville was coming in, as the beautiful, talented, younger woman, who was there to replace Jane. I mean, you can only read so much of that stuff before you begin to wonder whether it's true or not, and that's what happened to Jane."

Indeed, the consumer press has portrayed Norville as "the other woman," out to get Jane Pauley's job, in the weeks since she was named to the *Today* news anchor slot. Even Johnny Carson got into the act last week. "I didn't want to come into work



Pauley on the set Oct. 11, 1976, her first day on 'Today'

today but NBC threatened to replace me with Deborah Norville," he quipped during his opening monologue last Wednesday (Oct. 11). Commenting on Norville's "meteoric rise" at the network, Carson added that "she started out as Bryant Gumbel's memo shredder."

Of course, Pauley has taken her own lumps in the press, being portrayed as the over-the-hill "grande dame" of the morning TV circuit, who couldn't handle the competition from a rising star. And NBC didn't help the situation by denying, or distancing itself, from quotes from unnamed NBC executives that Norville was perceived as "the future" *Today* star.

"All the hype really caused Jane to take a look at her own future, beyond what was going on around the show," said one source. "While the papers were quoting the network brass as saying the show needed a jolt, Jane began wondering whether Jane needed a jolt, a change of pace."

Last week, Pauley denied relations between her and Norville were strained in the weeks leading up to her resignation. But sources at NBC said the opposite, "because of all the press, the kind that prompts talk and gossip."

Officially, NBC's only comment on Pauley's decision to leave was: "As Jane Pauley has stated, she will be staying on with NBC News. Conversations about specifics are concluding now, and we expect to announce our mutual agreement shortly." Those plans may be announced as early as this week, sources said.

The last thing the network intends to do is let Pauley work for another network, particularly at a time when *Today*'s fortunes are sagging. CBS is said to be looking for a female star to replace reportedly disgruntled *CBS This Morning* co-host Kathleen Sullivan. But Pauley's current contract (which pays her about \$1.2 million annually) prohibits her from working for another network if she leaves NBC voluntarily within the next two years.

What Pauley's new duties will be remain to be seen. It is likely they will, in part, include anchoring an occasional prime time news special.

But clearly, Norville is the anointed successor. "I can't confirm that on the record," said one NBC executive. "But if you were to write that that is the expectation, you would be correct." —SM

## Syndicators testing the waters with teenage soaps

### Number of companies are working on serials for younger demographic

A new program form, designed as a transition vehicle from children's programming to adult programming, will hit the airwaves in January 1990—soap operas aimed at the teenage audience.

At least three companies have teenage soaps in the works for 1990, and two of them will, if all goes according to plan, launch in January. Claster Television is launching a half-hour strip called *Glory Days*, which is being produced by Burbank, Calif.-based DIC Enterprises. Fox Television Stations Productions is also producing a teen soap to be launched on the Fox station group in January.

The Fox program, also a half-hour strip, sources said, is being tested on the Fox O&O stations, and if the results are positive, Fox Syndication will distribute the program to interested stations across the country.

A third teen serial is being developed by Viacom's Nickelodeon. Through a spokesman, Nickelodeon President Geraldine Laybourne confirmed the project was in development for 1990. In an interview discussing future projects several months ago, Laybourne indicated the Nickelodeon effort would likely be more light-hearted and campier than the typical melodramatic adult soap treatment.

"I think we'd have to have fun with it," Laybourne said at the time.

In more ways than one, the Claster and Fox projects are rival programs. Sources last week confirmed that Claster took its project to the Fox stations, hoping to get that major independent group to clear the show for fall 1990. Fox, however, ultimately passed on the program, indicating it would launch its own teen soap.

As a result, sources said, Claster has pushed up its schedule to January so as not to lose any momentum in the marketplace to the Fox program.

Last week, Claster was not commenting on *Glory Days*. Other than to describe the project as "real," John Claster, president, Claster Television Productions, said, "You're a week or two too early. For business reasons I just can't discuss it."

However, other sources said a primary setting for the Claster program would be a high school and that Claster was taking a more traditional soap opera approach, in terms of dramatic tone. "The presentation I saw was not in the camp mode," said one television executive who saw the show.

Claster still appeared to be looking for a major independent station group clearance last week. In addition to Fox, the Tribune station group turned down the show, confirmed Marc Schacher, director of programming for the Tribune stations.

"It's an interesting project," said Schacher, "but we passed on it because we already have program commitments for the time periods they are looking to clear the show in."

Rep sources last week suggested the lack of time periods, at least in January, could be the biggest obstacle to getting any of the teen soaps launched. "I think there is a market for that kind of transitional vehicle," said Dick Kurlander, vice president, programming, Petry Television. "I just don't know where they are going to get the time periods."

Bill Carroll, director of programming for Katz American Television, observed that the new form might work just as well, perhaps better, as a transition vehicle for an affiliate station, particularly leading out of a younger-skewing network soap such as *Days of our Lives* or *The Young and the Restless*.

"Everyone is looking to counterprogram *Oprah*," said Carroll. And some network affiliates have had success delaying a daytime serial to run against *Oprah* in early fringe, said Carroll. He cited the St. Louis market, where the CBS affiliate has *The Young and the Restless* up against *Oprah*, and last Tuesday (Oct. 10) beat the talk show by a 14-share point margin.

But Carroll also noted that, aside from the time period shortage, it is more difficult to launch a serial because they tend to build slowly over time, even in the network environment. "Syndicators have a lot less control over the environment their shows are in," he said.



**Ready, set...** As expected, Cable News Network formally announced last week that Bernard Shaw and Catherine Crier will co-anchor a new hour-long 6 p.m. newscast, *The World Tonight*, which will premiere Monday, Oct. 16 (BROADCASTING, Sept. 18). Shaw, who joined CNN as its principal anchor before it launched in June 1980, will continue to be based in Washington. Crier, who most recently was a Dallas-based state district court judge, joined CNN earlier this month and will be based out of CNN headquarters in Atlanta.

The last serial launched in syndication was Lorimar Telepictures' *Rituals*, which aired from 1984 to 1985. But that was set on a college campus and targeted to adults in prime access. The last teen soap opera tested never got out of development. Post-Newsweek Productions produced five episodes of *Young Lives* in 1981, but couldn't get a distributor to take the show. —SM

## New producer and format for 'Sajak'

Talk show, which has averaged 3.1/12 in ratings to date, will be 'tighter and faster paced'

Rod Perth, CBS's vice president of late night programs, said last week that *The Pat Sajak Show* will be trimmed back from its original 90-minute format to an hour-long talk show, effective Oct. 30.

*Sajak* will move to 11:30 p.m. to 12:30 a.m. (ET, PT) and will be followed by an hour action/adventure series in the 12:30 a.m. slot Monday-Thursday, and *The CBS Late Movie* will start at 12:30 a.m. on Fridays. *CBS News Nightwatch* will also move up a half-hour from 1:30 a.m. to 2 a.m., Monday-Thursday, in addition to its regular 2 a.m. to 6 a.m. broadcast Sunday-Thursday.

Perth predicted the new *Sajak* will be "tighter and faster paced," adding: "we'll be able to produce more of an energized show." Just last week, CBS executives decided not to renew the contract of producer Paul Gilbert. Perth would only say that he is talking to "a number of top-notch people" to replace Gilbert. Perth said that other format retooling for the *Sajak* strip will take place "when we hire a new producer."

Perth did reveal that a key to CBS regaining a foothold against other late fringe programs such as NBC's *The Tonight Show with Johnny Carson* and *Late Night with David Letterman* would be to counter-program with original hour-long product at 12:30 a.m. "Eventually, I hope to develop various forms of original late night programming," said Perth. "I have some plans, but all I can say is that it will be action/adventures for the time being." He added that "it could be a possibility" that past hour fare such as *Night Heat* and its Canadian cousin, *Adderly*, could fill the slot in the interim.

On reports that network executives set a deadline for *Sajak* to pick up ratings or be canceled, Perth said: "There has never been a year-end timetable for deciding on *Sajak*. That was a perceived story in the trade press."

Since its premiere last January, *Sajak* has an average 39-week rating average of 3.1/12 and it continues to be in third place with season-to-date numbers of 2.5/11. □

## U.S. government lobbies against EC 'quotas'

### Trade Representative Carla Hills calls TV Without Frontiers plan protectionist and unjustifiable

The U.S. government, urged on by the motion picture industry, had made a major effort to head off the movement by the European Community toward adoption of a broadcast directive containing a local content requirement—an "imposition of quotas," the Motion Picture Association of America's Jack Valenti called it. With that effort having failed (BROADCASTING, Oct. 9), the Bush administration and the Congress have now begun a major, high-profile campaign to persuade the EC to reverse itself on the issue.

U.S. Trade Representative Carla Hills last week issued a statement deploring the EC's call for television broadcasters to reserve a majority of their programing time for works of European origin. She called the directive "blatantly protectionist and unjustifiable," and said it "discriminates against U.S. and other non-EC film goods." And she promptly acted to initiate consultations with members of the EC on the issue, including talks under provisions of the General Agreement on Tariffs and Trade.

Hills, who was on a visit to South Korea and Japan, issued her statement as Congress was making clear its support for tough action. The House Ways and Means Committee's Subcommittee on Trade adopted by unanimous voice vote on Thursday (Oct. 12) a resolution (H. Res. 257) urging the President and the USTR "to take all appropriate and feasible action under its authority," including possible action under the Trade Act, "to protect and maintain United States access to the EC broadcasting market." The resolution, introduced by the chairman of the subcommittee, Representative Sam Gibbons (D-Fla.), is to be considered by the full committee on Tuesday (Oct. 17). Representative Dan Rostenkowski (D-Ill.), chairman of the committee, is one of the co-signers of the resolution.

The EC, in a meeting of the 12 nations' foreign ministers on Oct. 3, adopted by a 10-2 vote the "TV Without Frontiers" directive, one of the many directives that will form the framework of the unified Europe that is scheduled to come into existence at the end of 1992. While it would eliminate barriers among the 12 member nations, the directive calls on the 12 to require their broadcasters, "whenever practicable," to devote a majority of their air time to European-produced programing, exclusive of news, sports, advertising and teletext services.

The directive is driven by a combination of cultural and economic forces, with European officials concerned about America's growing dominance in the provision of television programing. As another step in stemming the rising American tide, Jacques Delors, president, European Community, said in Paris two weeks ago he would propose to the EC the establishment of a fund of some \$270 million to help finance the production

of European programing. Hills said in her statement that reports the EC would subsidize European producers and writers to give them "an unfair advantage over non-subsidized non-EC productions" further heightened U.S. concerns.

The USTR's concerns are not limited to the matter at hand. Peter Allgeier, assistant USTR, said the directive could be only "a first step." He noted that France has pressed for tougher restrictions on non-European programing. "So there could be other restrictions," he said. And he indicated the U.S. worries about the precedential effect of its "acquiescence" in the directive containing a local content requirement. "We'd see other countries adopt more burdensome restrictions on movies and television."

Hills said in her statement the U.S. will seek redress under the GATT. The U.S. has asked for consultations in Geneva with rep-

resentatives of the 12 EC members during the week of Nov. 13. The talks would be the first step in what could be an ultimately painful process. If no satisfaction is obtained from the talks, the U.S. would seek a hearing before a panel of GATT members, which would rule on the dispute. If the panel rules in the U.S.'s favor and the EC refuses to take what the U.S. considered appropriate action, it could seek to bring pressure of other GATT members to bear on the EC, or take unilateral action against it under provisions of the Trade Act.

One question sure to be raised is whether television programing is subject to the GATT. Some EC officials say it is not. They argue that it is a matter of culture, not trade. Those who make that argument "are dead wrong," said Allgeier.

The EC will be the principal focus of U.S. efforts in the matter, but not the only

## Chaseman to resign as chairman of Post-Newsweek

### G. William Ryan, Post-Newsweek Stations president and chief operating officer, to succeed him

Joel Chaseman, chairman and chief executive officer of Post-Newsweek Stations Inc., announced his resignation today (Oct. 16), effective at the end of 1989.

Chaseman will be replaced by G. William Ryan, president and chief operating officer of Post-Newsweek Stations since 1988. Chaseman will remain a vice president of the company and will represent Post-Newsweek stations in various industry organizations, including the Television Operators Caucus, the Advertising Council and the Association of Maximum Service Telecasters, where he is a director.

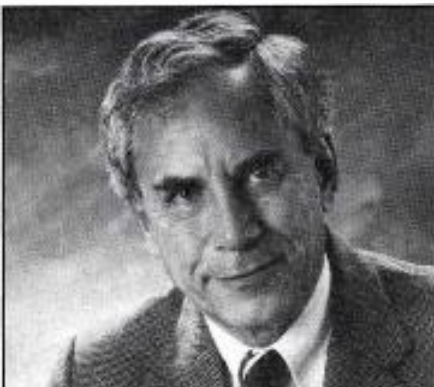
Chaseman, 63, had been with Post-Newsweek for 16 years. He started in broadcasting as an announcer in 1947, and has done newscasting, sports reporting, programing, sales, promotion, program syndications and station management. His television highlights as vice president and general manager of Westinghouse Broadcasting Company Productions included producing *The Steve Allen Show* and Mike

Wallace's *PM*, which was one of the early efforts of national videotape program syndication.

He has served as a station manager, general manager, vice president and president of Group W Radio. In 1970 he was named senior vice president of programing and production for both radio and TV at Group W. He was subsequently named president of Group W's Television Group in 1973. One month later he was tapped to succeed Larry Israel as president of Post-Newsweek Stations Inc.

The 48-year-old Ryan, Chaseman's replacement, joined Post-Newsweek in 1974 as vice president and general manager of WPLG(TV) Miami. From 1978 to 1984, he was at WFSB(TV) Hartford, Conn., in the same capacity. He returned to WPLG in 1984 as president and general manager. Before joining Post-Newsweek, Ryan was vice president and general manager of WKBS-TV Philadelphia. He is also a member of the ABC Affiliates Association Board of Governors and a director of the Television Bureau of Advertising.

Both Chaseman and Ryan were unavailable for comment. □



Joel Chaseman announces resignation today as chairman of Post-Newsweek Stations



G. William Ryan, Post-Newsweek president and CEO, to succeed Chaseman



one. The U.S. this week will begin a series of meetings with members of the Council of Europe that have signed a convention identical in language to the EC's broadcast directive. The Council is a form of European parliament that has 23 members but is not vested with the EC's power to impose its decisions on its members. The meetings this week, in Geneva, will be with Sweden and Norway. The U.S. also has plans to meet with Switzerland and Austria. None of those countries are members of the EC.

But four of the countries that have signed the convention are EC members: Luxembourg, the Netherlands, Spain and the United Kingdom. The U.S. on Sept. 1 requested consultations with them, but they replied that the matter was one between the U.S. and the EC. The U.S., said Allgeier, is "reiterating" its request for consultations with the four EC members.

For all of official Washington's reaction to the EC action, not all American producers of television programming are alarmed by the new directive. They—like officials of EC member countries—say the European need for programming is so great, and American programming so popular, it was unlikely barriers would be raised against American television shows. Those views were being heard last week at MIPCOM, the international television market in Cannes, France. The MPAA says the 12 EC countries now buy more than \$622 million of American-produced television programming.

But Valenti clearly is concerned. He said last week that those who argue the directive, with its "where practicable" language, is satisfactory to the U.S. "are salesmen" interested in making sales. He said the directive constitutes an "erection of hedgerows and barriers that are injurious and hurtful. They will cut us." And he said the directive will not help Europe. "I have dealt with quotas all over the world, but don't know any that produced a movie or improved an industry. They don't achieve their objectives."

The Hills statement reflected the concerns expressed by Valenti, and more. She called the "cultural justification" of the directive "a fallacious argument" and "an unpersuasive excuse. We do not understand why the Spanish culture is more protected by a film produced in Germany by 'Europeans' than by a Spanish film of Mexican origin..." Furthermore, she said, "The EC's trading partners cannot be expected to view the single market process as trade-liberalizing when it produces such an obviously protectionist initiative in an economic area so clearly identified as vital to commerce with the EC."

The statement drew a response from the acting head of the EC Commission's Washington delegation, Corrado Pirzio-Biroli. He said the Hills remarks were "excessive," and added, "The TV Without Frontiers directive passed by a large majority of EC member states and is European community law. It provides for the liberalization of the European broadcasting sector without any conditions of reciprocity and is fully compatible" with international trade rules. —LZ

## House vs. courts battle brewing?

### District judge must wrestle with case of TV networks challenging House rule allowing witnesses to ban coverage of their testimony

The counsel for the House of Representatives last week presented in stark, unappealing terms what could be confronting U.S. District Judge Joyce Hens Green in dealing with the television networks' argument that a House rule permitting subpoenaed witnesses to ban broadcast coverage of their hearing testimony is unconstitutional. Has the day come "when the courts throw down the gauntlet and say what the House cannot do?" asked Steven R. Ross, general counsel to the clerk of the House. "I hope this is not the time."

Former Secretary of Housing and Urban Development Samuel Pierce invoked the rule in connection with his appearance on Sept. 26 before the House Employment and Housing Subcommittee investigating scandals at the agency during the Reagan administration (BROADCASTING, Oct. 9). Green denied the networks' petition for a temporary restraining order that would have enabled them to cover the hearing with cameras and microphones. But she invited the four networks—Capital Cities/ABC, CBS, NBC and CNN—to seek a permanent injunction to bar implementation of the rule at Pierce's next two scheduled hearings, on Oct. 27 and Nov. 3.

The networks' attorney, Timothy Dyk, had argued that House rules are not immune to judicial review—that the Supreme Court and lower courts have held that federal courts have the power to review congressional procedures. As for the First Amendment issue, he said that the Supreme Court and lower federal courts have held that gathering news as well as publishing it is constitutionally protected. As for the constitutionality of the ban that federal courts have imposed on broadcast coverage of their proceedings, Dyk said that the House, in adopting the rule in question in its present form in 1970, "recognized a difference between the courts and Congress."

Ross was not satisfied with arguing the law on those points. He stressed the courts' reluctance over the years to involve themselves in the business of a coequal branch of government, and, in the process, setting off "a series of conflagrations. The bottom line," he added, "is whether the courts have decided to tell the House how to do its business.... Does the day come when the courts throw down the gauntlet and tell the House what it cannot do?... The fact of the matter is, at the end of the day, the plaintiffs [the networks] entreat the court into dictating to the House how to conduct its business."

Ross also said it would be "ironic" for Green to issue such an order, since "the way the House conducts its business is not different from the way the federal courts conduct theirs."

In rebuttal, Dyk sought to ease the dilemma Ross had presented. He said the networks were not seeking that kind of con-

frontation. "A declaratory ruling is sufficient," Dyk told Green. He thought the House would abide by one declaring the rule unconstitutional. An injunction that would constitute an order to the House, Dyk said, is not necessary.

Green did not seem eager to grapple with the thorny issue. Representative Tom Lantos (D-Calif.), chairman of the subcommittee involved in the dispute, feels the rule has outlived its usefulness and has introduced a resolution (H.Res. 253) that would enable a majority of a quorum of a committee to override a witness's call for a ban on broadcast coverage. Dyk says the networks support that proposal. And Green asked for a status report on the measure; she wondered whether it would be acted on by the House before Pierce's next scheduled appearance. Neither Dyk nor Ross could assure her it would.

And at the conclusion of the argument, Green, who had set an expedited briefing schedule to enable her to issue a ruling before Oct. 27, said she has "an enormous amount of work" ahead of her. "I'll do my best" to issue an opinion before Pierce's next scheduled appearance, she said. But she was making "no promises," she said. "It will be difficult." —LZ

## Canada moves to revamp broadcasting rules

### Proposed legislation is latest move to beef up national program industry

The Canadian government last week introduced legislation in the House of Commons that is designed to overhaul the regulation of broadcasting in Canada and strengthen Canadian content of the programming aired in that country. The bill is largely a rerun of legislation that had been introduced in the last session of Parliament and that passed the House but died in the Senate when the Mulroney government called national elections and Parliament was dissolved. It is also the second part of a trilogy of legislation that would remake the entire telecommunications regulatory framework.

The bill, which would replace the 1968 Broadcasting Act, is part and parcel of a policy thrust designed to turn back or at least stem what the government views as a flood of American programming that threatens to erode the country's political and cultural sovereignty. Among other things, the bill would equip the Canadian Radio-Television and Telecommunications Commission with regulatory instruments to ensure that private broadcasters play their mandated role of contributing "significantly to the creation and presentation of Canadian programming." Stations could, for instance, be penalized financially for failing to meet a

specified quota of Canadian programming.

Besides the legislation, the government last year promised to spend \$210 million over the next four years to achieve its policy goals. The money is being spent to strengthen the production and distribution of Canadian broadcasting services, strengthen English- and French-language programming by both public and private broadcasters, and provide better distribution services to remote communities.

Introduction of the Broadcasting Bill—expected to be enacted into law before the end of the year—follows enactment by Parliament of a Radiocommunications Bill, which is designed to improve the efficiency of Canada's use of the electromagnetic spectrum. The new act overhauls and brings up to date the Radio Act of 1938 that was partially revised in 1968. Later this fall, the

third leg of the trilogy will be introduced, a telecommunications bill that would provide a coherent scheme for regulating telephone companies across Canada.

At present, the telephone companies—some privately owned, some owned by provincial governments—are subject to a patchwork of regulation. Some are under control of the provinces, some the jurisdiction of the federal government. The new telecommunications legislation was required by a decision of the Canadian Supreme Court in August holding that the federal government has the exclusive jurisdiction to regulate the telephone industry.

One consequence of the laws now being written, according to an official of the Department of Communications, could be the introduction of telephone companies into the business of offering programming to

viewers, either over the air or over telephone lines. Nothing in the Broadcasting Bill explicitly opens the door to such service. And the government, the official said, "is not pushing in that direction." But, she said, there is "no impediment" to telephone companies providing broadcast service. At present, only Bell Canada, which is regulated by the federal government, is barred from owning broadcast licenses. That bar is expected to be repealed in the telecommunications bill.

But content is what the bill seems to be principally about. "For Canadians," said Communications Minister Marcel Masse in introducing the measure, "this amended bill will offer a greater choice of more and better Canadian programming, enriching Canadian life and strengthening Canadian identity." —LZ

## Fiber gets closer to home

**New line of transmission and switching equipment introduced by Northern Telecom; company claims it will make possible providing residential phone and myriad video services**

Northern Telecom Inc., a leading supplier of telephone hardware around the world, last week introduced a new line of digital fiber optic transmission and switching equipment the company claims will make it economical by the mid-1990's to build switched broadband residential networks providing home telephone service as well as a virtually limitless number of "dial-up" video services.

"Make no mistake about the significance of this announcement," said Paul Stern, vice chairman and chief executive officer, Northern Telecom Inc., at an elaborate Washington press conference called last Thursday (Oct. 12) to herald the new FiberWorld system. "FiberWorld will enable us to move rapidly into broadband networking—a leap forward that ranks...with the advance from telegraph to telephone."

Northern Telecom President Roy Merrills told reporters the Nashville-based company expects local and long-distance telephone companies to install FiberWorld-based networks initially to provide switched broadband services to corporations, universities and other "early adopters."

The fiber networks will later be stretched to encompass small and medium-sized organizations and businesses, he said. "By the mid to late 1990's—certainly far less than 10 years from now—we will see this technology at work in our homes, changing the patterns of our own private lives as well as the patterns of our workdays," he said.

Tom Sugrew, deputy administrator of the National Telecommunications and Information Administration, who was briefed by Northern Telecom executives on the new technology the day before the press conference, said, "It seems to be a good additional step toward the day when we will have an all-fiber network to the home."

Don Jones, vice president, strategic plan-

ning, Bell South Services, said the Northern Telecom equipment, if it does all that is promised, could make fiber a cost-effective alternative to copper "twisted pair" networks even in the provision of basic telecommunications services. That means telephone companies will eventually have an incentive to put fiber into the home, he said. Whether the telcos used the fiber to provide video services will depend on whether there is any demand for them, he said.

The key to the FiberWorld equipment's economies derives from its use of the new optical transmission standard, SONET, said Jones. The standard is inherently more economical because it packs information into a fiber more efficiently, he said.

Northern Telecom is supplying the hardware for Bell South's fiber-to-the-home trial in Heathrow, Fla., but, according to Jones, none of the equipment is based on the SONET standard.

Tom Gillett, a former telephone executive who is now a vice president at Cable Labs, was unimpressed by the announcement and remains unimpressed by the prospect of fiber to the home. Fiber still remains 10 to 20 times as costly as coaxial cable to install in the home and the fiber's digital optical signal is totally incompatible with television sets and other home audio-video gear. What's more, he said, "there is nothing the switched system can do that a [coaxial] cable system can't do today."

What makes the system revolutionary—a leap comparable to that from telegraph to telephone—is its extraordinary speed/capacity and its relatively low cost, said Gerald Butters, executive vice president, marketing. The FiberWorld transmission and switching equipment will make possible extensive and economical networks thousands of times faster than today's, he said.

In digital communications, transmission capacity is a function of transmission speed. According to Butters, today's switched public telephone networks built with copper "twisted pairs" handle speeds no greater than 64 kilobits per second, although some private networks support

transmissions of 1.54 megabits per second and 45 mbs. The 64 kbs telephone network is sufficient for voice—that is, "plain old telephone service," or POTS—and some data communications, but falls far short of the speed-capacity needed for video and the data demands of many large businesses and institutions, he said.

By contrast, Butters said, a telephone network using the FiberWorld equipment could transmit 155 mbs to the home over a single fiber—fast enough for multiple POTS lines, some data and, assuming some compression, four NTSC signals or one high-definition television signal.

The network's switching capability would enable homeowners to use their four NTSC channels (or one HDTV channel) to access as many video services as programmers and creative video service providers make available on the other end of the network, he said. There could be hundreds or thousands of services, including video-on-demand, a sophisticated pay-per-view service affording viewers an opportunity to order individual programs from a menu of thousands at any time, day or night, he said. In any case, he said, the number of services will not be limited by the network itself.

According to Butters, when all the components of the FiberWorld system are available in two or three years, it will make economic sense to build FiberWorld-based networks with links reaching out into neighborhoods throughout a city to serve businesses. However, stringing the fiber "the last mile" to each home will have to wait until enough video and other consumer services requiring high transmission speeds emerge to pay for it.

The Northern Telecom announcement has significant public policy implications. The telcos have been trying to convince Congress to lift the legal and regulatory restrictions that now bar them from offering video services in their telephone service areas, arguing that such restrictions deprive them of the economic incentives to build switched video networks.

"It's always a more compelling argument if you can say: 'We have the technology, let us use it,' rather than having to admit it's 10 years away," said NTIA's Sugrew. —HAJ



# BASKETBALL

The NBA in 1989-90: Closing in on \$160 million in rights

From a combination of fees paid by national broadcast and cable television networks and local television and radio, the National Basketball Association expects to bring in approximately \$160 million for the rights to its 1989-90 season. That constitutes a \$22 million—or just under a 14%—increase over 1988-89.

In the fourth year of its current four-year deal, CBS will pay \$47.5 million to the NBA for rights to carry 15 regular season games (the last of those is scheduled to air April 22, 1990), the All-Star game (Feb. 11), and more than 20 post-season games, depending on how long each best-of-five or best-of-seven playoff series runs.

Turner Broadcasting, which this year will move its NBA schedule from superstation WTBS(TV) Atlanta (49.4 million subscribers) to TNT (29.1 million subs), will pay \$27 mil-

lion to show 50 regular season and at least 26 post-season games in 1989-90.

Like Major League Baseball, and unlike the National Football League, whose entire regular and post-seasons appear only on national TV, the NBA gains about half of its rights revenue team by team, locally.

As the league takes in \$74.5 million from CBS and TBS and "a modest amount" from ABC Radio's coverage of the All-Star and championship series games, the individual NBA teams—there were 25 last year, 27 this year, with the addition of teams in Orlando, Fla., and Minneapolis—will also gain local television and radio revenue.

This year, the league estimates that the 27 teams will bring in \$85 million from local rights—\$65 million from over-the-air and regional cable TV and \$20 million from radio.

## NBA, NCAA rights going up for grabs

"This is a historic year for sports rights," said Jack O'Hara, director of programming, ABC Sports. "Take the period between December 1988 and December 1989, and you see that every major sport will be renegotiated, including Olympics, Major League Baseball, the NBA, the NFL and the NCAA basketball tournament," as well as track and field, figure skating and other world class amateur and professional sports. "It is impossible to give you a list of priorities," said O'Hara, "but I will say that retaining properties that are currently successful on your network is extremely important."

By the time CBS launches its 17th consecutive National Basketball Association television season on Saturday, Nov. 25, the Tiffany Network—perhaps the Diamond Network since late last year, when it committed \$1 billion to gain rights to Major League Baseball from 1990 to 1993—could find itself assured of launching a 20th, or perhaps 21st, consecutive NBA season four or five years from now. That is if CBS, like its cable counterpart Turner Broadcasting, is willing and able to match a rights figure that the league is expected to issue at the end of October.

The guessing game is on, said one network source, as to how CBS has set its priorities at a time when its rights to the National Football League and NCAA basketball tournament, as well as to the NBA, are up for renewal. To some, said the source, it seems "obvious that CBS is after all the inventory" available in major sports.

"I think we are committed to being the sports network," said Hal Trencher, vice president, sports marketing, CBS. "We'll do whatever is possible but also prudent" in attempting to extend the NBA contract, he said. As for the upcoming season, CBS believes "ratings will continue to be positive," he said, adding, "There are no indications" of any drop in the November NBA ad market. Trencher cautioned, however, that too much attention can be paid to ratings. "We don't sell on that. We are not selling just numbers. We sell on the fact that it is a premium product."

League officials declined to comment on the perception that, given its investment in Major League Baseball, the NFL, winter Olympics, the NBA and college basketball, CBS is so committed to being the sports broadcast network that it must have the NBA at any price.

However, the league is all but certain to sell games to only one broadcast network and only one cable network, said John Kosner, NBA broadcast coordinator. And indications are that any hike in NBA fees will surely outstrip inflation, because, said one sports rights negotiation veteran, "the value of exclusivity to a network can lift you up into the stratosphere of dollars that people [at sports franchises] are looking for."

And competition may prove another factor destined to drive NBA—not to mention NCAA basketball tournament and NFL—rights higher, as, noted Kosner, "for the first time it appears that there is real interest at all three [broadcast] networks."

"It is safe to assume," said NBC Sports spokesman Ed Markey, "that we are very interested in both the NBA and the NCAA" college basketball tournament, entering the final year of a contract at CBS. "But we're also interested in a lot of other things as well," he said, committing no further comments to the record.

The 1988-89 season may have demonstrated just how mercurial the ratings successes of the NBA can become. Two variables—how long best-of-five or best-of-seven post season playoffs run and, perhaps equally crucial, the presence of big-name players—can make or break ratings. One of the game's best known stars, Boston Celtic Larry Bird, was knocked out of most of the 1988-89 season by an injury. Bird, like L.A. Laker Magic Johnson, draws viewers, as well as spectators, home and away, noted the NBA's Kosner, and Boston without Bird on CBS and TBS probably drew fewer viewers than Boston with Bird would have.

In the post-season, Johnson was injured early in a Lakers-Detroit Pistons championship series. Detroit won the series in only four games, three short of the season championship a year before. Although the first two Lakers-Pistons games broke ratings records, the series average rating dropped from the previous year's 15.4 to a 15.1. Sixth and seventh games have historically seen ratings skyrocket, said Kosner, yet the June 1989 series was the highest rated

four-game series (and the third highest series overall) in NBA history—leaving the league and networks to wonder what might have been had the series been two or three games longer.

Overall, regular season average ratings through 15 games on CBS stayed essentially flat at 5.8 (although the share rose from 16 to 18 over the past two seasons). On WTBS, the average dropped from a 2.9 rating/5 share the year before to a 2.4/4 last season. Pre-championship playoff averages on CBS also appeared to suffer, dropping from 7.2 (over 19 games in 1987-88) to 7.1 (over 16 games in 1988-89). On TBS, the playoff average dropped from 4.4 (over 31 games in 1987-88) to 4.2 (over 26 games in 1988-89).

It is interesting that Johnson and Bird both fell last season, as it was perhaps the 1979 NCAA championship between Bird's Indiana State and Johnson's Michigan State that began a trend that has benefited both college and professional basketball, said Kosner. Conceding that there is a love-hate relationship between the NBA and college basketball, Kosner said that the growth in the number of college games on TV has made it tougher for NBA games to stand out as special. Yet, he admitted, amateur and professional basketball are successfully star-crossed. The success in viewership of the NCAA tournament, agreed ESPN senior vice president, programming, Loren Matthews, has increasingly created higher name recognition among NBA rookie stars, such as (now veteran NBA star) Michael Jordan of the Chicago Bulls.

"Big stars. I don't know if you could call [their presence or absence] point-nine or point-seven of a [ratings] point," said Kosner, "but it has a definite effect."

At bottom, however, the league can make the case that, even in the face of adversity, the NBA is drawing more viewers than ever and is, therefore, worth more than ever before.

One league source said the NBA wants to increase the national broadcast schedule, likely at the expense of the national cable inventory. During the last two seasons, CBS has carried 15 regular season games, the All-Star Game and about 20 post-season games. Turner has carried 50 regular and about 20 post-season games. A change in that equation could alter the relative worth of the broadcast and cable packages.

Turner Broadcasting System has moved its NBA games from its superstation, WTBS, to Turner Network Television this fall, the second year of TBS's third two-year contract with the league.

TNT, which is seen in 33 million homes, far fewer than the superstation's 50-million reach, will carry 50 regular season games as well as a minimum of 26 playoff contests. Included will be 42 games on Tuesday and Friday, with six doubleheaders scheduled.

The season kicks off with the third annual McDonald's Open from Rome on Oct. 20, a four-team tournament—three from Europe and the Denver Nuggets. The first U.S. game will be the Hall of Fame game on Oct. 31, with the Milwaukee Bucks and New York Knicks. The first regular season game will be Nov. 3, with the Detroit Pistons hosting the Knicks.

Ratings for the NBA were down last year on WTBS, scoring a 2.9 rating (combined regular season and playoffs), versus a 3.5 the year before. Turner attributed the drop, ironically, to ESPN losing its National Hockey League package to SCA. ESPN, which carried more college basketball last winter, saw its ratings improve at the expense of the NBA.

Don McGuire, vice president, TBS Sports, said TNT is projecting ratings this year to fall between a 2 and a 3. Except for Cablevision Systems, with several key systems in Boston and New York, most major metropolitan areas, where basketball interest is stronger, are carrying TNT, said McGuire. Because of that, Turner believes the number of homes TNT reaches will be less than the percentage drop from the superstation's 50 million homes to TNT's 33 million. Still, to advertisers, Turner is selling on the basis of the same percentage drop on viewer homes, although internally it believes the drop will not be that severe. All the major incumbent NBA advertisers are back, said McGuire. Additionally, Turner sells its NBA games as a package with 25 Hawk games on the superstation, providing the advertiser the benefit of its 50 million-plus home reach.

Kosner conceded that NBA officials are concerned about the move from the 50 million-subscriber service WTBS to 30 million-

subscriber TNT. "Any time you have pockets of fans who saw games last season who won't see them—at least at the start of—this season, you have to be concerned," he said. Yet the league believes that professional basketball could, over the course of a new contract, help Turner's year-old TNT network surpass WTBS in subscribers, he said, adding that, in any case, "There is a value to reaching all the U.S. homes" via national broadcast.

Turner's top potential competitor, ESPN, indicated only muted interest—mainly because of scheduling limitations—in pursuing a long-term exclusive deal with the NBA. Turner, which is entering its sixth consecutive year as the NBA's exclusive national cable network, "has showed no inclination of giving it up," observed ESPN's Matthews. During the 1982-83 and 1983-84 seasons, ESPN shared an NBA schedule with USA Network.

Although ESPN "loves the NBA," he said, its "baseball commitment makes NBA scheduling more difficult than ever. We want to continue with a sound business practice and not bite off more than we can chew. Would we like to get the NBA? Yes. Is it realistic? Time will tell," he said.

Among cable suitors, also add SportsChannel America, also cultivating an identification with college basketball and now entering its second of three seasons as sole national telecaster of the National Hockey League.

For now, CBS and the Turner Broadcasting System are enjoying exclusive negotiating windows this October and could both close deals before any other network fires a shot.

As for the potential for higher fees for the NCAA basketball tournament, the 66% rights fee increase that ESPN agreed to pay to retain its College Football Association schedule for another four years (BROADCASTING, Oct. 9) could be an indication of how high the next NCAA contract may go.

Another indicator might be the newest deal between the Southeast Conference and ESPN, which doubled its rights payment for SEC football.

Although prime time ratings for college basketball average only about half those of college football, CBS has seen its tournament average rise steadily over the past three seasons—9.2 in 1986-87, 9.4 in 1987-88 and 10 in 1988-89—and the ratings for the championship final itself have risen from 19.6 to 21.3 during that period. Although ESPN's NCAA tournament ratings have fluctuated over the past five seasons, its total of households reached has climbed steadily, as have its regular season ratings and households reached (up 137% since the 1983-84 season) during that same period. Surely those numbers will be on the table this winter. —PDL

## College ball: Take a number

CBS, with rights to the 1990 NCAA tournament and final; ESPN, with a 225-game schedule, including early NCAA tournament games and several conference championships, and Raycom Sports and Entertainment, with syndication rights to 170 games from six major conferences, remain the big three college basketball television powers.

Other networks and syndicators, including ABC, NBC, SportsChannel America, Black Entertainment Network and Creative Sports Marketing, will, as they did last year, also present regular and post-season schedules between November 1989 and April 1990. But when the multiple levels of regional and local syndicators, regional cable channels and individual TV and radio stations are added to the queue, the suitors going after college basketball properties become legion. In most markets, nearly 500 games will be telecast by the aggregate national networks and local rights holders.

### College rights: Revenue streams, plural

CBS has been paying about \$50 million for rights to carry just fewer than 20 NCAA tournament games and the national championship that is the culmination of that tournament. Ratings for the

tournament have risen steadily over the past three seasons (9.2, 9.4, 10.0), championship game ratings (19.6, 18.8, 21.3), have been strong, and many sources referred to a rise in the strength of the tournament as accepted fact.

But the NCAA, CBS and the tournament itself are centralized, identifiable entities, and the NCAA-CBS contract is exclusive, overlapping with nothing and no one else. To add up or characterize the myriad other national and local rights fees earned by a variety of college conferences and individual schools remains considerably more problematic.

Although most Division I schools have centralized negotiating power at the conference level, any given conference may have rights agreements with a national broadcast network, national cable network, regional syndicator and/or a regional cable service. At the same time, any of its schools may sell remaining games to a local TV station, regional cable channel and/or a local radio station. In some cases, a third party owns broadcast rights to an individual school's sports, such as The American Network Group, which last week announced it had acquired exclusive radio rights to University of Alabama and University of Georgia football and basketball, as well as extending its radio rights with the University of South Carolina. One school in a conference may have its own local deal while another does not.

Disparity in the sizes of markets, audiences and ad revenue within various conference regions leads to disparity in fees. And other factors further complicate the equation. Some conferences produce their own games and barter ad time, or retain all of it outright, thereby making the rights fee an incomplete indicator of the schedule's value.

The Big East, which took its television production in-house several seasons ago, gains approximately \$4 million per season from CBS for a package of regular season and conference tournament games. And a heightened push for exclusivity in an increasingly fragmented marketplace constitutes another fly in the ointment there. In a contract extension completed in early September, the Big East gained a "significant increase" in its rights payments from ESPN in exchange for increased exclusivity. Conceding that local broadcasters and regional cable services will lose some Big East games to ESPN, the conference believes it will gain in national exposure and broader player (and other student) recruiting, while leaving local TV with the more purely local interest games it should have.

Other conferences appear to give preference to local broadcasters, which in larger regions are plentiful and add up to large payments. In the ACC, Raycom and Jefferson-Pilot Telecommunications are paying \$7 million per season for regional syndication rights to a 38-game package. But in an unusual deal already complicated by revenue sharing between conference and syndicator, NBC will distribute the conference championship game elsewhere in the nation while Raycom and JPT distribute it regionally.

Competition among old and new television outlets is also complicating the picture. Take, for example, the recent battle for Southwest Conference rights among current rights holder Raycom and its new partner Prime Network (on one side) and SportsChannel America (on the other). Bidding there, where distribution has been limited to Texas and Arkansas, has gone as high as \$3.45 million per year (over four years) for rights to basketball and football together (BROADCASTING, Aug. 14). A SportsChannel win in that rights contest could mean no over-the-air distribution of the conference package in the schools' home markets and, since SportsChannel has no affiliate service in that region, could also mean severely limited cable distribution in the area as well.

### Over-the-air ball

Last season, all three broadcast networks, each offering about 20 regular season games, saw regular season average ratings decline slightly after experiencing larger drops the previous two seasons. Although several network officials referred to the perception among viewers that there is a "glut" of college basketball on TV, none projected that a further decline in ratings or ad revenue would force them to shorten schedules in the foreseeable future.

In any case, noted NBA broadcast coordinator John Kosner,



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each telecaster of college and professional basketball will be faced with the challenge of making each telecast "special, to stand apart from the clutter of all these college games."

Although CBS, ABC and NBC each will carry games from across the nation, each will again pin its college basketball identity in the regular season mainly on a particular major conference. Each of their schedules—to be presented almost entirely on Saturdays and Sundays—will, like last season, comprise approximately 20 broadcasts (some of them regionalized). That status quo is not likely to shrink, since audience demand remains high, said one network source, and not likely to grow because of scheduling limits.

CBS's 1988-89 regular season rating-share averaged 4.1/11, following 4.2 in 1987-88 and 4.5 in 1986-87. But that was enough to beat a 3.4/9 for NBC, which had dropped from 5.5 the season before. ABC dropped from second place in 1987-88 to third last season with a 3.3 average and an 8 share. Making another substantial leap upward was CBS's coverage of the NCAA tournament, which reached 10.0 (after 9.2 and 9.4 the previous two seasons, respectively), according to the network. The championship game itself has progressed from 19.6 to 18.8 to 21.3 over the past three seasons.

CBS's 16-week, 100-hour-plus schedule, which begins Dec. 16 with DePaul at North Carolina, will include 24 regular season broadcasts, four of which will be regionalized coverage of two games each. At least 27 teams will appear in those games, and teams from the Atlantic Coast (ACC), Big East, Metro and Southeastern (SEC) conferences will appear five or more times in the regular season. Tournament semifinals and finals in the Big East, the conference upon which CBS has hung its hat, will appear on CBS March 10 and 11, for the fifth consecutive year. And March 10, for the first time since 1985, CBS will cover the championship game from the Metro Conference tournament.

Like the other two network schedules, the NBC lineup testifies to the value of first pick. Dominated by ACC inter- and intraconference matchups, NBC's 20-game season climaxes in March with the ACC tournament championship game. In addition to including 14 regular season appearances by ACC teams, the schedule will include powerhouse matchups, such as Louisville (Metro conference) vs. DePaul (independent) and Duke (ACC) vs. Notre Dame (independent), as well as appearances by teams from the Pac-10, Big Eight, Atlantic 10 and Big West conferences.

For the fourth consecutive year, ABC will increase its basketball coverage as it prepares to cover 27 games (over 20 last year and fewer than a dozen the two previous seasons). "We are still the

new kid on the block, but [we are] in the college basketball business for the long haul," said Jack O'Hara, director of programming, ABC Sports, which began airing basketball in 1987. "We have regionalized more this year to get more conferences and more teams involved and to get more of the local appeal," said O'Hara, who also noted that "of course that increases your costs." ABC will take advantage of its exclusive deal with the Big Ten, opening its Saturday schedule with the Big Ten's Michigan against Arizona on Nov. 25, directly opposite CBS's opening NBA game. The 27-game schedule will include 23 appearances by Big Ten teams. In the first quarter of 1990, ABC will move its college schedule to Sundays to make room for the *Pro Bowlers Tour* and *Wide World of Sports*, a "winning combination for 20 years" on Saturday afternoons, said O'Hara.

#### College on national cable: Big weeknights on ESPN

A more competitive market is clearly leading toward a stronger emphasis on exclusivity, an element of rights contracts with increasing dollar value. Conference sources said last month that exclusivity played a major role in ESPN's having doubled its rights payment to the SEC and having "significantly increased" its Big East rights fee (BROADCASTING-CABLE, Sept. 11). By virtue of those contract extensions, regional cable services and local broadcasters will be limited to telecasting the "team of local interest" in their markets, making for slimmer local schedules and leaving ESPN with a national schedule unmatched in depth.

Preparing to carry about 225 games this year, 11 more than last season, this season ESPN hopes to strengthen both its prime time schedule and college basketball identity by moving Southeastern Conference (SEC) games out of Saturday afternoon to create "Big Tuesday"—a working title, said Loren Matthews, ESPN senior vice president, programming, but a title that explains the strategy behind creating a new doubleheader night to be anchored by the Big Eight and SEC.

Big Tuesday is modeled on the established Big Monday, which will continue to carry doubleheaders, sometimes tripleheaders, featuring the Big East, Big Ten and Big West, the last of whose games begin at 11 p.m. ET, but afford ESPN more West Coast prime time inventory. SEC teams had previously appeared on Saturdays and Thursdays, the latter of which will remain a potpourri conference-wise. The Big East gets even more national exposure on Big Wednesday, along with the ACC. And although ESPN "will not abandon Saturdays," he said, it will not offer a special conference-grounded identity there.

## Coast-to-coast hoops

### CBS-TV

**NBA:** 15 regular season games, 40th All-Star game and more than 20 playoff games, including championship final. **College:** 24 regular season games featuring five or more appearances by teams from Big East, ACC, Metro and Southeastern conferences; Metro championship game and Big East championship semifinals and final, and 19 NCAA tournament games including national championship game (also women's national championship).

### ESPN

**College:** 225 games including new Tuesday night doubleheader (Big Eight and SEC conferences) to complement "Big Monday," Wednesday and Thursday night schedule; early season tournaments, including new ACC-Big East Challenge (four doubleheaders on four consecutive nights); post-season

"Championship Week" (23 conference finals) and 19 games from first half of NCAA tournament.

### TNT

**NBA:** 50 regular season games and at least 26 games from early rounds of playoffs. First year for NBA on TNT, which takes over for co-owned superstation WTBS(TV) Atlanta, which retains rights to Atlanta Hawks.

### NBC-TV

**College:** 20 games (including ACC championship) from six conferences, featuring more than 12 ACC games, as well as independents.

### ABC-TV

**College:** 27 games from 12 conferences featuring Big Ten regular season and SEC cham-

pionship next spring.

### SportsChannel America

**College:** 80 games, including 19 Notre Dame games (including all home games not on broadcast networks); five University of Nevada-Las Vegas games and 11 Atlantic 10 games, including conference semifinal.

### BET

**College:** 20-25 games, depending on how long several best-of tournaments from black college conferences run; women's invitational tournament opens schedule in December.

### USA Network

**College:** Diet Pepsi Tournament of Champions, Dec. 1-2, featuring Pittsburgh vs. Oklahoma State and Ohio State vs. North Carolina State.



Instead of "cherry-picking our schedule to find good games," said Matthews, "people now know that on Monday night they will get two quality games." And, concurring with the NBA's John Kosner that making each broadcast "special" is the first antidote to a "glut," he added: "Monday has become special, and we want to extend that success to other nights of the week." Noting that Saturday has been the lowest rated segment of ESPN's basketball schedule, Matthews conceded that the strategy could also minimize ESPN's losses amid the strong weekend college and professional basketball schedules on other networks and local TV.

Despite the "more and better competition," he said, ESPN saw its average prime time rating and household totals increase for a fifth season in a row, from a 1.4 rating and 423,000 households in 1983-84, to a 2.0 rating and just more than one million homes in 1988-89. Its coverage of the first half of the NCAA tournament has also risen from 2.8% and 850,000 homes in 1983-84 to 3.1% and 1.55 million homes last season.

Of ESPN's having "limited ourselves to four nights a week," Matthews observed that the schedule works to "assure our niche on weeknights" within the larger television market, but also allows ESPN to schedule programming for its various nonbasketball niche audiences. "We are a total sports network, and we try to bring the national collegiate basketball picture to the nation," he said of a schedule that will again include several early season tournaments (including the Dodge NIT, Great Alaska Shootout and Maui Classic), "Championship Week," March 3-11, featuring 23 conference title games, and 19 games picked from the first 32 of 64 NCAA tournament games.

By virtue of a four-year agreement signed last April, that schedule will now also include the newly created "The ACC-Big East Challenge Week," a regular season series matching up eight teams from each conference in four doubleheaders, Monday through Thursday, the first week of each December.

The USA Network has cut back considerably on its college basketball schedule, from 32 games two years ago, to 20 last year, to one tournament this year. USA will carry the Diet Pepsi Tournament of Champions from Charlotte, N.C., Dec. 1 and Dec. 2. The tournament will feature Pittsburgh vs. Oklahoma State, and Ohio State vs. North Carolina State.

SportsChannel America will carry 19 Notre Dame games this year, including all home games not on network television. Included in the schedule is the UCLA at Notre Dame game Dec. 17. SCA will also carry five games of UNLV against Big West opponents and 11 Atlantic 10 games, including 10 Saturday game-of-the-week contests, beginning Jan. 17, plus the Atlantic 10 semifinals. A hodgepodge of other games and tournaments will give SCA 80 games this season.

WGN-TV Chicago, which lost Notre Dame to SCA this year, has picked up a package of Illinois games, to complement its package of DePaul contests. Both schools will appear 14 times in a schedule beginning in December.

Black Entertainment Network will carry between 20 and 25 games, depending on the number of games from several tournaments it will feature. The schedule of black conference games begins Dec. 2 with a women's invitational tournament.

#### **Syndication: Local interest, national reach**

Once again, 10-year-old Raycom Sports and Entertainment, based in Charlotte, N.C., retains regional syndication rights to six major college basketball conferences: the Atlantic Coast (ACC), Big Eight, Big Ten, Metro, Pacific 10 (Pac-10) and Southwest (SWC). All told, Raycom will produce and distribute 170 games from those conferences, and although in each case over-the-air distribution is limited to the conference region, Raycom continues to successfully sell advertising across its schedules, reaching 75% of the nation, 5% more than it was able to claim last year.

Indeed, Raycom has been able to present to those advertisers impressive numbers from the 1988-89 season. All six conferences saw increases over the previous season in households delivered: ACC up 31.5% in prime time; Metro up 18.4% in prime time; Big Eight up 39.5%; SWC up 12.2%; Pac-10 up 8.3%, and Big Ten up 23.5% on Saturday afternoons. "Naturally, any time you increase household delivery and national reach, it puts you in a better

position with national advertisers," said Ken Haines, executive vice president, Raycom.

Last November, Raycom and the Pac-10 signed a new three-year agreement through the 1991-92 season, and last March, Raycom and the Big Ten signed a new six-year pact running through 1994-95. New deals have also been made with the ACC and Big Eight. College basketball, said Haines, "is more conducive to regionalization" than college football, since with football there are fewer games and more limited windows that force local broadcasters to compete with national schedules, and the cost of production is considerably higher; therefore, national networks appear to be strengthening their hold on football rights.

Raycom will distribute 27 Pac-10 conference games and seven tournament contests to 14 markets in four western states this season. The 22-game Big Ten schedule will go to 38 markets in seven states where Raycom also packages for individual schools that include Michigan and Michigan State, Indiana, Purdue and Northwestern (via cable in Wisconsin).

Stations in 18 markets in five Atlantic Coast states will carry Raycom-Jefferson-Pilot-Telecommunications' 38-game ACC package, which will also be carried nationally on NBC. Raycom's 29-game Big Eight package (including seven Phillips 66-sponsored tournament games) will reach 18 markets in five Midwestern states. Its 26-game Metro Conference package (including two tournament games) has been cleared in 20 markets in eight Tennessee Valley and other southern states. And stations in 19 markets in Texas and Arkansas will carry Raycom's 18-game SWC schedule, which includes three tournament games.

#### **Regional reach**

Thanks to a two-month-old agreement between Raycom and Prime Network, many teams in the conferences to which Raycom holds rights—ACC, Big Eight, Big Ten, Metro, Pac-10 and Southwest—will experience extended national exposure. Prime Network is a program-sharing consortium of regional cable sports channels including Home Sports Entertainment (Houston and Dallas), Prime Sports Network (Denver), Prime Ticket (Los Angeles) and Prime Sports Network Midwest (Indianapolis), as well as affiliates in Washington-Baltimore, Detroit and New York.

Within several weeks after Raycom and Prime announced a joint bid for rights to Southwest Conference football, basketball and other sports (BROADCASTING, Aug. 14), the two announced the larger cooperative venture. Through it, as Raycom delivers dozens of conference games to broadcast stations in dozens of markets in each conference region, Prime affiliates outside that region will have access to those games, except where the contract prohibits it or where a shared rights agreement with ESPN or one of the broadcast networks already exists. With the ACC, for example, ESPN carries Raycom games in all regions except the Atlantic Coast.

Most of the Prime affiliates hold rights to one or more local college schedules. Denver-based Prime Sports Network, for example, will carry 12 Colorado State games and also the "Mile High Classic," featuring Colorado State, Colorado, Massachusetts and North Carolina. And Detroit-based Pro Am Sports System will carry 11 Mid-America Conference games between Dec. 2 and March 3.

The extended reach via cable—Prime claims 11 million subscribers total—will undoubtedly improve Raycom's ability to sell spots across its schedule to advertisers that want to reach 70%, and more, of the nation. Prime and Raycom have also made clear their intention to consider joint bids for other properties in the future.

Among partners in the Prime Network program sharing affiliation, Dallas-based Home Sports Entertainment will carry 100 college games, including games from the Southwest Conference and from the Big Eight, Western Athletic, Pac-10 and Metro conferences. HSE contracts with individual schools include Florida State, Louisiana State, Southern Methodist and Houston. And Seattle-based Prime Sports Northwest will carry 15 games encompassing the University of Washington, Washington State and Oregon State. That schedule will also be supplemented by another 15 Pac-10 games from Raycom (via Prime Network). Prime General Manager Clayton said that Raycom telecasts include a revenue-

sharing deal on advertising sold for telecasts.

In Philadelphia, Prism has scheduled about 20 college games from a group of division one local schools it calls the "Philadelphia Big Five." The teams, including Temple, Villanova, St. Joseph's, La Salle and Pennsylvania, are from four conferences, and many of the games carried are inter-conference.

As SportsChannel America offers a national college basketball schedule that includes 19 Notre Dame games, each of its affiliates has gained or retained rights to cover schools in its region. For example, in late September, SportsChannel New York won a new two-year contract with the runner-up for last year's national championship, Seton Hall. SportsChannel New York will carry 73 games in all (65 live), including nine Seton Hall games, 20 Notre Dame games and, entering the last season of a two-year contract with the Metro Atlantic Athletic Conference, 13 MAAC games. It will also borrow from SportsChannel Florida's schedule by telecasting three University of Miami games.

SportsChannel Los Angeles will carry six Loyola Marymount games and two Pepperdine games and expects to announce more games early this week. SportsChannel Florida will telecast four University of Florida, 15 University of Miami, 15 University of South Florida and 12 Jacksonville University games, as well as six Sunbelt Conference contests and nine games from the Sunshine Conference.

Some regionals' schedules will be cut this year by ESPN successes in obtaining exclusivity in new multiyear deals with major conferences, including the Big East, Big Ten and SEC (see above). The ramifications for regional channels in Big East markets include the loss of Big East games played by schools not located nearby. For example, the Madison Square Garden Network will lose approximately half a dozen games, as will Home Team Sports. Viewers in those markets wishing to watch games played by teams other than the "team of local interest" will have to tune in to ESPN.

-PDL, MS

## Radio roundball roundup

ABC Radio's contract to carry the NBA All-Star Game and the 1990 NBA Championship Finals is the only radio network carrying the NBA. It will be the fourth year ABC has carried the All-Star Game and the sixth time it has carried the finals.

For the eighth consecutive year, CBS Radio will broadcast the NCAA regional semifinals and finals, the "Final Four" and the championship game. The network's NCAA coverage, which begins March 22, 1990, is produced in conjunction with Host Communications, Lexington, Ky. The national championship will be broadcast live April 2 from the McNichols Sports Arena in Denver. CBS coverage will also include three women's games: two national semifinals March 30 and the national championship April 1. All women's games will be broadcast live from the campus of the University of Tennessee, Knoxville, Tenn.

In addition to the games, CBS will present two call-in talk shows: *Selection Sunday*, an NCAA playoff preview scheduled to air March 11, and *Eve of the Final Four*, set for March 30.

Mutual Broadcasting will provide 20 major college basketball games over 10 weeks, with doubleheaders making up the last eight weeks. The network's broadcasts are scheduled to begin Dec. 23. Mutual has two talent teams lined up for announcing duties this year: Tony Roberts doing play-by-play and former NBA player Bob Lanier providing color, and Larry Michaels, director of sports, Westwood One, calling the plays with former Washington Bullet Kevin Grevey providing color.

In addition, beginning Dec. 12 and continuing for 17 weeks, Mutual will present the *Billy Packer Show*. The hour-long weekly call-in talk show will feature basketball analyst Billy Packer, along with guests from the teams.

-LC



# The National Basketball Association: city by city

## Bucks

WCGV-TV Milwaukee is in the second year of a three-year contract covering the Milwaukee Bucks, with the station retaining the rights. As the head of a four-station network, WCGV-TV will carry 30 away games and a still-undetermined number of playoff games. The announcers are Jim Paschke on play-by-play and Jon McGlocklin on color commentary. The station had sold 65% of its ad inventory and anticipates being at 87% with the close of deals this week. This is "way ahead of last year" said Mitch Nye, vice president and general sales manager. Major sponsors include Hardees, Miller beer and Toyota.

WTMJ(AM) Milwaukee has been covering the



Bucks for 21 years. The station is currently in the second-year of a three-year contract, and the rights are jointly held by the station and the team. As the flagship of a 30-station network, WTMJ will cover 87 games this season—five pre-season and 82 regular and any playoff games. Jim Irwin will be on play-by-play on WCGV-TV; Jon McGlocklin will supply color commentary. The ad inventory is 80% sold, with major sponsors including Budweiser, Hardees and Midwest Express.

There is no cable coverage of the Bucks, although, according to Jon Steinmiller, vice president for business operations for the Bucks, "the team is having very preliminary talks with Prime Network and SportsChannel."

## Bullets

Home Team Sports, the Washington-based regional cable sports network, will cablecast 30 Washington Bullets games, 29 home and one away. Announcers are Mel Proctor and former Bullets Phil Chenier and Kevin Grevey, who also co-hosts a half-hour pre-game show, *The Bullets Report*. Sponsors include Kodak, Subaru, All-Star Automotive, Giant Foods and Trak Auto. The network expects to be sold out by the start of the season.

WDCA(TV) is in the last year of a two-year contract with the Bullets and expects to re-



new next year. According to Dick Williams, vice president and general manager, most of the Bullets ad time is sold on a spot basis, and

pre-sales have been vigorous. Major sponsors include Anheuser-Busch, Giant Foods and Roy Rogers. The station expects to air at least 28 away games, with Proctor as announcer and Chenier handling color.

WWDC(AM) Washington is the flagship for the Bullets' six-station radio network, which may add one or two more stations as the season progresses. The station's contract runs through the end of the season. There will be 78 games, 41 home and 37 away, including two exhibition games. Charlie Slowes is the announcer.

## Bulls

Under a long-term rights contract, SportsChannel Chicago, a regional cable network serving 1.5 million homes, will televise one pre-season game and 51 regular season Bulls games (27 home, 25 away).

At the same time, superstation WGN-TV Chicago, in the first year of a five-year contract, will broadcast 25 regular season games beginning Nov. 3 (nine home, 16 away). Announcing duties for WGN-TV will be handled by John Dunham and John Kerr.

WLUP(AM) is in the second year of a three-year contract to carry the Bulls. The station will broadcast 100 games, including all pre-season and post-season (during the regular season, 41 games at home, 41 away).



The announcing duties will be handled by two talent teams, Dunham and Kerr, and John Rooney, CBS sports announcer, and Junior Bridgeman, formerly of the Milwaukee Bucks. Ad inventory for the games is practically sold out, according to a station spokesman, with only a few "fringe spots" left.

## Cavaliers

This is the second year the Cleveland Cavaliers have retained their radio rights. A 40-station group of affiliates will carry the radio feed emanating from flagship station WRMR(AM) there. Joe Tait will again handle play-by-play for all eight pre-season and 82 regular season games.

The Cavaliers are also entering the third season in which the team retains TV rights. Twenty road games will be shown on WOIO(TV) Shaker Heights, Ohio. Tait will handle play-by-play with former NBA forward Jim Chones as color commentator. On nights when Tait is

announcing for television, Jim Johnson will fill his seat in front of the radio mike.

The team reports that sales are up this year, with over 85% of both radio and TV commercial time for the season sold.

Midway through last season, SportsChan-



nel Ohio bought the rights to cablecast 10 games. SportsChannel is now in its first full year of a multi-year contract with the Cavaliers and will offer 35 regular season games (16 home, 19 away). Play-by-play will be handled by Denny Schreiner with color commentary by Jim Chones.

## Celtics

Most teams that want to be in the broadcasting business retain the broadcast rights, produce the games, sell the time and find stations to act as more or less passive outlets. The Boston Celtics has taken its interest in broadcasting a step further. In two separate deals, the franchise last month agreed, subject to FCC approval, to purchase an independent television station and an AM radio outlet in Boston so it can have complete control over its local broadcasts (BROADCASTING, Oct. 2).

WFXT(TV), which the team is buying from Fox Television Stations, will reportedly take over in 1990-91 the televising of the road games. Gannett's WLVI-TV is in the last year of a five-year contract to carry the away games.

Celtics radio fans will not have to change their dials. WEEI(AM), the radio station the Celtics are buying, is already the purveyor of all Celtics games. It begins the third year of a seven-year contract.

The Celtics have yet to make a bid for SportsChannel New England, the regional sports network that is in the third year of a 10-year contract to televise the Celtics home games.

Assuming the WFXT deal goes through, WLVI-TV will begin its last year as the television



home of the Celtics, with Mike Cristino handling play-by-play—he replaces Gil Santos—and former Celtic Bob Cousy doing the color.

For SportsChannel, Cristino will be paired with Mike Gorman and Tom Heinsohn.

WEEI is the flagship for a 55-station network. Who will handle the play-by-play is up in the air as longtime announcer Johnny Most

underwent triple-bypass heart surgery last month, and it is uncertain when or if he will return. Until more is known, Glenn Ordway, Most's color commentator, will do the play-by-play and Doug Brown will handle the color.

## Clippers

Cable coverage of the Los Angeles Clippers moves to SportsChannel, which expanded into the Los Angeles area after the team's pay cable outlet for last season, the Z-Channel, went out of business. SportsChannel will show 28 home games. Sales have been "pretty strong, considering that we are just starting out," said Pat McCabe, SportsChannel's advertising manager. Currently the service is seen on 100,000 homes. Budweiser is the key national advertiser, and several local advertis-



ers have also signed on, McCabe said. So far, no announcers for the cable games have been hired.

On broadcast television, the Clippers return to KTLA(TV) Los Angeles. It will broadcast 25 games, four home and 21 away.

The team retains its radio rights. Mitch Huberman, Clippers vice president, broadcast marketing, said that all of last year's major radio broadcast clients have bought into the 1989-90 season. Among them are Subaru, Goodyear, Arco and American Airlines. Ralph Lawler, who last year announced Clipper games with former NBA coach Hubie Brown, will announce them alone this year. The entire Clipper schedule will be heard over KRTH(AM) Los Angeles.

## Hawks

WGST(AM) Atlanta has signed a new three-year deal with the Atlanta Hawks to broadcast all of the team's games, including pre-season and playoffs. About 70% of ad time has been sold so far this year, down 10% from this time last year, according to the station. Major ad-



vertisers include Anheuser-Busch, McDonald's, Goodyear Auto Service and Chevron. Steve Holman will call the games.

TV coverage is provided by superstation WTBS(TV) Atlanta, which will broadcast 25 away games for the first time since 1987. WGNX(TV) held the rights last year in a one-year deal. The Hawks are owned by Turner

Broadcasting System, which currently has 50,582,000 subscribers, according to A.C. Nielsen. Ron Thulen will do the play-by-play for WTBS. A color commentator has not been named yet. Should the Hawks make the playoffs, WTBS will broadcast five games.

WTBS last year sold both the Hawks and the NBA. However, this year WTBS is broadcasting the Hawks exclusively, and TNT will broadcast about 50 regular season and 25 playoff games for the NBA. The station says that since it is now covering the Hawks exclusively, sales have gone up and ad time is almost sold out. Major advertisers include Delta Airlines, Nissan, General Motors and Pizza Hut.

## Heat

WBFS-TV Miami purchased the television rights to the Miami Heat and is feeding an eight-station network in Florida, Alabama and Georgia. The stations will carry 25 away games, including four pre-season. WBFS-TV has "about 95% of renewals from last year and we are a few days away from signing several new deals," said Jerry Carr, the station's general manager. The sales are slightly ahead of last year. Major sponsors include Miller beer, Nissan and Texaco.

WQAM(AM) Miami is the flagship for five Florida stations and will carry seven pre-season games (the first pre-season game will not be broadcast) and all regular season and play-



off games, as well as the All Star game. The team retains the rights, and ad inventory is 95% sold. The Heat will also be broadcast in Spanish on WAQI(AM) Miami, which will carry 82 regular season games. Announcers have not been named. The ad sales are a cooperative effort between the station and the team.

The Heat is also covered on cable by SportsChannel Florida, which retains the rights. SportsChannel will carry 41 games including one pre-season, 10 away and 30 regular season. SportsChannel has sold about 70% of its ad inventory, which is ahead of this time last year, and its major sponsor is Budweiser.

## Hornets

Radio coverage for the Charlotte Hornets will again be provided by WBT(AM) Charlotte. The station is in the second year of a three-year deal and is the head of a 36-station network. Play-by-play will be handled by Steve Martin, and Gil McGregor will provide color commentary. WBT airs every Hornets game, including pre- and post-season. Martin says that about 90% of the ad time has been sold for the new season and is slightly ahead of last year's pace. Major advertisers include Anheuser-

Busch and First Union Bank.

Television coverage is provided by WCCB(TV) Charlotte. The station, in the second year of a five-year contract, will show 31 road games and will be the originating station of a 12-station network throughout North Carolina, South Carolina and Virginia. Gary Sparver does play-by-play for WCCB and Mike Pratt adds color commentary. Major advertisers include U.S. Airlines, Anheuser-Busch, All State Insurance and Nissan. WCCB also works with Creative Sports Marketing, a college sports



syndicator, in the production and distribution of the games. Although the Hornets have sold no cable TV rights, Washington-based Home Team Sports reaches the area, and Turner Broadcasting and several of the MSO's on the board plan to launch a regional sports network in the Southeast next year that will include North Carolina.

## Jazz

KSTU(TV) Salt Lake City is in the second year of a five-year contract to broadcast Utah Jazz games. The station will carry 26 games, eight of them at home and 18 away. Announcers are Hot Rod Hundley and Utah Jazz director of broadcasting Carl Arky.

The team will carry 25 additional games (20 home, five away) over the Jazz Cable Network, a regional sports network run as a joint venture with Tele-Communications Inc. Hundley and Arky are the announcers. Major sponsors include Anheuser-Busch, Coca-Cola, Chevron, All State and Toyota.

KISN(AM) is in the final year of its contract to



broadcast Jazz games, and hopes to renew. It is the originating station for the Jazz's 10- to 12-station regional radio network. KISN(AM) will simulcast all 82 regular season games, plus eight pre-season, and all playoffs. Hundley handles announcing chores and is joined by Dave Blackwell for a one-hour pre-game and one-hour post-game show. Ron Boone, former player for the Lakers, does all the cable games. The team controls all in-game inventory; the station sells pre- and post-game and shares inventory with the team. The team controls all rights from 10 minutes before to 10 minutes after the game.

## Kings

In the second year of a three-year contract, KRBK-TV Sacramento, Calif., will air 30 (24 away and 6 home) Sacramento Kings games

during the 1989-90 season. The station, as rights holder, will produce all telecasts, and has sold between 65% and 70% of its advertising inventory. Major sponsors include Anheuser-Busch, Suburban Ford and Toyota. Announcers, returning from last year, are Grant Napear (play-by-play) and Ted Green (color).

The Kings also have additional coverage this year with a cable package it put together with Pacific West Cable, now in the first year of a five-year contract. The system, which has 3,500 subscribers, will produce 20 home games for showing in the Sacramento area. According to a spokesman for the company, no advertising inventory has been sold yet, and no announcers have been set. The 20 Kings games will be part of the system's basic package, the spokesman added.

As the flagship station in a four-station radio network, KFBK(AM) Sacramento will air four



pre-season and all 82 regular season games, as well as any post-season action. Now in the second year of a three-year contract as radio rights-holder, the station will also produce pre-game and post-game shows. The station has sold 85% of the in-game advertising time and 70% of the adjacencies. Major sponsors include BMW, Foster Farms Chicken and Suburban Ford. Once again, Gary Gerould will handle the announcing chores.

## Knicks

Madison Square Garden Network Corp., a Paramount Communications subsidiary, owns the New York Knicks and the MSG Network, the regional cable service. MSGN will be the only TV exhibitor of Knicks games this season. WWOR-TV had been the over-the-air television exhibitor of Knicks games in recent years, but its contract expired at the end of last season and the station, under new MCA management, chose not to renew it. An MSG



spokeswoman said the team will continue to pursue a broadcast TV deal for next season, but that this season, the 78 televised Knicks games will all originate on MSGN. Marv Albert and John Andaries return to handle play-by-play and color, respectively.

On the radio side, WFAN(AM) enters the third

year of a 10-year rights deal, and will carry 83 Knicks games. WPAT(AM) will carry one Knicks game because of a conflict on WFAN. The latter has committed to carrying a New York Rangers hockey game then. Jim Karvellas and ex-Knicks star Walt Frazier will call the radio action.

## Lakers

The Los Angeles Lakers retain all broadcast and cable rights for coverage of its games. Advertising sales for all media are handled by the team, except for the short-time allotments each has for some of its own commercials. Sales so far this year are going well, according to Keith Harris, Lakers director of broadcasting. Most of the sponsors that signed on last year are back, he said, including Toyota, Coors, the California Lottery, Great Western Bank and Miller beer. Some advertisers are on radio exclusively, while others pay for packages to appear on all media, he said.

Prime Ticket, Los Angeles, holds the pay cable rights and has a long-term contract that lasts through the 1990's. This year, it will have two pre-season and 35 regular season games. Radio coverage remains on KLAG(AM) Los Angeles, which is in the last year of a five-year contract. Negotiations are now in progress for a new contract. There are still



two years on the broadcast TV contract, which remains on KHJ-TV Los Angeles. Announcers for all three media are Chick Hearn, who has handled Laker play-by-play since the franchise moved to Los Angeles in the early 1960's, and Stu Lantz.

## Magic

One of the league's two expansion teams this year, the Orlando Magic, has signed five-year deals for radio and TV as well as with the



Sunshine Network, a regional cable service. The team retains both the radio and TV rights, and in both cases is buying the time from the stations and selling the inventory. The television exhibitor is WKCF(TV) Clermont, Fla. (ch. 68), which will air 25 away games this season.

WWNZ(AM) Orlando will carry the 90-game slate of pre-season and regular season games. The Sunshine Network will carry 31 home and nine Magic away games, according to Bob Poe, the team's director of broadcasting. David Steele will call the action for the radio broadcasts, while Chip Carey (grandson of Harry Carey and son of Skip) will do play-by-play on the television side. Former Atlanta Hawk player Jack Givens will team with Carey, and do color commentary for the televi-

sion broadcasts. Poe said inventory for the games was about 75% sold, with major sponsors including Anheuser-Busch, Oldsmobile, Pepsi and Olive Garden restaurants.

## Mavericks

KTVT(TV) Dallas is slated to air 22 of the Mavericks' away games, plus three wild card games, reports Ken Foote, the station's program manager. As it did last year, the team is putting together a network of stations in neighboring states, but details were not avail-



able. KTVT is a "passive superstation," serving about 3.5 million homes, says Foote. WBAP(AM) Fort Worth is carrying the games until baseball season starts. At that point, KRLD(AM) Dallas will broadcast the Mavericks. The Mavericks retain the rights and sell the advertising, according to Foote.

Home Sports Entertainment is a regional pay cable service within Dallas and a basic service farther from the inner core market area. HSE has a new deal with the Mavericks to carry all 35 regular season home games. In the past HSE has handled distribution of Mavericks playoff games to cable operators on a pay-per-view basis. Allen Stone will handle the play-by-play for the team's telecasts and cablecasts. Ted Davis does radio play-by-play.

## Nets

For the first time in four years, some New Jersey Nets games will be televised on an over-the-air station. Beginning Dec. 30, six away games (all on weekends) will be carried by WWOR(TV) New York. The team keeps some of the rights with the TV station being primarily responsible for sales. As of last week, announcers had not been chosen.

Most of the team's games will continue to be shown on SportsChannel, the regional cable service with over 1.3 million subscribers, which is mid-way through a long-term agreement with the team. Steve Albert and Bill Raftery will announce the 38 home and 22 away games. SportsChannel, which obtained the rights, declined to comment on its advertising other than to note that Anheuser-Busch



is a large advertiser.

The Nets retain rights to the radio broadcasts, carried exclusively on WNEW(AM) New York. Announcers for all 85 games will be

Howard David (play-by-play), Jim Spanarkel (color) and Mike O'Koren (features and second color).

## Nuggets

The Denver Nuggets retains its broadcast rights but splits the advertising time. Of the Nuggets' 39 away games, KTVB(TV) Denver will air 30 and KMGH-TV there will broadcast nine, plus one home game. According to the Nuggets' Mike Blake, there are a total of 70 30-second spots. KTVB gets 30 and the team gets 40. They have the same arrangement with KXRM-TV Colorado Springs, which will carry 39 away games and one home game. Blake said a ratio had not been worked out with KMGH-TV.



All TV play-by-play will be handled by Al Albert and Dan Issel. Blake said the ratings last year for the regular season averaged a 6 with a 10 share.

On cable, the Nuggets sold the rights to Prime Sports Network, which also controls the commercial time. PSN is picking up all 27 home games.

KOA(AM) is the flagship radio station for the Nuggets. It will broadcast 82 regular season games and four pre-season contests. KOA has a 20-station network in Colorado, Wyoming and Kansas. Jeff Kingery will do the play-by-play, with Bob Martin providing the color commentary.

## Pacers

WNDE(AM) Indianapolis is in the first year of a three-year contract to carry the Indiana Pacers. (WIBC(AM), which had the rights for the past three years, did not bid this year. The reason, according to station general manager Roy Cooper: "Revenues were down, ratings were down and the team was losing.") WNDE has the rights to 85 games—41 home and 41



away in the regular season, plus three pre-season games. It is the flagship for a network of 20-plus stations. Broadcast rights are retained by the team, with ad time currently over 75% sold, which is ahead of last year, according to a team spokesman. Major advertisers include Budweiser, Marsh supermarkets, Pontiac and Coca-Cola.

WXIN(TV) Indianapolis is in the second year of a three-year deal to carry the Pacers. The

station carries 23 games, all away, and is the flagship for a six-station network.

Cable carriage rights to 25 home games have been sold to regional sports channel Prime Sports Network Midwest (owned by TCI and Bill Daniels), scheduled to launch in November.

## Pistons

Broadcast television coverage of the World Champion Detroit Pistons will be handled by WKBD-TV Detroit, which is starting the first of a new three-year contract. All television and radio rights are retained by the team. George Blaha will provide play-by-play coverage, with Dick Motta as the color commentator.

Cable television coverage is handled by Detroit-based Pro Am Sports service (PASS), which has scheduled 40 games—25 home, 15 away and three pre-season. Calling the games on cable will be Fred McLeod and Tom Wilson. PASS will replay games between 11 p.m.



and 1 a.m. (Central Time) during swing shift telecasts.

WWJ(AM) is carrying all 82 home and away games this season, with the 14-year play-by-play announcer George Blaha. The Pistons games are heard on an 18-station radio network.

## Rockets

KTXH(TV) Houston is in the fourth year of a seven-year contract to broadcast the road games of the Houston Rockets. The package includes three pre-season games, 39 regular season contests and all road playoff games. (There are 41 regular season games, but two are in the CBS national window, one of which CBS has already picked up.) Bill Worrell handles play-by-play, with former Rockets coach Tom Nissalke providing color commentary and Bruce Gietzen hosting the studio show. The station holds the broadcast rights. According to KTXH's executive producer, sports, Jeff Montoni, rates are up and advertising is 60% sold, with national a little soft but boosted by the recent addition of Jack in the Box restaurants. Additional national advertisers



include Budweiser, Toyota, Exxon and Randall's supermarkets.

Regional cable sports service Home Sports

Entertainment has rights to all home games, but carries only 35 because it must juggle its carriage schedule to accommodate coverage of three Texas-based NBA teams, the Rockets, Spurs and Dallas. HSE sells ad time in games, with Group W selling some national time as well. Play-by-play is handled by Bill Worrell and color by Mike Newlin. Former player Calvin Murphy does interviews.

KTRH(AM) carries most of the Rockets' schedule—it is the flagship for a 19-station network. After the beginning of baseball season (April 1), however, the station will likely farm out either conflicting basketball games or the remainder of the schedule to other stations in the market; last year it was KKZR(AM). The Rockets retain the rights. Ad sales are going well, according to the station. The play-by-play announcer is Gene Peterson, with Jim Foley, Rockets director of communications, doing color. KXYZ(AM) broadcasts games in Spanish, with Rolando Becerra and Alex Lopez-Megrete handling announcing duties.

## 76ers

WPHL-TV Philadelphia holds the broadcast TV rights to the Philadelphia 76ers and is in the fifth year of a six-year contract. The station will carry four pre-season games and all of the team's 41 regular-season away games (except for one game that CBS may pick up). The broadcasts will feature play-by-play from Neil Funk and commentary from Steve Mix. Neil Hartman will be the studio host for halftime and post-game shows, as well as for 15-half



hour pre-game shows. Major advertisers are Miller Brewing Co. and Midway Airlines.

Cable rights for the 76ers are held by Prism, the Philadelphia-based regional sports and movie service that is part of Cablevision Systems Corp. Prism will carry 41 home games, with Jim Barniak doing play-by-play and Jack Ramsay doing color. Prism and the team both sell advertising for the games, and they split the revenue. One major sponsor is Anheuser-Busch.

The 76ers retain radio rights. Games will be carried on an 18-station network, including stations in Pennsylvania, New Jersey, Delaware and Maryland. Returning to do radio play-by-play is Jon Gurevitch. WIP(AM), owned by the same company that owns the Philadelphia Flyers hockey team, will be the flagship station for the radio network, except for the 17 games when a 76ers game is at the same time as a Flyers match. On those occasions, it appears that WHHT(AM) Philadelphia will be the flagship. Radio color commentary for home games will be provided by Funk (the away-game commentator had not been chosen last week). Major sponsors for the radio broadcasts are Gatorade, American Airlines and Meridian Bank, according to Mike Hogan, the 76ers' director of advertising and broadcast sales.

## Spurs

KSAT-TV holds all the broadcast television rights to 15 away games in the San Antonio Spurs schedule. The ABC affiliate is in the first year of a three-year contract with the NBA franchise, preempting its prime time schedule to offer maximum exposure for the financially strapped Spurs.

According to James Schiavone, KSAT's president and general manager, the station has worked out a contractual arrangement where the Spurs handle all advertising sales (which is 100% sold for this season), and pays



the station a flat rate per game aired. Red McCombs, the Spurs' owner, bought the team in 1988 for \$47 million, sinking considerable investment into players' salaries and day-to-day operations. Schiavone says the station's commitment is being maintained in "large measure to keep the team in this city," since the Spurs are San Antonio's only professional sports franchise. "I think the arrangement is equitable," Schiavone emphasized. "We are not trying to seem like martyrs...but without the over-the-air exposure, the team would suffer."

The announcing team for KSAT telecasts is Paul Alexander (color commentary) and Dave Barnett (play-by-play).

The Spurs split ad time sales evenly with Home Sports Entertainment (HSE) for cable telecasts, and own the rights for the 30 games (15 home, 15 away) on the premium channel. HSE, which is in the first year of a three-year contract, also produces 10 pay-per-view telecasts for CableCom. Greg Simmons handles the color commentary and Barnett calls the action for all cablecasts.

WOAI(FM) handles the radio broadcasts, and has a four-station Spurs radio network. All 82 games are covered on the 50 kw clear channel that reaches 38 states, according to Jay Howard, the station's play-by-play and color announcer. Andy Everett is the studio host. The Spurs are responsible for all advertising sales.

KSAT(AM) does all Spanish-language radio broadcasts for 16 away games and 46 home contests. The station is in the second year of a three-year contract in which the Spurs retain all broadcast rights. Announcers Ricardo Cias and Armando Qintero call the action.

## Suns

Retaining radio rights, the Phoenix Suns broadcast all pre-season and regular season games on an eight-station Arizona radio network led by flagship station KTAR(AM). Phoenix Suns director of broadcasting, Al McCoy, will handle the play-by-play, broadcasting solo for most games. Dick Van Arsdale will join him in the booth on TV-simulcast games to do color commentary. Major radio sponsors include

Anheuser-Busch, Dial Corp. and Blue Cross & Blue Shield of Arizona. Although limited ad time is still available, McCoy said he expected a sellout: "We've been sold out every year I can remember," he said.

KUTP(TV) is in the second year of a five-year



television broadcast contract with the Suns. Although the station holds the rights, the team retains some availabilities (which are sold out, according to McCoy). The Phoenix metropolitan area Dodge dealers association and Smitty's grocery stores are among the major sponsors. McCoy and Van Arsdale will be the announcers for the 25 regular season away games (also simulcast on radio) carried by KUTP.

Arizona Sports Programming Network (ASPN), a service distributed by Dimension Cable (the Times Mirror-owned cable system serving Phoenix), will carry five Sun away games and 15 home games. ASPN sports coordinator George Allen will do play-by-play, and Joe Gilmartin and Dick Van Arsdale will do color on different games.

## Supersonics

Over-the-air telecasts of 10 Seattle Supersonics away games can be seen on KIRO-TV. As part of a single-year contract with the Sonics, the station handles about 15% of the advertising sales and is paid a rights fee for carriage of the games, according to KIRO-TV general sales manager, John Norden. The Sonics sell



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sponsorships accounting for about 85% of all ad time sold. Former NBA forward Rick Barry provides color commentary and Kevin Calabro calls play-by-play action.

Clayton Packard, general manager of Prime Sports Northwest, said his premium sports channel retains all cable rights, and sells 100% of all cable advertising time. Gary Spinnell, vice president of marketing and sales for the Sonics, said Prime Sports is in the first year of a five-year contract with the team, adding that the channel's potential reach is more than one million cable households.

Prime has scheduled 20 regular season games, 16 of those on the road and the other four yet to be determined. Delayed telecasts of KIRO-TV's broadcasts are also included on the schedule. Although Packard declined to give the amount of ad time sold, he said sponsors include Rainier Beer, Coca-Cola, Cellular One, Ford, Alaska Airlines, Jeep and Pac West.

Of the 30 games on cable and TV, simulcasts can also be heard on Sonics-owned KJR(AM), with Barry and Calabro calling the

action. The 52 remaining radio-only broadcasts are called by Jim Marsh and Calabro. Spinnell says 100% of available ad time has been sold.

## Timberwolves

The Minnesota Timberwolves, a first-year expansion team, have kept control of their broadcast rights, including those for pre-game and post-game shows. Only 25 of the team's games will be televised, eight of those on ABC affiliate KSTP(TV) Minneapolis and 17 on co-located independent KTNV(TV). Most of the advertising time will be sold by the team to its corporate "partners"—roughly 20 companies that have category-exclusive advertising rights. Among the partners are Miller



beer, Coca-Cola, Super America, First Bank, Northwest Airlines, and Ask Mr. Foster Travel.

All 86 games, including five pre-season, will be broadcast on radio by WDGY(AM) Minneapolis, which has a three-year contract, extendable for each of three successive years at the team's option. The station will sell at least 15 minutes of the roughly 40 minutes total advertising time—including pre-game and post-game shows. Wdgy general manager Mick Anselmo said the station is approaching the "sold-out point" for its portion of the time, with advertisers including a sports medicine clinic. He added that the station is using the basketball broadcast to launch a talk sports show, *Sports Line*, which premieres the day after the Timberwolves' opening game.

For both radio and TV broadcasts, the play-by-play will be handled by Kevin Harlan.

## Trailblazers

The Trailblazers kick off the 1989-90 basketball season as they have in the past, retaining all rights to television, radio and cable coverage. KOIN-TV remains the broadcast television carrier of 20 road games.

For cable, the team has a package of 15 home games that will be offered on a pay-per-view basis or on a full package basis. The cable package will be offered on systems reaching about 80% of the subscribers in the state.

For radio coverage, the team has a new five-year contract with KEX(AM) Portland to air all home, away, pre-season and any post-season games. The radio network will reach 30 markets via 28 stations. For the radio network, the team owns the satellite and down-

link to distribute the games.

Advertising for all television coverage is sold out, according to Marshall Glickman, vice president, broadcasting and business development, Portland Trailblazers; the radio inventory is almost sold out.

In addition to the game, the team produces several pre- and post-game shows. Starting



90 minutes before the game is *Courtside*, which airs on KEX(AM). Following *Courtside* is a half-hour pre-game show. Following the game, the team produces a 10- to 15-minute interview show, followed by the *5th Quarter*, a 50-minute post-game show. In addition, every Monday night from 6 p.m. to 8 p.m. all year long, the team produces *Courtside Monday Night*, which was originally produced solely for radio but now also is carried on cable. Advertising for Trailblazers' programming, outside of the game itself, is nearly sold out.

Major television sponsors for Trailblazers basketball include Miller Beer, Toyota, Coca-Cola, Pay Less drugstores and Alaska Airlines. Major radio sponsors include the Oregon Lottery, Jeep Eagle, Texaco, Anheuser-Busch and Farmers Insurance.

Game announcers are returning from last year. Pat Lafferty and Steve Jones will call the action on television, with Bill Schonley and Geoff Petrie doing the play-by-play and color commentary for radio.

## Warriors

Group W's KPIX(TV) San Francisco, the CBS affiliate in the market, is entering the final season of a two-year contract with the Warriors. KPIX will broadcast 18 regular season games, two home and 16 away. Approximately 65% of ad time has been sold, compared to 40% last year. Import auto sponsorships have been retained.

KCTV-TV San Jose, Calif., will carry 23 games (21 away) and may add several games, as it did last year, if the division race is hot near the end of the season, said Susan Hoffman, assistant, operations. The team retains 10 30-second spots per game, leaving the station about three-fourths of the ad inventory to sell itself, said Hoffman. Hertz car rental and many regional and local advertisers have signed on, she said. Like KPIX, the station will be in its second year of a two-year contract and has entered negotiations to extend the deal. KCTV executives, said Hoffman, foresee no difficulty achieving that end. "I think they are interested in getting as many games on the air as possible, and they appear to be happy with the station," which cut back its schedule last year from 30 to 23 games. "You

can get to a point where advertisers are talked out," she said.

Launched on Sept. 2, the Pacific Sports Network (PSN), begins the first of four Warriors seasons with a 20-game schedule (to



increase to 30, 35 and 35 the following years of the contract). PSN also retains rights to the Warriors' first home playoff game in the early rounds. With the team having gone in-house full-time with production this year, both broadcast stations and the Pacific Sports Network will field the same announcer team, with Greg Pappa and Jim Barnett calling all the shots.

On the radio side, the Warriors bought time on KNBR(AM) San Francisco with a contract that will last for three years. KNBR will broadcast 82 games, 41 home and 41 away, with radio announcer Steve Physioc. Ad time is 15% better than last year, with 100% being sold. The major radio sponsors are Budweiser, Chevron, Coca-Cola, Farmers Insurance, Acura dealers, Pacific Gas & Electric, Frito Lay, Foot Locker and the California Lottery.

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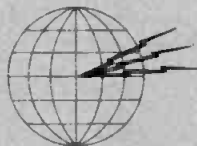
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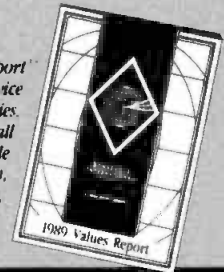
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## Joyella succeeds Moll as TVB president

**Former says not to expect any surprises; 'Turn on the Power' campaign will include fewer spots donated by stations**

Pledging to stay the course charted by his predecessor, Jim Joyella last week publicly took the helm of the Television Bureau of Advertising. Senior vice president, national sales, for the TVB since April 1988, Joyella succeeds outgoing president Bill Moll, who is leaving the organization to become vice president and general manager of WNBC-TV New York.

The TVB board voted Joyella president Oct. 6, following the recommendation of the TVB's search committee, according to Peter Ryan, executive vice president of national sales rep Harrington, Righter & Parsons and vice president of the TVB board of directors.

"This is a moment not of change, but of very careful transition," Joyella said at a New York press conference last Wednesday. Emphasizing that the TVB would be continuing projects initiated under Moll, Joyella said that neither the members of TVB nor its staff should expect surprises from him.

Addressing one of those projects—the "Turn on the Power" campaign announced by the TVB last August—Joyella said that the TVB was planning to reduce the number of spots it was asking stations to donate to finance the project. The TVB said in



TVB's Jim Joyella

August that it would be financing the advertiser-targeted promotional campaign by getting into the ad sales business for itself—reselling air time donated by participating stations.

After discussions with stations, the TVB will probably ask them for contributions of one spot per week for 39 weeks, Joyella said, rather than the two spots per week over 52 weeks that the plan originally entailed. Creative work on the campaign has been suspended until financing is worked out, Joyella said, and further announcements about the project will be made at the November TVB convention in Los Angeles.

Another project for the TVB, Joyella said, was to increase its station membership

from 550 by signing up more of the 1,000 commercial stations that could be members. Joyella said that he wanted stations to join, not out of a feeling of obligation to the trade, but because the TVB would "bring them value." In fact, he avoided referring to the TVB as an industry association, saying: "We're a marketing company. We're not a trade association."

As head of national sales for the TVB, Joyella has overseen a program to target new spot advertisers that the TVB says has raised \$200 million in new business over the past two years. At the news conference with Ryan to show their support for the new president were TVB board members and sales rep executives Tim McAuliff, president of Blair Television, and Dave Allen, president of Petry.

The naming of Joyella was not a complete surprise. When the news of Moll's departure was announced less than a month ago, Joyella was mentioned as the most likely candidate for the top TVB spot. Before arriving at the TVB, Joyella spent nearly 20 years at CBS, starting in 1969 as an account executive at CBS Radio. Among his other jobs at CBS, Joyella worked in sales at WCBS-TV New York, WCAU-TV Philadelphia and WBBM-TV Chicago.

While Joyella said he had not signed a contract yet, he said that he would commit at least three years to the job. After a 10-year association with the TVB, Moll served two years as president. —GM

## United Mine Workers seeks strike support through media

**Union, in midst of strike centered in Virginia, also targets radio and TV audiences in Washington, D.C.; some stations feel message is inappropriate for commercial**

The United Mine Workers, in the seventh month of a strike against the Pittston Coal Co., has turned to radio and television in an effort to get its story to the public, not only in Virginia, where the strike is centered, but in Washington, D.C., where the national policymakers work. For the most part, the union is reaching targeted listeners and viewers with a message it says has meaning for the nation at large. But some stations felt the message was not appropriate—some said it was too emotional—for packaging as a commercial. Others insisted on modifications. Still, the union succeeded last month in buying time on more than 100 radio stations throughout Virginia and Washington and on 12 television stations in major markets, at a total cost of \$275,000.

The union's message deals with health

insurance and who is to provide it, an issue of increasing national significance. The radio and television spots say, essentially, that the coal company has broken its word to union members to provide health care for retired or disabled workers and their widows and that, if it succeeds, corporations elsewhere in the country will cut the benefits of their workers. So, the message has it, "It's your family's fight, too."

One of the television commercials describes the union workers as hard-working, patriotic Americans whose benefits are being cut by "Pittston Co., a big, out-of-state coal corporation." The other television spot features a UMW member, Gail Gentry, who has been using a wheelchair since his legs were crushed in an accident in a Pittston mine. But the employer that the commercial says cut Gentry's disability income is described only as "a giant coal company." Pittston's name was dropped after some stations objected to its inclusion in the spot. WUSA-TV Washington's general manager, Hank Yaggi, for instance, says the

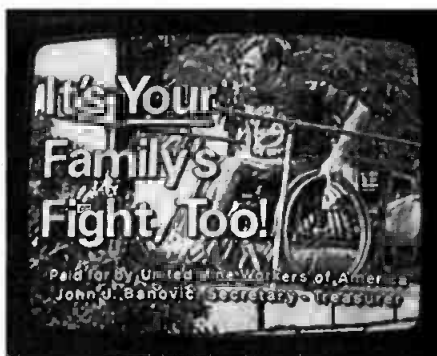
station has a policy against airing advocacy ads that attack companies by name.

John Duray, a union spokesman, said time was purchased in Washington not only because stations in that market put signals into northern Virginia, but because the commercials can be viewed and heard by members of Congress. But not all of the television stations offered the spots carried them. WJLA-TV did (although it took the first one only after the union supplied requested documentation), but WRC-TV Washington did not. General Manager Allan Horlick said the "emotional" issue involved is not appropriate for discussion in a 30-second spot. "I've seen the issue presented on our news," he said, "and that's the way it should be presented." WTTG-TV carried the first, had second thoughts (officials thought the line identifying the UMW as the sponsor of the ad appeared too briefly) and pulled it, but carried the second.

The UMW had some problems in Virginia, as well. WTVR-TV Richmond, Va., for instance, rejected the spots for the same

reason WRC-TV offered. As General Manager Richard Pegrum put it, the issue is "highly controversial" and one the station prefers to cover in its newscasts. He also said his attorney said the spots might raise questions of defamation. And WTAR(AM) Norfolk rejected the radio spot, according to General Manager Dan Maxwell, because of a general policy not to accept advocacy ads. WRVA(AM) Richmond carried the radio spot after it was revised to eliminate specific reference to Pittston in accordance with what station operations manager Richard Hardy said was long-standing policy.

The spots are the work of a Washington agency, Fingerhut, Powers & Associates. And they appear to pack an emotional punch, particularly the radio commercial. As an announcer speaks over a recording of "America the Beautiful," the piece evokes a sense of patriotism, describing the workers as hard-working, patriotic Americans who have fought for their country in Vietnam, Korea, Europe and the Pacific. "The fight of our coal miners is more than a fight



for justice and fairness," the announcer says. "It's a fight to protect the pensions and health care of every working person in America."

Representatives of the union and the consulting arm of the McGavren Guild Radio rep firm, in Philadelphia, said the spots were well received by many of the stations and their listeners, particularly in

small towns in the southern and southwestern parts of Virginia, where Pittston mines are located. The radio spot is regarded as "so patriotic," said Debbi Nichols, of McGavren Guild. "It's an American apple pie type." She said listeners in one town called the station to ask what they could do to help. Nichols said she suggested the callers write members of their congressional delegations.

Pittston Coal Group president Mike Odom dismisses the union commercials as "legally wrong and morally objectionable." He says the obligations to provide benefits for its retirees and disabled workers, as stated in a 1950 agreement among soft coal operators, ended when the agreement terminated in 1988. He adds that that position has been upheld in eight separate court decisions. The union, however, says the obligation written into the contract is "for life." And it intends to continue taking its case to the public. It is planning a three-week buy for new radio and television commercials later this month. —LZ

## Satellite Footprints

**Home dish on course.** Executives from Viacom Satellite News and Conus Communications met in New York last week to finalize details of their 24-hour home satellite news service, naming the co-venture service *All News Channel* and creating its management committee, to be led by Winston (Tony) Cox, chairman and chief executive officer, Showtime Networks Inc. Among the other committee members are (l-r): Stanley Hubbard II, vice president, Hubbard Broadcasting; Stephan Schulte, executive vice president and general manager, Showtime Satellite Networks; Charles Dutcher III, vice president and general manager, Conus, and Ron Bernard, president, Viacom Network Enterprises.

In another move, indicative of growing interest in the home dish market among major cable programmers, Turner Broadcasting System's Turner Home Satellite said it had expanded its telemarketing center and announced a "major expansion" of its home dish programming package, creating a new 10-channel basic package. In addition to adding Netlink's five Denver supersta-



tions, THS added Netlink's superstation WGN-TV Chicago, Turner's own superstation WTBS-TV Atlanta, A&E, Lifetime, USA Network and The Discovery Channel to a package that already included *CNN Headline News*, The Family Channel and The Weather Channel.

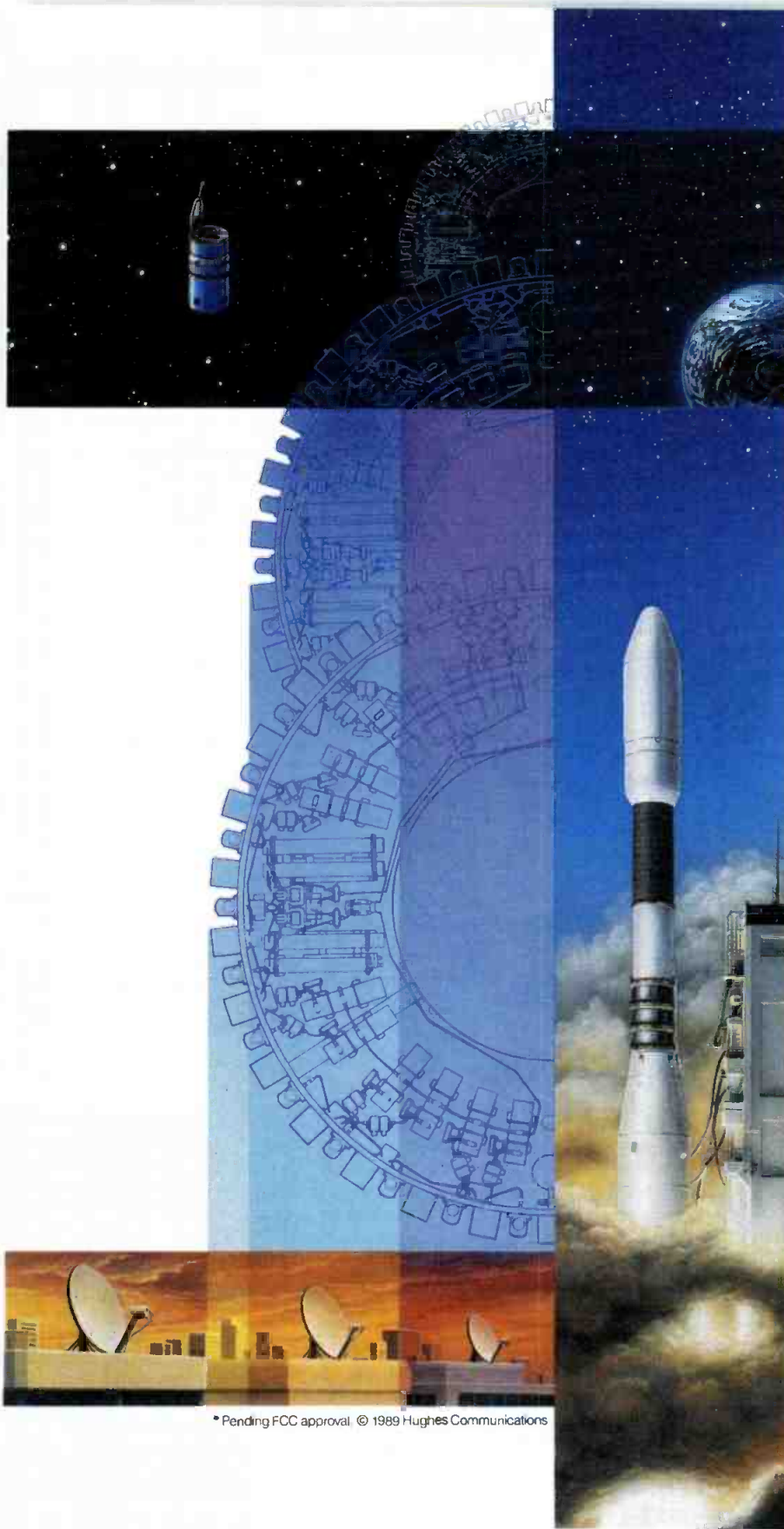
Also last week, the Satellite Broadcasting and Communications Association's Public Relations Task Force established a toll-free information line, approved a 1989-90 budget in excess of \$500,000 for itself and formed a subcommittee to "prepare for the technological developments in the 1990's, including potential development" of high-power direct-broadcast birds. Those moves came just weeks after the SBCA's Anti-Piracy Task Force Steering Committee outlined its proposed 1990 budget, discussed future strategy, and elected a new vice chairman, Dennis Powers, chief of signal security for Home Box Office, succeeding Showtime's Michael Seeger, elected chairman in August. The

committee also appointed a two-member Enforcement Liaison Group, with whom task force director Deppish Kirkland will share proprietary information about ongoing investigations of piracy activities.

**Done deal.** Los Angeles-based IDB Communications Group said early last week that it had finalized its approximately \$21 million purchase of Contel ASC's international transmission facilities, CICI. Among details worked out, IDB announced the creation of IDB International, described as "a data/voice transmission services division" combining CICI facilities (13 earth stations, including international gateways in New York, Washington, Dallas, Los Angeles and San Francisco) with existing IDB assets (including permanent digital links between the U.S. and, on the other side, Moscow, London, Paris, Sydney and Israel). CICI will bring the new company "nearly \$20 million in annual revenues for 1990," said Jeffrey Sudikoff, IDB chairman and chief executive officer.

Faced with a 2,000% increase in interest expenses between this year's first and second quarters (BROADCASTING, Aug. 21)—attributable to its acquisitions of CICI and of Hughes Television Network in January—IDB is, however, successfully marketing a family of uplinking facilities that virtually dwarfs its competitors. Witness, for example, IDB's new three-year agreement with United Video, its newest Staten Island Teleport customer. In addition to now uplinking its superstation WPIX-TV New York through IDB to GTE's Spacenet III satellite, United Video also moved the uplinking of its subcarrier services—including, the National Black Network, four channels of its Transtar Radio Network and home dish radio broadcast service C-Sat—from Carteret, N.J.-based National Gateway. In Los Angeles, IDB already uplinks another United Video superstation, KTLA-TV Los Angeles, and SCS services including jazz radio superstation KKGQ-FM Los Angeles.

**Separate systems deal.** British Aerospace (BAe) Space Systems will build and provide in-orbit delivery (via General Dynamics Commercial Launch Services Atlas II launch vehicle) of two Ku-band satellites for OrionSat. The \$360 million contract marks the first sale of a European-built satellite to the U.S., according to BAe. "This is a major milestone not simply for our two companies, but most important for the international telecommunications community," said OrionSat Chairman John Puente, whose company is the second, behind PanAmSat, to gain an FCC grant of conditional license to operate a separate international satellite system. The two birds are to fly over the Atlantic Ocean, serving the U.S., Europe and Africa.



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# HBO has 6.2 million homes lined up for Comedy Channel debut

## Dick Beahrs puts overall subscriber commitments at 10 million

HBO's Comedy Channel, set to launch at 6 p.m. ET on Nov. 15, announced affiliation commitments from Cablevision Industries and TeleCable, which are expected to put the new basic service in close to 10 million homes. Included are segments of such major markets as Chicago, Cincinnati, Dallas, Denver, Indianapolis, Kansas City, Los Angeles, Nashville, New York, Milwaukee, Minneapolis-St. Paul and Philadelphia.

The Comedy Channel will experience a rolling cycle of affiliates, said Don Anderson, senior vice president, sales and affiliate operations, who expects to make more affiliate signing announcements by Nov. 15. At launch, the service is expected to be seen by approximately 6.2 million subscribers, according to Dick Beahrs, president.

"These commitments give us breakthrough momentum," Beahrs told BROADCASTING CABLE at last week's Atlantic Cable Show. "They send a signal to the industry that we're the service to watch. People have been waiting to see what would happen," said Beahrs. "The waiting game is over."

Alan Gerry, chairman and chief executive officer of Cablevision Industries, said "there is a long and prosperous history"

between HBO and his company. "Over those years we have seen HBO's strength in comedy programming grow enormously. Now, they're going to take that ball and run with it. We want to be there with them."

Dick Roberts, president, TeleCable, called the deal a "rare opportunity for us to get in on the ground floor with a channel that promises to be one of the biggest service ventures in several years."

Beahrs said he has seven charter commit-

ments from "blue chip" advertisers, and hopes to have 25 by launch. "I think we'll do it," Beahrs said. A complete list of charter advertisers will be announced on Nov. 15.

Specific announcements for on-air talent and other programming will be made at a press conference in New York on Oct. 30, said Beahrs.

The Comedy Channel will complete its move into its facilities on New York's East 23rd Street by Oct. 10, Beahrs said. "Our studio is becoming one of our greatest selling tools," he explained, "and we are encouraging operators to come and see it. When they do, they see that what we have is truly unique."

Beahrs described the work environment as "almost radical informality; a comedy factory. We are providing something you can't get anywhere else." The Comedy Channel has reached additional affiliate agreements with Americable, ATC, Douglas Communications, Greater Media, Group W Cable, Mission Cable, Nortel, Service Electric, Star Cablevision Group, Summit Communications, Susquehanna Cable, West Star Cable and Warner Cable.

Those signings give HBO a leg up over MTV, which will launch its "HA" comedy channel next year. However, most of the major MSO's remain on the sidelines, having yet to commit to either service. -RG

## Florida court coverage

Florida lawmakers worked for the first time last week in the presence of television cameras and radio microphones. Florida State University Broadcast Center's WFSU-FM-TV Tallahassee aired live gavel-to-gavel coverage of the four-day special session of the state House and Senate called by Governor Bob Martinez to consider legislation to regulate abortions in the state. Coverage included interviews with legislators, lobbyists and local and national pro-life and pro-choice organizations, including the National Right to Life and the National Organization for Women.

## Business

### Whither cable values?

#### Financial panel says system prices are not likely to go any higher in near future, but see increases in revenues

Cable system prices have reached a plateau, according to cable operators and investors at a New York cable investment conference. Because of a tougher market for junk bonds and difficulties with rate increases, highly leveraged deals are on a decline, they said. However, they were optimistic about future sources of revenue for cable operators.

Cable systems that sell for prices that are high multiples of the system's annual cash flow are exceptional circumstances, said Steve Rattner, general partner at Lazard Freres. (Cash flow, roughly defined as operating income with depreciation and other non-cash charges added in, is often used as a yardstick in measuring prices.) These systems can be high-growth properties or those whose previous owners did not aggressively raise rates and cash flow margins. In 1987 one could sell "anything" at 12.5 times the estimated cash flow of the year following

the sale, Rattner said, but an increasing number of systems are being sold at a lower multiple.

Sounding a point later speakers agreed with, Rattner said that buyers were no longer willing or able to make first- and second-year rate increases to finance the purchase, partly because many systems have had rate increases recently.

In the current "nervous" junk bond market, the cost of capital for the most highly leveraged deals has gone up "significantly," Rattner said.

Buyers cannot depend on increased rates to raise their revenues, said Julian Brodsky, vice chairman and chief financial officer of Comcast Corp. Saying that cable prices may have reached not a plateau but a wall, Brodsky emphasized that both cable penetration and basic rates have their limits. The maximum for basic rates may be \$20, partly for political reasons, he said.

"You can't just sit there and crank the cash flows by raising rates," agreed Alan Gerry, chairman of Cablevision Industries Corp. Gerry later said that he was optimistic that the cable industry would find reve-

nues from additional sources not yet developed. He said that one of the Cablevision systems was generating \$1.6 million in advertising sales, which are handled through a subcontractor. Gerry said that Cablevision's cut was 30% of the revenues.

"I'm very bullish about new sources of revenue," said Marc Nathanson, chairman of Falcon Cable TV. He said he expected that 30% of cable revenues could come from nonsubscriber sources, primarily advertising.

Although many venture capitalists are no longer funding the cable business because of lower returns on equity, Nathanson said the resilience of the cable industry was indicated by the industry's development of other funding sources. He said that Falcon has raised \$49 million since June with Dean Witter from small investors who realize that cable is a "fundamental and dominant form of entertainment."

Gerry said he was optimistic that there would always be ways to finance a deal "if you have a motivated seller and an anxious buyer." Gerry, who unlike many other long-time cable operators has not sold stock

in his company on the public market, said that, for the second time in the company's history, he would be trading stock to make an acquisition.

Addressing the risk of reregulation in cable, Rattner said that if the industry was vigilant, any rate regulation would take place at the federal level and would be tied to inflation rather than to rates of return or individual requests for rate increases.

Looking at future margins in the business, Brodsky said that he thought they would be in the 40%-50% range, but he said that the task of predictions was difficult because programming costs are an unknown. —GM

## McCaw ups LIN offer

New \$125 bid jeopardizes planned LIN merger with BellSouth

LIN Broadcasting's proposed TV station spin-off and its cellular merger with BellSouth (see BROADCASTING, September 18) were put in jeopardy last week when its suitor, McCaw Cellular Communications, revised its offer for LIN. The day of McCaw's announcement LIN's stock rose 3 $\frac{3}{8}$  to \$113.25, indicating that LIN and BellSouth might be forced to improve the terms of their offer to shareholders.

McCaw proposed to buy for \$125 per share, 22 million LIN shares or roughly 45% of shares outstanding, which combined with the 5.1% already owned by McCaw would give it control of LIN. Remaining outside shareholders would be guaranteed that the company would be bought five years hence, either by McCaw at an appraised price, or through an auction to third parties. McCaw's offer is subject to several conditions, including the abandonment by LIN of its proposed TV-station spinoff.

McCaw also recently proposed to buy out LIN's partner in the cellular telephone system operating in New York. The proposed \$1.9 billion offer for Metromedia Co.'s 50% voting (46% equity) interest forces LIN, which has a 50% voting (45% equity) interest, to decide within the following 45 days whether it will match McCaw's offer, giving it the right to buy out Metromedia's interest in the New York system.

Observers indicated that the timing of McCaw's offer for the New York system was motivated by a desire to complicate LIN and BellSouth's own plans.

Prior to McCaw's revised offer, Michael Plouf, LIN's vice president, corporate development and treasurer, said the company expected to mail out proxy statements in November asking shareholder approval for the BellSouth cellular merger and expects to hold a vote on the plans—which also call for spinning off LIN's seven TV stations into a separate company—in December. LIN has already received FCC approval for the TV station spinoff, as well as a private letter ruling from the Internal Revenue Service indicating the spinoff would be regarded as a tax-free transaction. □

## Kluge, Buffet, Redstone top 'Forbes' 400

List of richest Americans includes number of Fifth Estate or Fifth Estate-related fortunes

Metromedia founder John Kluge last week found himself heading a distinguished list: *Forbes* magazine's 400 richest Americans. With a net worth of \$5.2 billion, Kluge qualified not only as the richest American whose fortune is tied to the Fifth Estate, but also, in fact, the wealthiest person in the U.S., the magazine said.

Kluge's top rank owes a great deal to the value of his cellular telephone holdings in the Northeast, which tripled in value since last year, *Forbes* said. (Kluge, the magazine said, was worth \$3.2 billion last year.) Kluge, who sold the Metromedia television station group in 1984, now owns a majority of Orion Pictures.

The second-richest American also had Fifth Estate ties: investor Warren Buffet, whose \$4.2 billion fortune includes a \$500 million stake in Capital Cities/ABC. In third place was Sumner Redstone, chairman and 83% owner of Viacom, whose net worth was estimated by the magazine as \$2.9 billion, more than double the fortune that the magazine ascribed to him last year.

Brothers Si and Donald Newhouse have a per-capita wealth of \$2.6 billion, according to the magazine, partly due to their cable television holdings.

Other media billionaires include Turner Broadcasting System President and CEO Ted Turner, worth \$1.8 billion, and News Corp. CEO Rupert Murdoch, worth \$1.7

billion. CBS Chief Executive Officer Laurence Tisch and his brother, Preston Tisch, are worth a combined \$2.7 billion.

Kirk Kerkorian, owner of a majority of MGM/UA Communications, has a net worth of \$1.3 billion, the magazine said.

Brothers Sid and Lee Bass, who share a \$1.1 billion stake in the Walt Disney Co., are worth more than \$2.5 billion together, the magazine said.

Jack Kent Cooke, in the process of selling his cable systems, has a \$1.25 billion fortune, the magazine said.

A "conservative estimate" of Edward Gaylord's wealth, according to *Forbes*, is \$1 billion. Chairman of Gaylord Broadcasting, Gaylord owns television and radio groups and the Nashville Network cable service.

Below the billionaire range are Cablevision Systems Corp. Chairman Charles Dolan and Great American Communications Co. chairman Carl Lindner, worth more than \$800 million apiece. Roy Disney, 2.9% holder of the Walt Disney Co., was estimated to be worth \$660 million. The wealthiest woman with ties to broadcasting is Oveta Culp Hobby, owner of H&C Communications, worth \$650 million. TCI founder Bob John Magness also has an estimated wealth of \$650 million. Also worth more than \$500 million are group owner Joseph Allbritton and Continental Cablevision chairman Amos Hostetter.

In the \$250 million-\$500 million range are Katharine Graham, Aaron Spelling, Lew Wasserman and Leonard Tow. —GM

### Bottom Line

**Debt deal.** Turner Broadcasting System last week began public offerings of \$750 million in debt issues that will be used in refinancing company's debt and in redemption of preferred stock of its Cable News Network subsidiary. TBS said that it had started public offerings of \$550 million of 12% senior subordinated debentures due 2001, priced at 99.211%. Company also began to sell \$200 million (net of unamortized discount) of zero-coupon Liquid Yield Option Notes (LYONs) due 2004. LYONs are priced to yield 8% and are convertible into company's class B stock at 15% premium over Oct. 11 price (it closed at \$53.625). Drexel Burnham Lambert is underwriter for debentures, and Merrill Lynch Capital Markets is underwriter for LYONs.

**TCI offering.** Tele-Communications Inc. has filed debt offering of \$1.5 billion with Securities and Exchange Commission, company said last week. TCI said filing would enable it to issue debt in variety of forms. Company has no immediate plans to issue debt but will wait for favorable market conditions, according to TCI.

**Goodbye to computers.** Zenith Electronics, only U.S.-owned manufacturer of televisions and picture tubes, is selling its computer business to concentrate exclusively on its consumer electronics business. Company signed definitive agreement to sell its Zenith Computer Group to Paris-based Groupe Bull for maximum price of \$635 million. Move enables Zenith to reduce its debt burden as it continues to develop and sell products that include television sets, VCR's, cable system converters and high-definition television system. Both consumer electronics and computers are extremely competitive businesses, said Mark Parr, an analyst with Cleveland-based McDonald & Co. "It makes a lot of sense for the company to focus in one area or another," he said. Zenith, which reported net loss of \$17 million for first half of 1989, said that it expected to report loss in third quarter and was less confident that it would report full-year profit for 1989. Company reported net income of \$11.7 million for 1988 after three years of losses.

## TPE previews 'Preview' for prime access

**Syndicated show for 1990 introduced by 'Entertainment Tonight' co-creator**

A new half-hour, first-run strip entitled *Preview*, scheduled to launch in fall 1990, is being introduced to the market this week by Al Masini, chairman of Television Program Enterprises, the distribution division of Telerep that Masini founded in 1968.

*Preview*, whose yearly production costs will range between \$25 million and \$30 million, according to Masini, intends to highlight "the best of the new" in a variety of cultural areas, each covered by a separate correspondent: Dana Hersey, film commentator for Boston's WSBK-TV (Movies); actress Melody Anderson (Television); singer Marilyn McCoo, who also hosts *Solid Gold* (Music); Robin Leach, host of TPE's *Lifestyles of the Rich and Famous* (Living); model Carol Alt (Fashion); Rick Smith, host of *PM Magazine* (Breakthru), and reporter Rona Elliot (Celebrity News). Announcer Les Marshak will serve as "the voice of *Preview*," appearing at the opening and close of each program.

Masini told BROADCASTING that the basic idea behind the new show is to combine a large amount of material, available in several different places, into one attractive, informative package.

"The one thing I've always tried to do is find out what was missing from the television spectrum," said Masini, who was involved in the creation of such shows as *Entertainment Tonight*, *Star Search* and *Lifestyles of the Rich and Famous*. "That's how we originally did *Solid Gold*, as an update of *Your Hit Parade*," he said. "The same is true for *Entertainment Tonight*. It was a combination of *People*, *Variety* and *TV Guide*.

"Today, there's more of everything," said Masini. "When I sit down in front of the television, I'm overwhelmed by the 30-40 channels, and the same holds true for books and movies.

"No one is really acting as the platform," Masini said. "Everyone's doing it somewhere, but no one is putting into one concentrated half-hour, Monday through Friday, everything, in all the areas, that is going to affect the normal person at home. The news deals with the day, documentaries talk about what has come before, and what we want to talk about is what's coming up."

Masini has designed *Preview* to fit into the popular access time slot and does not seem worried about overcrowding. "Getting a good time period is a major problem today," he said, "but I believe if you've got a breakthrough show, people will find a spot for it. What's in [access] now are imitations, and stuff that has peaked out. I think some of those fads are over and there will be room for us."

In addition to the weekday *Preview*, TPE is offering *Preview: The Next Seven Days*, an hour-long weekend edition, which will anticipate the next week's events, for a combined total of 312 first-run shows annually. Both versions will also offer stations an optional weekly two-minute "donut" segment for insertion of local stories. "Every market has its own area where there's something new and exciting happening," said Masini, "and this is a wonderful environment for them to use."

*Preview* will be a New York-based show, with offices there and in Los Angeles, and will offer segments produced all over the world, Masini said. Two pilots, featuring all correspondents, have been completed, and the show will receive a "big push" at NATPE next January.

Masini is confident of his new venture's success, for, he said, "there is a practical need to know and a psychological need to be first. Everyone wants to know 'what's new?'" —RG

## Viacom eyes 1990

**Programmer announces syndication projects, including companion to 'Superboy,' entertainment insider strip and talk show targeted to men**

Viacom Enterprises will decide in the next few weeks the programs it will bring to NATPE for launch in the fall of 1990.

The company said last week it had begun production of a pilot that it hopes to develop into a companion piece for *Superboy*, now in its second season. The pilot project is called *Super Cop*, and is being produced by Premiere Limited Productions, in association with Viacom, at the Fort Lauderdale (Fla.) Production Central Studios. The pilot focuses on a cop who has a suit equipped with futuristic technology designed to fight crime. The production staff includes Robert Short, an academy award winner for special effects ("Ghostbusters"), who will head up the effects effort for *Super Cop*.

According to Michael Gerber, president, acquisitions and first-run programming, Viacom Enterprises, the company is developing three other pilots for next fall's syndica-



Gerber

tion season. One, *Entertainment Coast to Coast*, is designed as a one-hour, day-and-date, early fringe strip that will focus on the behind-the-scenes goings-on within the film and television industries. The pilot will be shot in November and will have anchors on

## Teaming up

World International Network, the Los Angeles-based international program production consortium, and advertising agency N.W. Ayer said last week they were forming a joint venture to produce and develop original telefilms and mini-series. According to WIN Chairman and Chief Executive Officer Larry Gershman, a primary goal of the project is to give Ayer's international clients access to top-quality telefilms and mini-series (with budgets of up to \$12 million for a four-hour mini-series) that they could not afford to underwrite by themselves. The WIN/Ayer venture will develop fully sponsored programs for Ayer clients, "which fit their needs as advertisers and enable them to target customers they want to reach in each individual country," the partners said. According to Gershman, the first WIN/Ayer project should be announced by the end of the year. He also said the partners expect to develop perhaps three projects in the venture's first year of operation, building to perhaps a dozen projects in subsequent years. The WIN consortium, representing broadcasters in 106 countries, will fund the largest budget chunk and, in return, members will receive exhibition rights in their own territories. The U.S. exhibition rights are also sold. CBS, for example, aired the Emmy-winning *Day One* telefilm last season, while NBC aired *In the Line of Duty: The FBI*, both WIN projects. NBC will air another WIN-financed project, the six hour mini-series *Drug Wars: The Camarena Story*, (produced by Michael Mann), probably in early December.

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FXBC

## New news

Fox Broadcasting Co. is developing a five-minute *Fox Entertainment News* update for insertion on its six O&O's news programs, and is considering the possibility of a full-scale rollout of a 30-minute version as a strip for its affiliated stations. According to Dennis Petrosky, Fox's director of corporate communications, entertainment reporter Janet Zappala will anchor the update, and former *Wall Street Journal* reporter Peter Barnes will contribute field reports. Petrosky said the show, which will "focus on hard-hitting entertainment news," was developed several weeks ago, and FBC executives hope to have the five-minute version on the air by the end of October. He also added that the focus of the unit is to "develop an entertainment news gathering organization," but that no timetable has been set to produce the half-hour version. Bill Knoedelseder has been tapped to executive produce.

both coasts. *Not for Men Only* (working title) is being shot as a half-hour pilot, also for stripping, that would focus on men's issues in an *Oprah*-like setting, complete with live audience. Ross Shafer, former FBC late night talk show host, is producing the pilot with his wife, Paula, and will host. In addition, the company is producing a pilot with the working title *America's Hit List*, a proposed weekly half-hour lifestyle project, which would feature segments such as the top 10 hotels or other "best of" lists of things to do or places to see.

## Syndicators tie in to promotion power

Several programers are using retail game tie-ins to boost awareness of shows

NBC started the relatively young season with a promotional tie-in with Sears Roebuck & Co. and CBS linked up with K mart. Now ITC Domestic Television has revealed that a "major retail marketing device" is being introduced as a tie-in with the launch of *Tic Tac Dough* for the 1990-91 syndicated market. ITC Domestic Television Senior Executive VP Ritch Colbert emphasized that promotional tie-ins are nothing new to the broadcast marketplace, but added that a game-card promotion that ITC plans to present with the show's launch Oct. 23 "may mark the first time that a syndicator has done a cross-promotion for local stations."

Colbert's game plan calls for a fourth-quarter 1990 cross-promotion, featuring in-store displays that dispense game cards with a client station's call letters and a local retailer's company logo printed on it. For example, said Colbert, a game card with three X's or O's in a row might win a discount on a six-pack of soft drinks.

"The object is not only to promote audience awareness of *Tic Tac Dough*," Colbert said. "A local station can also connect with a local Coca-Cola or Pepsi bottler and a local grocery retailer. Incremental revenue increases for the station through the promotion of the station's call letters and the show takes place, and local grocery retailers and bottlers thrive on increased floor traffic to make up for low margins of profit. It minimizes a station's downside risks, helping them to meet year-end projections and maximize profits."

Advertisers also benefit from the promotion, with their promotional costs defrayed

by the station's participation and its airing of 30-second spots promoting *Tic Tac Dough*, the contest and the advertiser's product. Colbert estimated that ITC will sink about \$1 million into the promotional budget, with the stations and advertisers sharing additional expenses. He also anticipates that the first campaign will encompass 6-13 weeks of the show's schedule, and said he is hopeful another cross-promotional campaign will be brought back for the second or third quarter of 1991.

"The competition for spot [advertising] dollars has grown tremendously," Colbert said, particularly from the 20-plus basic cable channels. "It's the mandate of station executives to tap into the budgets of major advertisers. Free over-the-air television sta-

tions must compete against cable. Cable systems enjoy dual revenue streams, while local stations have been pressed to find new revenue streams. Advertisers not only have spot budgets, they also have extensive promotional budgets, and that's what stations can tap into."

LBS Communications is also joining the game-card promotion arena with a limited run solely in the New York market for its current game show *Family Feud* (on WNBC-TV). No advertiser is involved in the cross-promotion. Tony Intelisano, executive VP, marketing, LBS Communications, says \$500,000 has been budgeted for a two-week promotion (the weeks of Oct. 23 and 30) to run inserts in the *New York Daily News*, with rub-off game cards that ask quiz questions that will be answered on the show.

"I think syndicators are becoming more aware of the need for these types of promotions with the increasing competition," Intelisano said. "Everyone is looking for that edge to promote a show." Genesis Entertainment will also implement a national cross-promotion for its one-hour drama *Highway to Heaven*, with theme weeks to be sponsored by various advertisers. Genesis Executive VP Phil Oldham says series star Michael Landon will be appearing in a number of 20- and 30-second public service announcements during two theme weeks next month—"Take Time to Talk to Your Kids Week" and "Drug Awareness Week." —MF

## Million-dollar-plus club

Six corporations underwriting Public Broadcasting Service-distributed programs for \$1 million or more helped push overall support of noncommercial television to a \$70 million all-time high in fiscal 1989, which ended June 30. A record 20 corporations and their foundations joined the \$1 million-plus club, up from 17 the previous fiscal year. Their backing of national noncommercial TV programming raised the overall total by 6.9%. The first-time, big-time supporters were Aetna Life & Casualty Co. (*The American Experience*), Control Data Corp. (*The Mind*), Joseph E. Seagram & Sons Inc. (*Sixteen Days of Glory*), Nestle Co. (*The Power of Choice*) and Southwestern Bell Corp. (*Smithsonian World*).

The 14 other companies equaling or raising their fiscal 1988 support of \$1 million or more were AT&T, Bell Atlantic Corp., Chevrolet Motor Division, Chevron USA Inc., Chubb Group of Insurance Companies, Digital Equipment Corp., Exxon Corp., GTE Corp., Johnson & Johnson, Martin Marietta Corp., Metropolitan Life Insurance Co., Mobil Corp., NutraSweet Co. and Weyerheuser Co. Since June 30, public TV also received \$1 million-plus commitments from PepsiCo. Inc. (*The MacNeil/Lehrer News-Hour*), Lexus Division of Toyota (*Travels*) and Lockheed Corp. (*Nova*).

Noncommercial television's continuing effort to make its programming part of national and local educational and public outreach efforts will next year take on environmental issues in the form of Project Earth. The project will debut in April with Nebraska Educational Television Network's *Profit the Earth*, a documentary about "practical solutions to environmental problems" and the centerpiece of a year-old project coordinated by the Public Television Outreach Alliance, which will distribute materials to stations on how to involve educators, business leaders, students and the public.

Other programs to be distributed to the Public Broadcasting Service's member stations, Adult Learning Service (ALS) affiliates and Elementary/Secondary Service affiliates include *The State of the World*, a 10-part series on environmental issues; *Decade of Destruction*, a five-part series on damage to the Amazon rain forest; *Breakthrough on Hunger*, a six-part series balancing conservation and agricultural needs in developing nations; *The Miracle Planet*, a history of the Earth's evolution, and *The New Explorers*, a 13-part series on scientific research.

The project will also include a one-hour summer weekday block of national and local productions, and development by ALS and the Environmental Protection Agency of a national teleconference on pollution prevention and legislation for small and mid-sized businesses. The Outreach Alliance is also developing centralized listings of programs, organizations and databases.



## To quota or not to quota

**Members of European television community debate how to improve production business in wake of 'TV Without Frontiers'**

European TV experts remain in serious disagreement about how best to build a European-wide TV production industry that can compete against dominant American TV imports, judging from the debate last week at a media conference in Munich, West Germany.

The Munich meeting came a few days after the European Community approved an extensive media plan, "TV Without Frontiers," to aid cross-border satellite TV channels by harmonizing conflicting national restrictions on TV programing and advertising.

To foster the European TV production that could supply programing to the new and expanding channels emerging with the EC directive and other national deregulatory movements, the EC approved much-debated, but loosely constructed 50% program quotas against U.S. imports. EC President Jacques Delors also outlined an approximately \$270 million funding program for European productions (BROADCASTING, Oct. 9).

Among the speakers at the Europe congress that opened the week-long Medien-tag conference in Munich, West Germany's media industry capital, was a supporter of quotas, Michel Berthod, an aide to a

French communications minister who helped lead the movement for strong restrictions against American programing.

Berthod acknowledged there had been "nonsense attacks and counterattacks" in the debate over quotas between the U.S. and Europe. "We actually love American cinema a lot, even if we hold ourselves against it," said Berthod, adding, however, that "Europe has a legitimate claim not to be aggressed [sic] by Americans."

Berthod, who acknowledged Europeans could learn from American production techniques, challenged U.S. government pressures on Europe during the debate leading up to the adoption of the EC directive. He referred pointedly to the "menaces" of U.S. Trade Representative Carla Hills and said: "European TV is an evolving industry, it has not yet shaken the shackles of state control. Why doesn't the U.S. help us? Why not develop a Marshall Plan of aid to Europe, except call it the Hills Plan?"

Against the use of program quotas to help European production was Helmut Thoma, managing director and director of programing for one of West Germany's most successful private channels, RTL Plus.

Thoma called quotas "makeshift regulation [that] will be ineffective in the end.... Quotas [as a means to build European production] could be avoided if European production could be strengthened by funding."

France's Berthod agreed that improved

funding was one of several goals Europeans needed to concentrate on in building a production industry. The first, he said, is to create a stronger "European presence" against U.S. producers, who can amortize their costs across a U.S. market far larger than that of any individual European nation.

Berthod also indicated Europeans need to encourage a broader-based production industry by limiting long-term tie-ups between European producers and individual broadcasters. In its media directive, the EC incorporated a requirement that broadcasters save 10% of their broadcast time for independent productions. Berthod also cited the British example of requiring 25% independent producer content on its channels.

Finally, Berthod said a system of financial support for producers was essential, and not just by government or EC subsidies, but by "forcing broadcasters to make certain financial contributions to producers."

But RTL Plus's Thoma argued the key to funding European production is advertising. Ad regulations in some countries and in the new EC rules, Thoma indicated, allow relatively few advertising interruptions, particularly compared to the U.S. program/ad ratio. "It is a tremendous disadvantage. Someone has to fund [the programing]."

Thoma argued that "pragmatism" is needed in the new EC advertising rules, and he later added, to audience applause, "There is one factor forgotten in Europe—the market."

In a roundtable debate that ended the day-long Congress, however, Paul Fox, head of television programing for the British Broadcasting Corp., took exception to Thoma's market focus, arguing: "I've never known the market to write a play or to produce a documentary. Programs are not made by committees or bureaucrats, but by people who know what they're doing."

Fox further challenged the concept of "European" programing, noting the popularity of American programing among UK audiences and adding: "The public simply will not put up with [its removal].... Who are we to say this entertainment is to be replaced by a 'Europudding'?"

Fox defended his position against the suggestion it was anti-European, and said that while he saw the possibility of European coproductions with forms such as factual programing, "what is not possible are programs that are wished on broadcasters by bureaucrats."

But Berthod said that while he agreed committees should not do the work of artists, it is possible to identify European pro-

### USSR update

With West Germany often positioned as the West's link to the Eastern Bloc, it was not surprising to find last week's Munich media conference (see above) serving as a forum for the latest media developments from the Soviet Union and Hungary.

Leonid Kravtschenko, director general of Soviet news agency Tass for more than a year, described the extensive changes in Soviet journalism he has witnessed since the advent of Perestroika and Glasnost: "Because of Perestroika, we who work in the mass media have been reborn.... The old model of news coverage had to be changed fundamentally."

According to Kravtschenko, editors at both a national and regional level have greater freedom in selecting programs, national television is airing 20% more live programs, and there have been other changes relating to the treatment of outside broadcasters, such as the cessation of jamming of foreign radio stations, greater freedom for foreign news crews, an increase in program coproduction and the use of live satellite bridges between the USSR, the U.S., Europe and Japan.

Kravtschenko said that improvements still need to come, however, in the working conditions for foreign journalists in the USSR, along with a better treatment of Tass journalists working in foreign countries.

Also at the Munich conference, Gyorgy Varga, director of Hungary's Radio Danubius, detailed what was characterized as the Eastern Bloc's first commercial radio station. Since July, the commercial service Radio Danubius has been broadcasting a combination of German-language programs aimed at German tourists, as well as Hungarian-language programs, for a total of 21 hours a day.

Varga said that while Hungarian television also has opened up to receive more outside programing from Germany and Italy, as well as Yugoslavia and the Soviet Union, there is still no true commercial television, since new program offerings are airing part-time on state network frequencies.

## Canal Plus looks to the future

Canal Plus subscriber growth in France may be plateauing around the 3 million level, but with new channel partnerships outside France and other activities, the company expects to register 15% growth in both revenue and profit over the next several years.

According to Canal Plus chief financial executive Claude Ravilly, the company's minority partnerships in Spain, Belgium and West Germany should represent about 50% of the company's total profits within three to four years.

The company will first have to invest some 800 million French francs (about \$130 million) in the three ventures, mostly for decoders, said Ravilly. But all three channels are expected to be profitable by their third year (not unreasonable, considering that French Canal Plus turned a profit 16 months after launch). And the company, meanwhile, has a resource of 3 billion French francs cash to tap—1 billion from a convertible bond issue last July, and 2 billion collected from channel profits and from subscribers' deposits on decoders.

In addition to the new ventures, Canal Plus is looking into other national pay channels, though Ravilly indicated that acquisitions, rather than new services, are probable in some markets because of the difficulty of creating new pay TV opportunities.

In Europe, Portugal and the Scandinavian countries are possible targets. Although discussions are being held in the Netherlands, plans there are premature. A study of the Italian market with financier Carlo Bennedetti has not yet led to any concrete plans.

Although the U.S. is a lower priority market, Canal Plus remains interested in possibilities there, particularly those that might improve the supply of sports and film programs, said Ravilly.

Of France, the company's home market, Ravilly said a subscriber plateau of 3 million will be reached in 1991, but revenue growth is still possible from an increase in subscription rates, which he said have not been raised in three years, but may be in 1990. Profits also remain on the rise in France for a number of reasons, including interest from the growing cash reserve.

Although Canal Plus is one of several programmers involved in the new French direct broadcast satellite TDF-1, from which it plans to launch a Canal Plus Germany channel with media company Bertelsmann, as well as a technically enhanced version of its French language program using the D-2MAC transmission system, the growth potential for those new services may be limited. The malfunctioning of one of the five-channel bird's transponders limits an audience potential already widely questioned, although the launch of TDF-2 in February may help resolve that problem.

Canal Plus says it is carrying out the French satellite version in order to turn over its existing decoder population to an improved version in the next five years, as well as to reach the few hundred thousand viewers in the French market it cannot reach through terrestrial means.

While Canal Plus has bigger hopes for its foray into the Germany market (anticipating a 2.5-million subscriber base in five to six years), it faces stiff competition in the already one-year-old Teleclub service partly owned by German media giant Leo Kirch.

pointed out, however, are the region's language differences and the fact some key TV audiences, such as Great Britain's, do not widely accept dubbed or subtitled programs. RTL Plus's Thoma also suggested that coproduction efforts are harmed by a difference in European narrative approaches that may be even greater than that distinguishing U.S. and national European program creators.

And discussion moderator Albert Scharf, president of the European Broadcasting Union, also said that coproducers are hindered by laws not dealt with in the EC directive, such as varied tax structures affecting producers differently in shooting locations around Europe.

In his address, BBC's Fox suggested that established broadcasters may be overreacting to the threat of pending change in the marketplace. "There is a danger that we are talking ourselves into a crisis. There are times when we listen too much to the prophets of doom. Our program makers have done and are continuing to do some exceptionally fine work. We [at the BBC] have returned to the essential of our profession: making programs for our viewers."

He added that on a recent visit to West Berlin, "The only channels I would watch for any length of time were [national broadcasters] ARD and ZDF. They were putting out programs; all the others were putting out product."

A broader issue affecting the EC directive and raised at the conference is some uncertainty about how the new rules will be translated into the national law of member states in the next 18 to 24 months.

Several nations face intense internal disputes over adoption of the rules. In West Germany, for instance, the federal government had at first declined to back the EC directive in deference to the state governments', or Landers', traditional control over cultural matters, but then reversed its position in the final voting.

Wilhelm Vorndran, the Bavarian government minister responsible for media policy, said at the conference, "We can no longer accept [the federal government's] blatant disregard of the Landers' positions," and added he expects the country's federal constitutional court to rule soon on the cultural sovereignty of state governments. —AAG

jects appealing at the same time to French, German and British audiences. "Not necessarily some babble of programs, but there is European literature, works that would lend themselves perfectly to European coproduction. What we can do is to eliminate as

much bureaucracy as possible, pool finances, resources, merge national funding needs, to create a European programing system to engage in common projects."

Among the specific problems facing European coproduction efforts, speakers

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### Setting a precedent?

A committee of the Soviet parliament has taken what may prove to be a major step toward press freedom in the USSR. It drafted a law that would uphold the principle of free expression in the press and ban state censorship. At present, virtually every newspaper and magazine is administered by a state-controlled agency and submits its work before publication to the government censorship agency, Glavlit. The freedom that the new bill would provide would not be unrestricted. The press would not be allowed to publish anything that worsened "racism, national and religious intolerance and calls for the violent overthrow of the government."

## Quello blasts EC program limits

**During remarks in Lisbon, FCC commissioner says restrictions on nonpolitical programing from nonEuropean countries restricts free trade, limits consumer options**

FCC Commissioner James Quello last week called the European Community's restrictions on the importation of programing from the U.S. and other countries outside the community "protectionism...[that] strikes at the heart of free trade and runs counter to the progress that has been made to remove trade barriers."

Quello was speaking at a telecommunications conference in Lisbon, Portugal, just a week after the EC approved a plan that would limit to 50%, where practicable, the amount of nonlocal programing that member countries could broadcast (BROADCASTING, Oct. 9).

According to Quello, the "very fact" that the growing number of private European broadcasters are suffering criticism for filling out their schedules with non-EC programing "demonstrates there is a consumer demand" for it.

"Restrictions on nonpolitical programing from nonEuropean countries not only restrict free trade, but also limit options available to consumers," Quello said at the conference. "Such programing restrictions constitute a major step backward in a world moving toward open markets and free trade."

In addition to a desire to protect domestic markets, Quello said, countries close markets due to "the fear, real or imag-

ined, that programing will influence the viewing/listening public in an unfavorable manner."

Quello expressed sympathy for the latter concern. "I recognize that the international marketplace for programing may conflict with some individual national interests," he said.

Sony Chairman Akio Morita told the *Washington Post* that Sony's ownership of Columbia Pictures will "get Americans on Japan's side," Quello said. "Such statements, if true, raise the concerns of those who have open markets," he said. "The ability to influence people's attitudes either for good or for bad should be a serendipitous byproduct of the creative programing produced by a functioning market."

Shifting from software to hardware, Quello said U.S. telephone companies want to build fiber optic networks encompassing all their customers. But to justify the enormous cost of such an undertaking, he said, the telcos must first come up with attractive services that can use the capacity of fiber networks.

"The key question facing policymakers in the U.S.A. is whether telephone companies need to provide video programing to justify the capital expenditures," he said, noting that federal law now bars telcos from providing video services in their telephone-service areas. "There may be some desirable nonvideo broadband services the public will be willing to buy in the future, but they are not self-evident at this time." —HAJ

### Early returns on ITU-COM '89

In 1987, when the International Telecommunication Union first proposed holding ITU-COM '89 World Electronic Media Symposium and Exhibition in Geneva (BROADCASTING, Oct. 9), it was seen as a play for the top-notch audience of the well-established but overburdened Montreux International Television Symposium and Exhibition, less than an hour away on Switzerland's Lake Geneva.

Montreux's organizers need not worry—just yet. Although marketed with expert élan, offering huge, modern exhibit facilities and a symposium with powerful government and industry figures, it was apparent midway through the conference that ITU had promised more than it could deliver for its inaugural effort.

Although the exhibit floor had its high points—including a 21-company Japanese high-definition TV display and a U.S. pavilion with companies including Comsat, Scientific Atlanta, USWest, U.S. Information Agency and others—there was no sign of the 50,000 to 75,000 exhibit attendees ITU had suggested would attend. A first-day walk-through Oct. 3, counting some attendees more than once, turned up 2,500.

And the symposium, while of generally excellent quality, experienced a significant number of speaker dropouts, including some of the biggest names, and early sessions ran far past schedule (prompting one wit to quip: "How do you turn off a minister?").

But the ITU, looking to extend its vast success with the once-every-four-years Telecom (the largest telecommunications exhibit of its kind) into the mass media field, appears determined to try again with ITU-COM again in 1991.

Retiring Secretary General Richard Butler told the press at a briefing that the gathering created a "missing link" for the ITU, since the broadcasting and electronic media community has "not been catered to adequately" in the past. He added he was not disappointed by the small size of the show, arguing that it needed time to grow, just as had Telecom when it began in the early 1970's.

Regarding Montreux, Butler was reluctant to detail discussions he said ITU had with the Montreux organizers, but indicated there was an agreement that ITU-COM would focus more on the transmission side of the industry, while Montreux would concentrate on production and programing issues.

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# Changing Hands

**KLOK(AM) San Jose and KBRG(FM) Fremont (San Francisco), both California** □ Sold by Dan Villanueva Jr. and his brother James Villanueva to Excl Communications Inc. for \$15 million. **Sellers** have no other broadcast properties. **Buyer** is headed by Christopher Marks, his wife, Athena, and his brother John. Athena Marks is former general manager of WOJO(FM) Evanston (Chicago), Ill. Christopher and John Marks have no other broadcast interests. KLOK is on 1170 khz with 50 kw-D and 5 kw-N. KBRG is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

**WNOL-TV New Orleans** □ Sold by TVX of New Orleans Inc. to Quincy Jones Broadcasting Inc. for \$7.1 million. **Seller** is headed by Gene Loving and is licensee of WDCV-TV Washington; WFL-TV Raleigh, N.C.; WTXF-TV Philadelphia, and KTXA(TV) Fort Worth, KTXH(TV) Houston and KRRT(TV) Kerrville, all Texas. **Buyer** is headed by musician Quincy Jones, and has no other broadcast interests. WNOL-TV is Fox affiliate on ch. 38 with 5,000 kw visual and 500 kw aural and antenna 1,049 feet above average terrain.

**KMNS(AM)-KSEZ(FM) Sioux City, Iowa** □ Sold by Sage Broadcasting Corp. to Legend Communications for \$3.25 million ("In Brief," Sept. 11). **Seller** is headed by Jerry Poch and is also selling WLVA(AM) Hartford, Conn., and WTAX(AM)-WDBR(FM) Springfield, Ill. Sage has also sold WLVA(FM) Hartford, Conn., and WKOL-AM-FM Am-

## Done deal

Jones Intercable has completed its \$340 million purchase of Centel Cable Television Systems' suburban Chicago and central Illinois cable TV systems. The systems serve about 126,000 subscribers, and the deal is the second largest for Jones in terms of subscribers. With the acquisition, Jones Intercable and its affiliates own or manage systems serving about 1.3 million subscribers.

sterdam, N.Y. (BROADCASTING, Aug. 28). Sage also purchased WFOY(AM)-WUVU-FM St. Augustine, Fla. (BROADCASTING, April 17). Sage owns WKHT(AM) Manchester and WNAQ(AM) Naugatuck, both Connecticut; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts; WCDL(AM)-WSGD-FM Carbondale, Pa.; WACO-AM-FM Waco, Tex., and WRFB(FM) Stowe, Vt. **Buyer** is headed by W. Lawrence Patrick, and also owns WBYO(FM) Boyertown, Ohio, and is purchasing WSOM(AM)-WOXK(FM) Salem, Ohio ("Changing Hands," Sept. 11). KMNS is on 620 khz with 1 kw-U. KSEZ is on 97.9 mhz with 62 kw and antenna 260 feet above average terrain. **Broker: Biernacki Brokerage.**

**KIZZ(AM) Killeen and KIXS(FM) Harker Heights,**

**both Texas** □ Sold by Mid-Texas Radio Communications Inc. to Centroplex Radio Corp. of Texas for \$2.7 million. **Seller** is headed by Kenneth Williams. Mid-Texas Communications also owns KSFA(AM)-KTBC(FM) Nacogdoches, Tex. **Buyer** is headed by Tony Booth, Phil Goldman, Bob Jones and Bob Rich. Goldman, Jones and Rich hold management positions at WRVA(AM)-WRVQ(FM) Richmond, Va. KIZZ is on 1050 khz with 250 w-D. KIXS is on 105.5 mhz with 1.7 kw and antenna 379 feet above average terrain.

**WWSD(AM)-WIOI(FM) Quincy, Fla.** □ Sold by Capital Broadcasting Inc. to Broad Based Communications Inc. for \$2 million. **Seller** is headed by Bruce Houston, who also has interest in WPHR(FM) Cleveland. **Buyer** is headed by Vincent A. Henry, son of group broadcaster Ragan Henry, and has no other broadcast interests. WWSD is on 1230 khz with 1 kw-D and 250 w-N. WIOI is on 101.7 mhz with 3 kw and antenna 200 feet above average terrain.

**WTPR(AM)-WAKQ(FM) Paris, Tenn.** □ Sold by Sosh Broadcasting Group Inc. to Wenk Broadcast Group Inc. for \$575,000. **Seller** is owned by William Sosh, and has no other broadcast interests. **Buyer** is owned by E.B. Tanner, Terry L. Hailey, Tom F. Elam, Robert G. Terrell, W.P. Burnett Jr. and William H. Latimer. All are officers and/or stockholders in WENK(AM) Union City, Tenn., and WWKF-FM Fulton, Ky. WTPR is on 710 khz with 1 kw-D. WAKQ is on 105.5 mhz with 3 kw and antenna 210 feet above average terrain.

**Wosc(FM) Andrews, S.C.** □ Sold by Gresham Communication Inc. to Fogel Media Inc. for \$420,000. **Seller** is headed by Rudi Gresham, and also owns WALD(FM) Walterboro, S.C. **Buyer** is headed by Harry Fogel, who has no other broadcast interests. Wosc is on 100.9 mhz with 3 kw and antenna 328 feet above average terrain.

**WEIR(AM) Weirton, W.Va., and WEIR-FM Cadiz, Ohio** □ Sold by Donald Devorris of Altoona, Pa., to McGraw Broadcasting for \$406,200. **Seller** has no other broadcast interests. **Buyer** is headed by Richard H. McGraw and his wife, Karen, and is licensee of WELK(FM) Elkins, W.Va. WEIR(AM) is on 1430 khz with 1 kw full time. WEIR-FM is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Ray H. Rosenblum.**

**Wscm(AM) Cobleskill, N.Y.** □ Sold by Bruce Lyons to John Colagrande for \$250,000. **Seller** is principal in WSHQ(FM) Cobleskill and WSHZ(FM) Rotterdam, both New York, and WXXX(FM) Newport, N.H., and has CP for WSNQ(FM) Danville/St. Johnsbury, Vt. **Buyer** is former owner of WPS(AM) Ticonderoga, N.Y., and WVNR(AM) Poultney, Vt. Wscm is on 1190 khz with 1 kw-D. **Broker: Kozacko-Horton.**

## CABLE

**System serving Gainesville, Ga.** □ Sold by United Artists Holdings Inc. to Melanie Cable Partners LP. **Seller** is MSO headed by Stewart Blair and has systems in 15 states serving about 602,633 subscribers. **Buyer** is headed by Leo J. Hindery Jr., managing general partner of InterMedia Partners, and Frank Washington, president of Mitgo Corp. In July Intermedia announced that it was acquiring through limit-

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### Air ball

The \$65 million sale of the Denver Nuggets to black broadcaster Bertram Lee has fallen through (BROADCASTING, July 24). The contract for the sale expired and Lee's group, according to the Nuggets, was unable to get financing.

ed partnership, Robin Cable Systems, made up of Intermedia and Mitgo systems serving about 17,650 subscribers in Georgia, from Washington Redskins owner Jack Kent Cooke.

System serves 18,000 subscribers.

**Private cable system serving Houston** □ Sold by Gulf American Cable Group to Nationwide Communications Inc. **Seller** is headed by Clark Taylor and Guy Beello, and has no other broadcast or cable interests. **Buyer** is group owner of five AM's, 11 FM's and four TV's, and is headed by Steve Berger. System passes about 28,000 homes and serves 9,000 subscribers. **Broker: Communications Equity Associates.**

**Systems serving Muncy Borough and Hughesville Borough, Pa., and surrounding communities** □ Sold by Muncy TV Corp. to Raystay Co. **Seller** is headed by Richard E.

Bailey, who has no other systems. **Buyer** is headed by George Gardner and has systems in Pennsylvania serving about 32,000 subscribers. System passes about 4,500 homes and serves 4,150 basic subscribers. **Broker: Waller Capital Corp.**

**SMATV system serving Houston, Tex.** □ Sold by Continental Satellite Co. to Nationwide Communications (see above). **Seller** is headed by John Kane, and has no other broadcast or cable interests. System serves about 1,500 subscribers. **Broker: Communications Equity Associates.**

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

## Technology

### SBE takes aim at FCC, HDTV

#### Broadcast engineers meeting in Kansas City discuss commission help and hindrance, life with telcos and progress, or lack of it, toward HDTV system

Each year, the Society of Broadcast Engineers (SBE) convention sets up some sessions as opportunities for broadcast engineers to vent their feelings about the FCC. There were kudos and complaints for the commission during this year's four-day (Oct. 5-8) gathering at Bartle Hall Convention Center in Kansas City, Mo. Mostly, however, there were complaints.

The bulk of the complaints had to do with past FCC policies that were perceived to be detrimental to the technical quality of AM radio, and that could begin to affect FM as well. But there was general approval of the new FCC chairman and the direction the commission seems to be taking.

The engineers also had complaints about the telephone companies. One of the main topics of the convention was an examination of the relationship between broadcasters and telcos in an era of advanced fiber optic delivery. According to broadcasters, however, the costs to use the telcos' fiber optic lines in limited applications are already prohibitive.

And there was possible bad news on the high-definition television front. The schedule set by the FCC's advisory committee on advanced television services (ATS), arrived at just the week before (BROADCASTING, Oct. 2), is already in danger of being set back, according to a representative from the Advanced Television Test Center (ATTC).

As the SBE celebrated its 25th anniversary, the engineers voiced a very old complaint: lack of respect at their stations. "For too long you've been in the back room, coming out only when you're called.... For too long you've been considered an expense. You're a resource," said Brad Dick, who took over as the society's new president.

Among all of the negatives was one substantial positive for SBE. Attendance at the show was 3,022, well over 1,000 more than

last year's convention. The sparse attendance at last year's gathering led some companies to skip this year's SBE equipment exhibition and others to question whether they would come back again next year. But after the surprise boost in attendance, all of the exhibitors seemed to agree that the SBE show will survive.

□

Washington-based engineering consultant Wallace Johnson, whose decades of in-

volvement with the broadcasting industry include a long career at the FCC, told the engineers at the SBE convention that he had been in "a state of euphoria" over the constant level of improvement in broadcast technical quality until a few years ago, when the AM service began to seriously diminish. The situation is so bad now, he said, that the land on which many AM transmitters are located is more valuable than the AM stations themselves. Some have even suggested that AM service

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self-destruct course AM has been on the last few years. But there is evidence it is on the same course," Johnson said. "There are some 600 applications on file for upgrading existing FM stations. What will the FM band sound like when those applications are granted?" asked Michael Rau, NAB's vice president, science and technology.

But again, Johnson sounded an optimistic note. He cheered the selection of Alfred Sikes as the new FCC chairman and his selection of Roy Stewart as Mass Media Bureau chief. "He [Stewart] is a career employe of the FCC. He is already acquainted with many of the problems we are concerned about and I believe he will do a great job in working to resolve them."

Among the rank-and-file engineers in the audience, the main complaint was with the FCC's inadequate procedures for inspecting stations and lack of manpower at the field operating bureaus. One especially frustrated contract engineer said he has gone to stations that have dozens of rules violations. When he tells the owners that repairs must be made, his suggestions are rarely taken seriously. "I'm tired of being laughed at," he said.

The SBE convention was held a week after the FCC's advisory committee on advanced television services (ATS) seemed to have taken a major step in the advancement of the HDTV standardization process by setting a strict testing schedule for proponents to present their systems to the Advanced Television Test Center (ATTC). But complications arose. "We have a schedule that even the next week seems to have been blown out of the water," said ATTC's Ben Crutchfield at an SBE session.

Equipment needed to produce critical test input materials is now not expected to be ready until next spring, Crutchfield reported. The problem stems from the need to produce video software according to four different formats. The custom gear needed to shoot the different systems simultaneously is behind in its completion. At the current rate of progress, production of the test software could not begin until next June and could not be completed until about a year from now, Crutchfield reported. Such a scenario, if some other solution to the test input problem cannot be found, would put the ATS committee's test schedule several months behind.

"There is no down time allowed" in the test schedule as it now exists, Crutchfield said. The schedule begins with the opening of the ATTC and ends at the end of the ATS committee's charter. Along with the test input problem, there could be time slippage from several other sources due to uncertainty about a test procedure which has not yet been used. Also, after the planned laboratory, it is likely that actual field tests for one or more of the proposed systems will be necessary before a system can be standardized. Any form of slippage could force the FCC to decide again in 1991 whether to extend the ATS committee's charter for a second time.

Such a move would be politically controversial, Crutchfield said. The land-mobile industry, which has for several years been fighting for FCC approval of spectrum shar-

should be discontinued and other uses for the spectrum should be found, Johnson said. But there are profitable AM stations left. "They have good technical operations and they do have programming that serves the needs of their listeners."

Johnson said he sees help on the way for AM, with the implementation of the National Radio Systems Committee (NRSC) standards and a number of other issues that will be discussed at an en banc hearing of the FCC on Nov. 16. "Some people are actually excited about the future technical aspects of AM based on the changes which are contemplated," he said.

AM can also be helped by the home-steading of current AM daytimers as full-time stations in the new expanded band, which is scheduled to be opened up in mid-1990. It will be a chance to decrease congestion and establish a new portion of the band that will not fall prey to the same mistakes that have been made in the conventional AM band. A questioner from the audience asked Johnson whether AM would be helped even more by having stations that go dark after going out of business remain dark. That is an alternative many engineers have proposed, Johnson said. "I think we will see a trend where stations will either go off the air or will be bought and then taken off the air with assurance from the commission that it will not replace them. That will have a good impact," he said.

Such a situation was described by an

engineer in the audience at a later session. One of three 50 kw transmitters that had been operating within a few miles of each other went dark, the engineer said. "We have found that it's really done wonders [to eliminate interference] now that it's off the air," he said. He then asked Henry Straud of the FCC's AM allotments office whether anything could be done by area AM operators to see that the license was not reissued.

Straud's answer was not encouraging to the engineers. In such cases, the commission usually finds greater benefit in providing the community with a service over interference matters if an existing station has existed for a long time on the same frequency, Straud said. "You can try to make an argument, but I think basically [the FCC] would be inclined to say that there may be a technical solution besides just keeping the station off the air," Straud said.

Much of the criticism of the FCC was for the effect its past policies have had on AM and might have on FM. While the FCC's marketplace approach to nontechnical aspects of the broadcasting industry has been beneficial, the philosophy that more stations in a market is always better has hurt the signal quality of the service, Johnson said. "More and more stations operating with higher and higher powers do not enhance competition. They destroy one another's service areas and in the process destroy competition itself," he said.

"Hopefully, FM will not follow the same

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L-r: Michael Rau, SBE immediate past president Jack McKain and Wallace Johnson

ing of some channels in the UHF-TV band, has been blocked from using those channels while the ATS committee investigates how much spectrum will be needed for HDTV. A request for another extension of the ATS charter will bring protests from the land-mobile industry that broadcasters are dragging the process out, Crutchfield said. He also said that the FCC is currently under some pressure from Capitol Hill to speed the process. "At some point, due to reasons of their own or pressure from the Hill, [the FCC] will have to cut it off," Crutchfield said.

Former Mass Media Bureau Chief Alex Felker agreed that the ATS committee's schedule is "ambitious" and that the problem with input materials makes time slippage a definite possibility. However, he expressed optimism that the schedule will not slip drastically. "[ATS Chairman] Dick Wiley is keeping everyone's noses to the grindstone and I wouldn't expect to see it slip several years," he said.

Felker appeared as the guest speaker for SBE's dinner commemorating its 25th anniversary only days after stepping down from the FCC. He chose HDTV as his central topic. Felker warned that the broadcasting industry has many tough business decisions ahead involving upgrades that could mount into the millions per TV station. It is unknown whether the increase in quality will be worth the money that will be spent to introduce it and whether consumers will even want it, Felker said.

"Personally, I think it's going to be great. I'm extremely optimistic that viewers are going to demand high-definition television," Felker said. He predicted that it will grow quicker than color television because it is "far better positioned technically than color was when it was introduced." Studio hardware for HDTV has already been developed and is available, and software won't be an issue because there are large stores of 35mm film to convert to video. "I see it as a completely new medium...and I think viewers are going to want it if they're given a chance," he said.

Keith Larson, who handles low-power television and TV translator applications at the FCC, was also willing to reveal the current commission's attitude toward HDTV at this point. "The commission has

an open mind on all aspects of what it calls the advanced television concept. It has all of its options open right now." Progress toward a standard is entering the testing phase, and the commission is so far truly noncommittal about what kind of system it would prefer to see survive that process, Larson said.

NAB's Rau pointed out that of all the television media that will enter the HDTV era, including cable TV, direct broadcast satellite and pre-recorded videotapes, only broadcast television has the inherent problem of tight spectrum availability. Without adequate spectrum for HDTV and "in the absence of some technical development by the broadcast industry, television may become the AM radio of the 21st century, and we don't want that to happen," he said. But the good news is that the FCC has identified the spectrum which should accommodate the broadcasters. "I feel very confident that we have things very well in hand. We will have an advanced television standard. It will be economical and easy to implement," Rau said.

The research arm of the telephone industry, Bell Communications Research (Bellcore), is centering much of its current activity on cooperation with the Electronic Industries Association's (EIA) efforts to standardize multipoint TV receivers that will be needed during the HDTV era. Although a final receiver standard cannot be set until there is a transmission standard, the EIA has been working with generic components to make some decisions now, said Bell-

core's Gary Hartwig at an SBE session.

Many these days are arguing in favor of a three-port receiver, Hartwig said. There would be an RF port (to process the transmission standard and possibly the cable signal), a port for the production standard (for interface with consumer VCR's and possibly cable) and a digital port (to interface with video fiber optic systems). Not surprisingly, Bellcore has been a leading advocate of the inclusion of a digital port in the first generation of HDTV receivers. Several receiver manufacturers have objected to the idea because it would dramatically increase the cost of the sets. "By the time all of these systems go through all of these standards-making processes, there's going to be a lot of fiber in the country," Hartwig said.

Executives from the telephone industry invited to speak at the SBE convention were upbeat about the opportunities broadcasters and telephone companies will share with the emergence of fiber optic technology. Tony Farry, director of CATV transport for Bell Atlantic, said that his company has plans for an eventual switched broadband fiber network that would offer everything from local broadcast signals to interactive services and video or music on demand.

Currently, Bell Atlantic is upgrading with 72,000 miles of new fiber optic cable per year for POTS (plain old telephone service), with 279,000 miles already laid, Farry said. In two of its major service areas, Washington and Pittsburgh, "80% of all offices are connected by fiber in some way," he said. Construction has already begun on a small-scale broadband switched network connecting hospitals in the Washington area, he said. It is designed to be used for long-distance diagnoses and educational purposes.

As for the opportunities these advances promise for broadcasters, Farry said that the eight-city trial of a switched system for broadcast network distribution, organized by Bellcore and scheduled to begin this month (BROADCASTING, July 17), are "just the first example of what we're going to be doing in the future." When HDTV is implemented in the U.S., fiber will be the logical medium for transport of the signal by broadcasters in either network distribution or remote feed applications. Another possibility is an automatic ratings tabulation system, which Bell Atlantic has included in

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But many broadcast engineers in the audience retained some suspicions about the telcos' calls to share opportunities. A radio engineer in the audience complained that he would like to cooperate with the phone companies to broadcast more remote feeds, especially sports events, but that the prices for such service are unreasonably high. "We certainly don't want to price ourselves out of any market," Farry responded, although he had no ready solutions for the prohibitive prices some broadcasters find for audio transport.

With or without the telcos, it seems inevitable that broadcasters will use fiber optics in a number of applications. Already, some broadcasters have begun to use fiber for studio distribution of audio and video signals and some have replaced their microwave links between the transmitter and studio with fiber links, said F. David Harris, who recently joined the science and technology department of NAB from Purdue University. "The broadcasting industry is, of course, a high-volume user of information and a high-volume generator of information, and the future of broadcasting will involve closer ties to the telecommunications industry and to the computer indus-

## NAB urges caution in using TV's line 22

A third perspective has been added to the battle over use of active line 22 in the NTSC TV signal. A.C. Nielsen's request to use line 22 in an expansion of its Automated Measurement of Lineups (AMOL) system has been opposed by Airtrax, a Burbank, Calif., company which is currently offering a service to TV advertisers to track commercial airings (BROADCASTING, Aug. 28). In comments to the FCC, the National Association of Broadcasters advised examining "the overall impact of any [emphasis NAB's] service granted permissive use of line 22 for special functions."

Line 22 is the first active line of the TV picture. The first 21 make up NTSC's vertical blanking interval (VBI), where several services, including AMOL, closed captioning and teletext, have been offered for years. In 1985, the FCC authorized use of line 22, which is hidden in the "overscan" portion of consumer TV receivers.

NAB claims in its comments that in the future, line 22 will be visible on many TV screens. "Trends in overscanning percentage, new display technologies and multimedia applications...indicate that the overscan area is not as hidden and safe as it once was," NAB said. For example, NAB claimed that flat screen receivers of the future, such as LCD displays, will not have the masked overscan areas that are now found on conventional cathode ray tubes.

NAB proposed that the commission begin a special inquiry to determine what specific limits should be placed on use of line 22 and what alternatives to the current use of line 22 could be invented. "It seems questionable whether the information carried by Airtrax, Nielsen or others is required to be repeated every field or frame, opening the possibility that time multiplexing of several such services might be feasible, thus conserving available line time," the NAB said.

try," Harris said. That closer alliance will not end terrestrial transmissions, he predicted, although many home viewers of the

future will receive the broadcast stations over a switched public fiber network. -RMS

## SMPTE to focus on shifting attitudes on HDTV

Television engineers to discuss film/video interfaces as well as HDTV video production; automation, robotics and equipment exhibit among highlights of Los Angeles show

The technical paper session agenda for the 131st Society of Motion Picture and Television Engineers (SMPTE) conference reflects one of the main shifts in attitude toward high-definition television production that has arisen in the past year. It has become increasingly clear that as HDTV is introduced, program production with 35mm film will continue to be more common than video production.

There will be a total of 178 papers in 23 separate technical sessions at the conference, which will be held Oct. 21-25 at the Los Angeles Convention Center. Two of those sessions will focus on interfaces be-

tween film and electronic systems. During the first, on Tuesday morning (Oct. 24), engineers from Kodak Ltd., Middlesex, England, will present a paper on a new CCD (closed-coupled device) telecine it has produced for HDTV. During the second session that afternoon, Eastman Kodak Co. engineers from Rochester, N.Y., will compare color film and HDTV camera technologies. In addition, a paper looking at film-video interfaces from Sony Advanced Systems' lab in Hollywood will be delivered during a Monday afternoon session on TV sound technology.

The usual SMPTE conference sessions on HDTV alone are also on the agenda. There are three this year—one session on transmission, one on production and one that combines the two. The transmission session on Saturday afternoon will feature papers from several of the proponents of systems that are

under consideration by the FCC's advisory committee on advanced television services (ATS), including the David Sarnoff Research Center, Princeton, N.J., the Massachusetts Institute of Technology, Fardouja Laboratories, Sunnyvale, Calif., and Philips Laboratories, Briarcliff, N.Y.

HDTV production papers will be delivered during two sessions on Sunday and will have an international appeal. Engineers from Finland, France, Japan and the Netherlands as well as the U.S. will discuss different aspects of high-definition video production. Highlights of the two sessions will include updates on the development of the 1,050/59.94 system by Merrill Weiss of NBC, the Eureka 1,250/50 system by Peter Bogels of Philips International and the 1,125/60 system by several speakers from the U.S. and Japan. Sony engineers will describe a new HDTV Trinitron monitor, and NHK and Toshiba speakers will present papers on new tube and 3-CCD cameras.

On Tuesday afternoon, a session will focus on automation and robotics, technologies that are growing in importance at both production and broadcast studios. The latest developments in robotic camera systems will be reviewed by A.F. Associates, Northvale, N.J., Vinten Broadcast Ltd., Bury St. Edmunds, England, and Total Spectrum Manufacturing, Valley Cottage, N.Y. Papers on other elements of studio automation will be given by representatives from the Public Broadcasting Service, Alexandria, Va., Panasonic Broadcast Systems, Secaucus, N.J., CBS and the BBC.

Running concurrently with the conference will be the SMPTE equipment exhibition, the second largest annual TV exhibition following the National Association of



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Broadcasters'. As of last week, the society reported that 259 companies had signed up for space. The exhibition will cover 85,000 square feet.

A few companies have already announced product introductions to be made at the exhibition. Most notable is Tektronix Inc., Beaverton, Ore., which will show a new component/composite color waveform monitor and a new aural modulation monitor/decoder. Tektronix's TSG-1000 series of high-definition generators, which were introduced at the NAB convention last spring, will be shown with new features at SMPTE.

SMPTE uses its fall conference every year to honor its outstanding members. At this year's gathering, 14 will be named fellows of the society for high rank within the film and television industries and engineering skill. The television members of the society named fellows include Walter Ciciora, American Television and Communications; Juergen Heitmann, Broadcast Television Systems; David Horowitz, CBS; Charles Jablonski, NBC; Otto Esa Mikkela, Finnish Broadcasting Corp.; Michael Sherlock, NBC, and Robert J. Thomas, Capital Cities/ABC.

TV engineers will also receive several of the special medals and annual citations for outstanding service conferred by SMPTE. The highest of these honors is the Honorary Membership. This year that honor will be given to Rodger J. Ross, a Canadian-based consultant who has been honored by SMPTE in the past for techniques he has developed for interface between television and film.

Other honorees will include: Reville McMann, retired from the CBS Technology Center, the Progress Medal; Angelo D'Alessio, Ampex Italiana and Joseph Roizen, Telegen (posthumously), the presidential proclamation; William Schreiber, MIT, Eric Dubois, INRS Telecommunications, Laurence Thorpe and Yoshio Ozaki, Sony Corp., SMPTE Journal Awards; Terence W. Mead, Rank Cintel, the Agfa-Gevaert Gold Medal; Donal McCroskey, retired from ABC-TV, the Eastman Kodak Gold Medal, and William Glenn, Florida Atlantic University, the David Samoff Gold Medal. —RMS

**Disaster relief.** Michael Rau, NAB vice president, science and technology, said during the SBE Convention that his office has established itself as an information clearinghouse for those interested in helping broadcasters damaged by Hurricane Hugo. The damage "has been way underestimated by the mass media. St. Croix [Virgin Islands] was hit by 200 mph winds and there are still no broadcasters operating in St. Croix," Rau said. He called on engineers to donate any spare equipment to aid stations in Puerto Rico, the Virgin Islands and South Carolina that are either off the air or broadcasting at reduced power. Those interested in helping may call the NAB Science and Technology department at (202) 429-5346.

## Law & Regulation

### Supreme Court rules on case involving protected material

**Newspaper publishes wiretapped conversation, said to be protected by law; high court says use of such material not automatically vulnerable to suit**

The Supreme Court last week demonstrated again its view that publications using material said to be protected by law are not automatically vulnerable to a court suit. It overturned a fine imposed on a Pennsylvania newspaper for publishing an account of conversations of a bookmaker whose customer's telephone was tapped by police. The court cited its decision in a similar case in June.

The *Easton Express* had been fined \$1,000 and charged \$17,409 in lawyers' fees for carrying a story based on wiretap transcripts inadvertently placed in public court records. A reporter for the newspaper had been permitted to read the transcripts and take notes on them. A story on the conversations was published on April 7, 1982.

The transcripts were of a conversation between the bookmaker, Alfred Boettger, of Forks Township, Pa., and a bettor on college football games who owed him money. The bettor allowed police to tap his telephone in return for protection. Boettger eventually pleaded no defense to bookmaking charges and was fined.

But he sued the newspaper on grounds that it had violated his privacy and a 1978 state law intended to protect people from unauthorized disclosure of information obtained through wiretaps. Boettger withdrew the privacy claim, but was awarded the \$1,000 and the attorneys' fees after a state court jury decided the newspaper had violated the state law. The Pennsylvania Supreme Court upheld the award, asserting that the law permits the police but not the press or general public to disclose wiretap information. It said the privacy interests protected by the law outweigh free-press rights.

But the *Express* argued that the state court ruling conflicted with the Supreme

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## Washington Watch

**Furor over format change.** Committee for Classical Music, southern California nonprofit organization, has asked FCC to revoke license of KCR7(FM) Los Angeles (formerly KRAC). Station, which was sold by Louise Heitetz to Evergreen Media for \$55 million ("Changing Hands," Jan. 23), was all-classical but recently switched to rock format. Committee is upset by switch and says it has 800,000 supporters. William Johnson, deputy chief, Mass Media Bureau, said commission does not intervene in format changes. At time of purchase, Evergreen said it had no "immediate" plans to change format; however, Evergreen President Scott Ginsburg said there is nothing in contract that says Evergreen could not ever change

**Green light.** FCC conditionally renewed licenses of WBBE(AM)-WMBE-FM Georgetown, Ky., and WTMA(AM)-WSSX-FM Charleston, S.C., after commission found that stations failed to comply with EEO provisions. Charleston stations were issued forfeiture of \$20,000 and given short-term renewal ending June 1, 1992. Kentucky station was issued forfeiture in amount of \$18,000 and periodic reporting conditions. NAACP and NMBC petitioned to deny renewal of licenses of Kentucky stations but withdrew request after licensee met with groups and said stations were being sold. Groups met with local buyers and, according to attorney David Horig, thought that they would be good owners and wanted to expedite sale.

**Higher profile for technology.** Senator John Glenn (D-Ohio) announced Oct. 4 that he plans to introduce legislation that would transform Department of Commerce, establish Advanced Civilian Technology Agency, and increase National Security Council to include cabinet members who deal with trade issues and increase role of President's science adviser. New technology agency would try to spur public/private partnerships which could, according to Glenn spokesperson, include HDTV development.

**Antitrust approval.** Senate approved anti-drug legislation that included amendment from Senator Herb Kohl (D-Wis.) that grants antitrust exemption for television industry to establish voluntary guidelines "discouraging the glamorization of drug use."

Court ruling in June that overturned a \$97,000 award against a Jacksonville, Fla., weekly for publishing a rape victim's name in violation of a state law. The information was legally obtained by the newspaper; the name was posted by mistake in a sheriff's department press room. And the Supreme Court last week ordered the state court to reconsider its decision against the *Express* in light of the decision in the Florida case.

However, the opinion, by Justice Thurgood Marshall and joined in or otherwise supported by five of his colleagues, was narrowly drawn, asserting it was not holding that "truthful information" is automatically protected. But it said that punishment may be imposed, "if at all, only when narrowly tailored to a state interest of the highest order."

The *Express* was supported in its defense by a number of media organizations, including the National Association of Broadcasters and the Reporters Committee for Freedom of the Press. —LZ

## GAO noncommittal about cable 'monopoly'

A General Accounting Office letter to the Hill last month (Sept. 20) says the agency has no position on whether "the exclusive franchises given to cable operators represent a monopoly or what future form of regulation, if any, is necessary." J. Dexter Peach, GAO's assistant comptroller general, wrote Republican Congressman Thomas Bliley of Virginia, in response to Bliley, Don Ritter (R-Pa.) and Dan Schaefer (R-Colo.), who objected to GAO witness John Ols's comments last August at a House Telecommunications Subcommittee hearing on a GAO cable rate survey.

When asked whether the GAO rate survey revealed a need for regulation, Ols said cable was a monopoly in need of reregulation (BROADCASTING, Aug. 14). The congressmen felt his assessment was "out of order, given the limitations of the survey."

Despite the GAO's admission that it has no position, the agency did not entirely abandon Ols. Peach said the question of monopoly is complex. "To illustrate, if cable television were defined as part of the entertainment market, competing products might include commercial television, movie theaters, videocassettes and radio. Conversely, if the market is defined as providing cable television services, then exclusive franchises provided cable operators take on more of the elements of a monopoly," wrote Peach.

Also, the agency said that GAO witnesses are often asked for their opinions at hearings, and "we expect them to respond to such questions. While the extent of their remarks is left to individual judgments, it is expected that they have a high degree of factual basis and experience to support their opinions." □

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## Summer Arbitrons: mixed results

**AC stations take over top slots in New York and L.A., with strong showings in other markets as well; urban contemporary stations also move up**

Just-released summer 1989 Arbitron ratings reveal that adult contemporary formats have staged successful bids for leadership positions in the top two markets (BROADCASTING, Oct. 9). The format also climbed consistently in all top-10 markets.

In Chicago, WKQX(FM) rose from a spring book rating of 4.0 and 10th place, to a 4.4 share and fifth place. In San Francisco, KNBR(AM) increased its share from 3.5 in the spring to 5.0, rising from eighth place to third, ahead of CHR-formatted KMEL(FM). In Detroit, WNIC-FM increased shares from 3.8 to 4.1, but was joined by WOMC(FM) and WLTI(FM) [also adult contemporary outlets] for a three-way tie for

seventh. In Boston and Dallas-Fort Worth the format lost share points, but in Houston-Galveston, KLTR(FM) rose from a 4.2 spring share to a 5.5 share, and from ninth to fifth place in the market.

Also making some gains in the summer books were urban contemporary-formatted stations. In New York, WBLS(FM) appeared at the number nine spot with a 3.7 share. There were no urban contemporary outlets in the top 10 in Los Angeles, but in Chicago, WGCI-FM rose from a 6.2 to 6.7, climbing from third to second place. Also moving up in the Windy City was WVAZ(FM) from 4.7 to 4.9, rising from fifth place to fourth. In San Francisco, urban contemporary made its appearance on the countdown at number nine, with KSOL(FM) posting a 3.0 share. In Philadelphia, WUSL(FM) dropped 1.2 share points to a 5.7. In Detroit, urban outlet WJLB(FM)

retained second place, but dropped 1.0 from the spring book's 7.4 to a 6.4 share. In Dallas-Fort Worth, KKDA-FM's drop to a 5.6 share was balanced by KJMZ(FM)'s gain of 1.1 share points from spring's 4.3 share to 5.4. Rounding out the top 10, urban lost share points in Washington, as WKYS(FM) dropped from a 5.0 share to 4.6, but retained the number one spot in Houston-Galveston where KMJQ(FM) leads the market with an 8.6 share.

All results are based on the Arbitron Summer 1989 radio local market report for June 22-Sept. 13 (total persons, age 12-plus, average quarter hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers to the company's ratings service. An asterisk denotes a tie.

Station	Format	Summer 88	89	Station	Format	Summer 88	89	Station	Format	Summer 88	89				
<b>New York</b>															
*WHTZ(FM)	CHR	6.2	5.7	KNBR(AM)	Adult contemp.	4.3	5.0	<b>Detroit</b>							
*WLTW(FM)	Soft contemp.	3.8	5.7	KMEL(FM)	CHR	5.8	4.8	WJR(AM)	MOR/News/talk	12.4	9.2				
WPAT-AM-FM	Easy listening	5.7	5.5	KOIT-AM-FM	Soft contemp.	3.4	4.1	WJLB(FM)	Urban contemp.	7.8	6.4				
WINS(AM)	News	4.3	4.5	KABL-AM-FM	Easy listening	5.6	3.7	WJOI(FM)	Easy listening	5.1	5.0				
WOR(AM)	Talk	4.3	4.3	KIOI(FM)	Adult contemp.	4.0	3.6	WDFX(FM)	CHR	3.1	4.4				
*WCBS-FM	Oldies	4.1	4.2	KFRC(AM)	Classic MOR	3.4	3.1	WHYT(FM)	CHR	5.3	4.3				
*WNEW-FM	AOR	4.4	4.2	KSOL(FM)	Urban contemp.	3.3	3.0	**WKQI(FM)	CHR	4.0	4.2				
*WQHT(FM)	CHR	4.5	3.9	*KRQR(FM)	AOR	2.6	2.9	*WLTJ(FM)	Adult contemp.	2.5	4.1				
*WRKS(FM)	CHR	4.2	3.9	*KSFO(AM)	Rock classics	3.1	2.9	*WOMC(FM)	Adult contemp.	3.2	4.1				
WBLS(FM)	Urban contemp.	4.0	3.7	<b>Philadelphia</b>				*WNIC-FM	Adult contemp.	4.8	4.1				
WXRK(FM)	Rock/AOR	3.7	3.6	WMMR(FM)	AOR	8.0	8.1	WWJ(AM)	News	4.9	3.9				
WPLJ(FM)	Top 40	4.7	3.5	KYW(AM)	News	6.8	7.0	WJZZ(FM)	Jazz	1.7	3.8				
WCBS(AM)	News	3.5	3.4	WPEN(AM)	Nostalgia	6.6	6.8	WCSX(FM)	Classic rock	3.0	3.6				
<b>Los Angeles</b>															
KOST(FM)	Soft contemp.	5.0	6.8	WEAZ-FM	Easy listening	5.9	6.3	<b>Boston</b>							
KIIS-AM-FM	CHR	6.9	6.4	WUSL(FM)	Urban contemp.	7.1	5.7	WXKS-FM	CHR	7.1	8.0				
KPWR(FM)	CHR	7.4	6.1	WYSP(FM)	Classic rock	5.8	5.5	WRKO(AM)	Talk	7.1	6.6				
**KQLZ(FM)	Rock hit radio	2.6	5.5	WJQQ(FM)	CHR	2.3	4.8	WZOU(FM)	CHR	6.1	5.6				
KJOI(FM)	Easy listening	4.1	4.6	WXTU(FM)	contemp. country	4.5	4.6	WBCN(FM)	AOR	6.0	5.5				
KABC(AM)	Talk	5.7	4.3	WOGL(FM)	Oldies	2.3	4.5	WBZ(AM)	Adult contemp.	6.4	5.4				
KLOS(FM)	AOR	4.3	4.1	*WEGX(FM)	CHR	6.7	4.3	<b>Chicago</b>							
KBIG(FM)	Soft contemp.	4.2	3.6	*WKSZ(FM)	Soft contemp.	4.5	4.3	WGN(AM)	MOR/Talk	10.0	9.3				
KLVE(FM)	Spanish	2.7	3.2	<b>Right at Home</b>											
KFWB(AM)	News	3.3	3.1	WITH MERE McCLINTOCK											
**formerly KIQQ															
<b>Chicago</b>															
WGN(AM)	MOR/Talk	10.0	9.3	<b>Right at Home</b> is a free, saleable 60-second daily feature on topics ranging from home improvements, maintenance and repair to buying, selling, financing and much more. Provide your listeners with advice from the experts — the nation's home builders!											
WGCI-FM	Urban contemp.	7.7	6.7	For more information on satellite and toll-free telephone distribution, call 24-hours 800-221-6242 (In Washington, D.C. and suburbs, 202-861-2970).											
WBBM(AM)	News	5.4	5.5	Right at Home is underwritten by the National Association of Home Builders.											
WVAZ(FM)	Urban contemp.	3.9	4.9												
*WKQX(FM)	Adult contemp.	3.1	4.4												
*WLUP-FM	Adult rock	4.5	4.4												
WXEZ-AM-FM	Easy listening	5.3	4.1												
WCKG(FM)	Classic rock	3.8	3.8												
*WYTZ(FM)	CHR	4.0	3.7												
*WUSN(FM)	Country	2.4	3.7												
WBBM-FM	CHR	3.2	3.6												
*WJMK(FM)	Oldies	3.7	3.5												
*WLUP(AM)	Talk	2.9	3.5												
<b>San Francisco</b>															
KGO(AM)	News/talk	7.1	7.6												
KCBS(AM)	News/talk	4.7	5.3												

Station	Format	Summer 88	89
WJIB(FM)	Easy listening	6.0	5.2
WODS(FM)	Oldies	4.0	4.8
WSSH-FM	Easy listening	4.0	4.6
WMJX(FM)	Cont. soft hits	3.8	4.5
WHDH(AM)	Adult contemp.	3.9	4.4

### Dallas-Fort Worth

KVIL-AM-FM	Adult contemp.	6.9	7.9
WBAP(AM)	Country	6.4	7.3
KSCS(FM)	Country	6.2	6.6
KKDA-FM	Urban contemp.	6.9	5.6
KPLX(FM)	Country	6.7	5.5
**KJMZ(FM)	Urban contemp.	5.6	5.4
KRLD(AM)	News, sports	5.3	5.3
KMEZ-AM-FM	Easy listening	2.5	4.4
KHYI(FM)	CHR	6.3	4.2
KEGL(FM)	CHR	4.9	4.0

\*\*formerly KMEZ-FM

### Washington

WGAY(FM)	Easy listening	6.0	7.1
WMZQ-AM-FM	Country	7.6	6.4
WPGC-FM	CHR	5.0	5.8
WMAL(AM)	Variety	4.7	5.5
WAA(FM)	CHR	5.2	5.3
WCXR(FM)	Classic rock	4.6	5.2
WRQX(FM)	CHR	4.4	4.7
WKYS(FM)	Urban contemp.	5.5	4.6
WTOP(AM)	News	4.1	4.5
WHUR-FM	Urban contemp.	5.2	4.1

### Houston-Galveston

KMJQ(FM)	Urban contemp.	9.3	8.6
KILT-FM	Country	6.2	7.5
KIKK-FM	Country	7.0	6.9
KKBQ-AM-FM	CHR	6.9	6.7
KTRH(AM)	News	6.5	5.9
KLTR(FM)	Adult contemp.	3.8	5.5
*KLOL(FM)	AOR	5.8	5.0
*KODA(FM)	Easy listening	4.9	5.0
KRBE-FM	CHR	6.0	4.6
KQUE(FM)	MOR	3.8	3.7

### In the market

Bill Stakelin, former president and chief executive officer of the Radio Advertising Bureau, and president and chief executive officer of Apollo Radio Ltd., said the company has formed an "investment relationship" to make investments in communications companies throughout the U.S. The arrangement will provide acquisition capital to purchase media properties, initially concentrating on radio. Stakelin said that some negotiations are currently under way.

Partners in the investment group, which according to Terence Elkes, managing director, Apollo Partners Ltd., will provide financing sufficient to purchase several hundred million dollars' worth of property, are: Apollo Radio Ltd., an affiliate of Apollo Partners Ltd., MH Equity Corp., an affiliate of Manufacturers Hanover Corp., and Equitable Capital Management Corp., an affiliate of The Equitable Life Assurance Society of the United States.

□

Thomas C. Birch, founder and chairman of Birch/Scarborough Research, announced he will leave the company Jan. 3, 1990, to head the newly formed Opus Media Group with Raymond Quinn.



### Network news

The NBC Radio Network has launched Custom Affiliate News (CAN), designed to provide select affiliates with individualized coverage of major news stories. NBC Radio Network State Department, National Security and Space correspondent, Bill Groody, has been named national correspondent for CAN. Ed Belkin, managing editor, NBC Radio Network News, has been named producer.

Custom Affiliate News will transmit specially packaged stories tailored to individual stations' needs. It will include actuality feeds from local officials and personalities, drop-ins for local talk shows, live question-and-answer sessions with local anchors, and additional coverage as requested by station news directors.

In other network news, Indianapolis-based Agri-Business network signed an agreement with the Orlando, Fla.-based Florida Radio Network. Under the terms of the agreement, Agri-Business will provide Florida stations with daily reports on agriculture from its bureaus in Indianapolis, Washington and Chicago, as well as its Florida bureaus in Tallahassee, Ocala, Orlando, Fort Myers and Miami.

On the West Coast, Seattle-based Olympia Broadcasting and Jim Long Companies Inc. (FirstCom) have agreed not to proceed with the sale of Jim Long Companies to Olympia. An agreement was entered into in April by both companies, in which Olympia would acquire FirstCom for \$7 million.

### Reassignment

Susan Stamberg, anchor of National Public Radio's *Weekend Edition* on Sundays, will leave the show to become a special correspondent for the noncommercial network, effective Nov. 1. According to an NPR spokeswoman, the change was made at Stamberg's request, who was said to have wanted a change. Stamberg's first assignment will be a series of reports about the Jews who fled Hitler's Germany for Shanghai. The "Shanghai and the Jews" documentaries will coincide with the 50th anniversary of the Jewish migration, NPR said.

Stamberg's reports as a special correspondent will air on all of NPR's news magazines, including *All Things Considered* (which Stamberg co-hosted for 14 years) and *Morning Edition*, an NPR spokeswoman said. "Reporting is a joy and a challenge that I'm eager to tackle," Stamberg said.

Stamberg, who has hosted *Weekend Edition* on Sundays since the show's debut in January 1987, will be replaced by

Liane Hansen, current host of NPR's *Performance Today*, Nov. 5.

### NPR to build new studios

National Public Radio said last week that it had made a good start toward raising \$1.2 million to build a new state-of-the-art recording and production studio, landing a \$500,000 challenge grant from The Kresge Foundation. Based in Troy, Kresge awards grants toward construction of facilities operated by institutions that serve areas of higher education, health and long-term care, arts and humanities, social service, science and the environment and public affairs, said NPR. The grant is conditional on NPR raising the remaining \$700,000 by Jan. 1, 1991.

Designed to house multitrack digital recording, digital editing and mastering and production equipment at NPR's Washington headquarters, the studio "will take us into the 21st century, enabling NPR to provide technological leadership to public radio," said NPR President Douglas Bennet. Construction will begin in early 1991.

### Business before pleasure

It is obvious enough that Orlando, Fla., home to Disney World and other fun-in-the-sun attractions, draws family vacationers, but the Orlando-Orange County Convention and Visitors Bureau wants to see more business travellers there. And one way to get the word out, the bureau has decided, is through American Public Radio's 10-and-a-half-month-old daily business radio magazine, *Marketplace*.

The OOCVB has committed itself to sponsoring Wednesday and Thursday editions of the program through Dec. 28. "All the management staff at the bureau are regular listeners to *Marketplace*," said bureau chief executive officer, William Peeper. "Our search began and ended" with the program as "a means to reach the national business community," he said. The sponsorship "affirms our belief that *Marketplace* is reaching a wide-ranging audience that includes opinion leaders and business managers," said APR President Stephen Salyer.

### Region by region

Across the country, the Southern California Broadcasters Association (SCBA) has begun an eight-week campaign to sell radio. Approximately 100 radio stations will participate by airing 60-second client testimonials that were written and produced by the SCBA.

As compiled by BROADCASTING from Oct. 5 through Oct. 11 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.—Docker; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presurprise 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

- KIOT(AM) Barstow, CA (BAL890913EB; 1310 khz; 5 kw-D)—Seeks assignment of license from Robert Whitmore, bankruptcy trustee to Eneida Orchard. Seller is headed by Walter Tucker and has no other broadcast interests. Buyer is permittee of new FM in Lenwood, CA. Filed Sept. 13.
- KZTR-AM-FM Santa Paula, CA (AM: BAL890919EA; 1400 khz; 1 kw; FM: BALH890919EB; 95.9 mhz; 3 kw; ant. 1,320 ft.)—Seeks assignment of license from Golden Bear Broadcasting Inc. to Mar-Com Communications Inc. for \$3.7 million ("Changing Hands," Aug. 28). Seller is headed by Steve Marriott and Wally J. Heuser, who own FM's in Salt Lake City. Buyer is headed by Mark Adams. Action Sept. 19.
- WWSD(AM)-WIQI(FM) Quincy, FL (AM: BAL890913HL; 1230 khz; 1 kw-D, 250 w-N; FM: BAPLH890913HM; 101.7 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from Capital Broadcasting Inc. to Broad Based Communications Inc. for \$2 million. Seller is headed by Bruce Houston, who also has interest in WPHR(FM) Cleveland. Buyer is headed by Vincent A. Henry, and has no other broadcast interests. Filed Sept. 13.
- KTVI(TV) Sioux City, IA (BALCT890915KQ; ch. 4; 100 kw-V; ant. 1,920 ft.)—Seeks assignment of license from KTVI Television Co. to Quincy Newspapers Inc. for \$20,750,000 ("Changing Hands," Aug. 28). Seller is subsidiary of American Family Corp. and is headed by John B. Aмос. It also owns WAFF(TV) Huntsville, AL; WTVM(TV) Columbus and WTOG-TV Savannah, both Georgia; KWWL(TV) Waterloo, IA; WAFB(TV) Baton Rouge; KFVS-TV Cape Girardeau, MO, and WITN-TV Washington, NC. Buyer is headed by Thomas A. Oakley, and also owns WGEN-AM-FM-TV Quincy, IL; WSJV(TV) Elkhart, ID; KTTCTV) Rochester, MN, and WVVA(TV) Bluefield, WV. Quincy also publishes two newspapers. Filed Sept. 15.
- WNOL-TV New Orleans (TEMP890918; ch. 38; 5000 kw-V; ant. 1,049 ft.)—Seeks assignment of license from TVX of New Orleans Inc. to Quincy Jones Broadcasting Inc. for \$7.1 million. Seller is headed by Gene Loving, and is licensee of WDCA-TV Washington; WLFL-TV Raleigh, NC; WTXF-TV Philadelphia; KTXA(TV) Fort Worth, KTXH(TV) Houston and KRRT(TV) Kerrville, all Texas. Buyer is headed by musician Quincy Jones and has no other broadcast interests. Filed Sept. 18.
- WSMZ(FM) Coleman, MI (BAPH890919HP; 101.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Panam Communications to Come Together Ministries Inc. for \$8,000. Seller is headed by Phillip Engelhardt, Thomas and Mark Anthony (brothers), Paul Murray and Steven Nixon. They have no other broadcast interests. Buyer is headed by Gary Bugh. Come Together Ministries Inc. is permittee of WPRJ(AM) Mt. Pleasant, MI. Gary H. Bugh, president and director of proposed assignee, is employe of WCEN-AM-FM Mt. Pleasant, MI. Filed Sept. 19.
- WAYV(FM) Atlantic City, NJ (BAPLH890920HQ; 95.1

mhz; 20 kw; ant. 300 ft.)—Seeks assignment of license from Radio Way Inc. to Eleven Chiefs Inc. for \$13 million ("Changing Hands," Sept. 18). Seller is headed by Robert Forrest, who is acquiring WSTC(AM)-WJAZ(FM) Stamford, CT. Buyer is headed by Ragan Henry, who, through various companies, is licensee of WDIA(AM)-WHRK(FM) Columbus, OH; WKSG(FM) Mt. Clements, MI; WMXB(FM) Richmond, VA; WWIN-AM-FM Baltimore, and WXTR(FM) Marlow Heights, both Maryland; WQOK(FM) South Boston, VA; KDIA(AM) Oakland, CA; WCMC(AM)-WZXL(FM) Wildwood, NJ; KJOJ(FM) Conroe, TX, and WOWI(FM) Norfolk and WRAP(AM) Portsmouth, both Virginia. He also has interest in WHY-Y-FM Philadelphia; WHY-Y-TV Wilmington, DE, and WGER-FM Saginaw, MI. Henry is also purchasing WCOS-AM-FM Columbia, SC and KCCV(AM) Independence, Mo. ("Changing Hands," July 31). Henry also has applications pending for three AM's and two FM's. Filed Sept. 20.

- WIBG(AM) Ocean City, NJ (BAPL890915EA; 1520 khz; 1 kw-D)—Seeks assignment of license from Ocean Communications to Joseph Donald Powers for \$80,000. Seller is headed by Steven Sinn and William Koplovitz, and also owns WSLT(FM) Ocean City. Buyers have no other broadcast interests. Filed Sept. 15.
  - WQSC(FM) Andrews, SC (BALH890921HR; 100.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Gresham Communication Inc. to Fogel Media Inc. for \$420,000. Seller is headed by Rudi Gresham, and also owns WALD(FM) Walterboro, SC. Buyer is headed by Harry Fogel, who has no other broadcast interests. Filed Sept. 21.
  - WTPR(AM)-WAKQ(FM) Paris, TN (AM: BAL890921HS; 710 khz; 1 kw-D; FM: BALH890921HT; 105.5 mhz; 3 kw; ant. 210 ft.)—Seeks assignment of license from Sosh Broadcasting Group Inc. to Wenk Broadcast Group Inc. for \$575,000. Seller is owned by William Sosh and has no other broadcast interests. Buyer is owned by E.B. Tanner, Terry L. Hailey, Tom F. Elam, Robert G. Terrell, W.P. Burnett Jr. and William H. Latimer. All parties to this application are officers and/or stockholders in WENK(AM) of Union City Inc., licensee of WENK(AM) Union City, TN and WWKF-FM Fulton, KY. Filed Sept. 21.
  - KWGH(AM) Big Lake, TX (BAL890918ED; 1290 khz; 1 kw-D)—Seeks assignment of license from WMO Broadcasting Inc. to Armando S. Diaz for \$110,000. Seller is headed by Henry Wood, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 15.
  - KIZ(AM) Killeen and KIXS(FM) Harker Heights, both Texas (AM: BAL890918EA; 1050 khz; 250 w-D; FM: BALH890918EB; 105.5 mhz; 1.7 kw; ant. 379 ft.)—Seeks assignment of license from Mid-Texas Radio Communications Inc. to Centroplex Radio Corp. of Texas for \$2.7 million. Seller is headed by Kenneth Williams. Mid-Texas Communications also owns KSFA(AM)-KTBC(FM) Nacogdoches, TX. Buyer is headed by Tony Booth, Phil Goldman, Bob Jones and Bob Rich. Goldman, Jones and Rich hold management positions at WRVA(AM)-WRVQ(FM) Richmond, VA. Filed Sept. 18.
  - KIXC-AM-FM Quanah, TX (AM: BAL890914EA; 1150 khz; 500 w-D; FM: BALH890914EB; 100.9 mhz; 3 kw; ant. 192 ft.)—Seeks assignment of license from Landmark Broadcasting Co. to Glen A. Ingram for \$190,640. Seller is headed by Marlin Maddoux and has no other broadcast interests. Glen A. Ingram is general manager of KIXC-AM-FM Quanah, TX. Filed Sept. 14.
  - New FM, Stephenville, TX (BAPH890918HO; 98.3 mhz; 3 kw; ant. 327 ft.)—Seeks assignment of license from Breckenridge Broadcasting Co. to Pyramid Broadcasting Inc. for \$40,000. Seller is headed by Owen Woodward. Buyer is headed by R. Lavance Carson, and owns WPBK(AM) Whitehall, MI, director and 20% shareholder of Unicorn Communications Inc., licensee of KAPR(AM)-KKRK(FM) Douglas, AZ. Buyer is also applicant for new FM channel 273A, Whitehall, MI. Filed Sept. 18.
- Actions**
- KOBG(AM) Wasilla, AK (BAP890724EF; 1360 khz; 5 kw-U) and KUZN(FM) Palmer, AK (BAPH890724EG; 95.7 mhz; 100 kw; ant. 169 ft.)—Granted app. of assignment of license from Valley Broadcasting Co. to Northern Lights Broadcasting for \$115,000. Seller is headed by Wayne Connelly, who has no other broadcast interests. Buyer is headed by Bennett Yielding, who has no other

broadcast interests. Action Sept. 28.

- KCIB(FM) Central Valley, CA (BAPH890804HL; 99.3 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Bott Broadcasting Co. to Quality Broadcasters of California for \$475,000 ("Changing Hands," Aug. 14). Seller is headed by Richard Bott and also owns WFCV(AM) Fort Wayne, IN; KKCI(FM) Goodland and KNCI(AM) Overland Park, both Kansas; KSIV(AM) Clayton and KCCV(AM) Independence, both Missouri; KQCV(AM) Oklahoma City, and WCRV(AM) Collierville, TN. Buyer is headed by Werner P. Barth, who is president of Hunter-Barth Inc., Irvine, CA-based advertising agency. Action Sept. 27.
- KVEC(AM) San Luis Obispo, CA (BAL890804EA; 920 khz; 1 kw-D, 500 w-N)—Granted app. of assignment of license from U.S. Media Co. to Chorro Communications Inc. for \$300,000. Seller is headed by Nick J. Mileti and also owns KPGA(FM) Pismo Beach, CA. Buyer is owned by Richard E. Mason and Francis Sheahan. Mason is also president of Cabrillo Communications Inc., licensee of KKUS-FM San Luis Obispo, CA. He is also 80% limited partner in Banks FM, California limited partnership, which is applicant for FM permit on ch. 298A, to serve Banks, OR. Action Sept. 27.
- WKIQ(AM) Eustis, FL (BTC890509EB; 1240 khz; 1 kw-D) and WKFL(AM) Bushnell, FL (BTC890509EA; 1170 khz; 1 kw-D)—Granted app. of assignment of license from Hugh E. Reams to James and Roberta R. Johnson. Transferor and transferee have oral agreement to prosecute this application and, after commission approval, transfer control of licensee. Transferee Jim Johnson was formerly stockholder of licensee corporation and surrendered his shares in return for obligation of corporation. Pursuant to instant agreement, transferee (husband and wife) will be provided 700 shares of treasury stock, and corporate obligation will be canceled. After consummation, transferor will retain 300 shares he now holds, and transferee will own 700 shares, for total of 1,000 shares issued by licensee. Action Sept. 28.
- WWOL(FM) Lakeland, FL (BALED890810HU; 91.9 mhz; 3 kw; ant. 157 ft.)—Granted app. of assignment of license from Haines City Public Radio Inc. to Bible Broadcasting Network Inc. for \$200,000. Seller is headed by Jack Moseman, who also heads WHGS(FM) Haines City, FL. Buyer is headed by Lowell L. Davey. BBN is non-profit, nonstock corporation that operates 12 radio stations and number of translators with noncommercial educational format. Stations are KCEV-FM Wichita, KS; WAVO(AM) Decatur, WYFA-FM Waynesboro, WYFJ-FM Columbus and WYFS-FM Savannah, all Georgia; WHPE-FM High Point, NC; WHGG-FM Knoxville, TN; WYFB-FM Gainesville, FL; WYFG-FM Gaffney and WYFH-FM North Charleston, all South Carolina; WYFI-FM Norfolk and WYFT-FM Luray, both Virginia, and WYFL-FM Henderson, NC. Action Sept. 21.
- KMG(TV) Honolulu (BALCT890717KF; ch. 26; 100 kw-V; ant. 2,170 ft.) and KVHF Kailua-Kona, HI (BALCT890717KG; ch. 6; 5.13 kw-V; ant. 2,509 ft.)—Granted app. of assignment of license from Mount Wilson FM Broadcasters Inc to Oceania Broadcasting Network Inc. for \$4.3 million. Seller is headed by Saul Levine, who also heads KRTR(FM) Kailua and KULA(AM) Manawili, both Hawaii, and KKG(FM) Los Angeles, KSHO(AM) Hesperia, KSUR(FM) Greenfield and KKKJZ(AM) Soledad, all California. Buyer is owned by Christopher Racine, who has no other broadcast interests. Buyer shall assume certain liabilities and obligations of seller. Purchase price of \$4.3 million includes covenant not to compete for period of five years, valued at \$250,000. Action Sept. 20.
- WNES(AM)-WKYA-FM Central City, KY (AM: BTC890808GE; 1050 khz; 500 w-D; FM: BTCH890808GF; 101.9 mhz; 50 kw; ant. 215 ft.)—Granted app. of assignment of license from R.T. Baker, Esq., executor to Andy A. Anderson, to Victoria B. Anderson for no financial consideration. V.R. (Andy) Anderson owned 100 shares (100% of Muhlenberg Broadcasting Co. when he died Jan. 9, 1971). Stock was then held in V.R. (Andy) Anderson Estate, R.T. Baker, executor. Instant transfer of 100 shares of stock is from estate of V.R. Andy Anderson to ultimate beneficiaries, Victoria B. Anderson, V.R. Anderson's wife, and Andy A. Anderson, V.R. Anderson's son. Mrs. Victoria Anderson has received 64 shares of stock and Andy A. Anderson has received 36 shares of stock. Stock was transferred from estate Jan. 5, 1987. Because all stock has remained in control of immedi-

ate family, transferees were not aware that transfer of control application needed to be filed. Upon consultation with communications counsel, transferees were informed of necessity to file instant transfer of control application. Action Sept. 28.

■ **WDKY**(AM) Shreveport, KY (BALCT890802KE; ch. 56; 3,427 kw-V; ant. 1,150 ft.)—Granted app. of assignment of license from WDKY License Co. to MMC Television Corp. for \$9.5 million. Seller is headed by John Backe and has no other broadcast interests. Buyer is owned by Paula S. Baird Pruett, who is president, director and 100% shareholder of MMC Television Corp., licensee of KASN(TV) Pine Bluff, AR. Pruett is also president, director and 50% owner of voting stock of ch. 47 Television Inc., sole general partner (40% equity) of ch. 47 LP, licensee of WMSN-TV Madison, WI. Action Sept. 25.

■ **KIOU**(AM) Shreveport, LA (BAL890718EB; 980 khz; 500 kw-D)—Granted app. of assignment of license from KCIJ Communications Inc. to Cary Camp. Seller is owned by James Hill. Buyer is applicant for new FM in Haughton, LA. Cary D. Camp, holder of FCC license for KOKA(AM) 1480 khz, 1,000 w, Shreveport, LA., has reached agreement to transfer or swap frequencies subject to approval of FCC. with KOKA(AM) Shreveport (see below). Action Sept. 25.

■ **KOKA**(AM) Shreveport, LA (BAL890718EC; 1550 khz; 10 kw-D, 500 w-N)—Granted app. of assignment of license from Cary Camp to KCIJ Inc. Seller is owned by Cary Camp, who is applicant for new FM in Haughton, LA. Buyer is owned by James Hill, who has no other broadcast interests. Buyer and seller are swapping frequencies, subject to FCC approval (see above). Action Sept. 25.

■ **KIKV**(FM) Alexandria, MN (BALPH890808GG; 100.7 mhz; 100 kw; ant. 755 ft.)—Granted app. of assignment of license from Lusk Broadcasting Inc. to BDI Broadcasting Inc. for \$855,000. Seller is owned by Richard and Marilyn Lusk (husband and wife). They have no other broadcast interests. Buyer is headed by Louis H. Buron Jr., who is sole shareholder of PB Broadcasting Inc., which holds all stock of Paul Bunyan Broadcasting Co., licensee of KBUN(AM)-KBHP(FM) Bemidji, MN. Louis H. Buron Jr. and Sue Buron, officers of assignee, are husband and wife. Action Sept. 25.

■ **KTGR**(AM)-KCMQ(FM) Columbia, MO (AM: BAL890811EA; 1580 khz; 250 w-D; FM: BALH890811EB; 96.7 mhz; 3 kw; ant. 155 ft.)—Granted app. of assignment of license from Donald W. Boyles, receiver, to Desnick Broadcasting Co. for \$2,150,000 ("Changing Hands," Aug. 21). Seller has no other broadcast interests. Buyer is headed by Harvey L. Desnick. Desnick Broadcasting Co. is licensee of WCCY(AM)-WHUH(FM) Houghton, MI. Harvey Desnick and Susan Desnick, principals of assignee, are husband and wife. Action Sept. 27.

■ **WXXK**(FM) Newport, NH (BALH890810GL; 101.7 mhz; 3 kw; ant. 2006 ft.)—Granted app. of assignment of license from The Radioactive Group Inc. to Mountain View Broadcasting Inc. for \$2 million ("Changing Hands," Aug. 28). Seller is headed by Bruce Lyons and owns one AM and three FM's and has CP for WSNQ-FM Danville, VT. Buyer is headed by Robert C. Frisch, former vice president and general manager of WCIB(FM) Falmouth, MA. He has no other broadcast interests. Action Sept. 27.

■ **WMN**(FM) Madison, NJ (BALED890801HH; 88.9 mhz; 10 w; ant. 75 ft.)—Granted app. of assignment of license from Drew University to WMNJ Inc. for no financial consideration. Seller is headed by Paul Hardin. Buyer has no other broadcast interests. Action Sept. 25.

■ **KHFT**(TV) Hobbs, NM (BALCT890801KF; ch. 29; 1279 kw-V; ant. 538 ft.)—Granted app. of assignment of license from Hobbs Family Television Partnership to Warren Electronics Systems Inc., for assumption of debt. Seller has no other broadcast interests. Buyer is headed by Pete Warren, who has no other broadcast interests. Action Sept. 25.

■ **WKOL-AM-FM** Amsterdam, NY (AM: BAL890808EE; 1570 khz; 1 kw-D; FM: BALH890808HZ; 97.70 mhz; 3 kw; ant. 44 ft.)—Seeks assignment of license from Sage Broadcasting to Gateway Broadcasting Corp. Price was not given, but sources estimate value of stations to be \$2 million. Seller is headed by Jerry Poch and is also selling WL VH(FM) Hartford, CT, and WAMT(AM) Titusville, FL ("Changing Hands," July 17). Buyer is headed by Joseph Isabel. Gateway Broadcasting Corp. is parent of Community Service Broadcasting Corp., licensee of WCSS(AM) Amsterdam, NY. Application for assignment of WKOL(AM) licensee contains request for waiver, which, inter alia, explains how Gateway intends to eliminate any prohibited overlap problem. No waiver is required in connection with application for assignment of WKOL-FM license, and commission is urged to process and act upon that application promptly. Action Sept. 25.

■ **WWRL**(AM) New York (BTC890518EF; 1600 khz; 5 kw-U)—Granted app. of assignment of license from Eu-

gene D. Jackson and Sydney L. Small, to Sydney L. Small for \$1,985,600. Jackson and Small have no other broadcast interests. Action Sept. 28.

■ **WGLH**(AM) Mebane, NC (BAL881123EC; 1060 khz; 1 kw-D)—Dismissed app. of assignment of license from Benchmark Communications Ltd. to Triangle Broadcasting Co. for \$145,000. Seller is principally owned by Roger D. Jennings. It has no other broadcast interests. Buyer is owned by John M. Jordan, 47%; Nancy S. Barfield, 15%; Donald W. Curtis, 19%; Roger D. Jennings, 15%, and John M. Jordan Jr., 4%. Curtis is 100% stockholder of licensee of WMBL(AM)-WRHT-FM Morehead City, NC; 83.68% stockholder of licensee of WTAB(AM)-WYNA-FM Tabor City, NC, and 85% stockholder of licensee of WCPS(AM)-WKTC-FM Tarboro, NC. Action Sept. 27.

■ **WABV**(AM) Abbeville, SC (BAL890614EC; 1590 khz; 1 kw-D)—Dismissed app. of assignment of license from Lash Broadcasting Corp. to Godlen Corners Broadcasting Inc. for \$50,000. Seller is headed by Harry O. Yearick. Buyer is owned by George W. Clement and Faye Clement (husband and wife). George W. Clement is president of WABV(AM). Action Sept. 22.

■ **WCCP**(AM) Clemson, SC (BAL890516EA; 1560 khz; 1 kw-D)—Granted app. of assignment of license from Tri-County Broadcasting Corp. to Godlen Corners Broadcasting Inc. for \$100,000. Seller is owned by Pete Sdadajkis, who has no other broadcast interests. Buyer is owned by George W. Clement, who has no other broadcast interests. Action Sept. 28.

■ **WETO-TV** Greeneville, TN (BALCT890808KF; ch. 39; 3,020 kw-V; ant. 2,628 ft.)—Granted app. of assignment of license from East Tennessee's Own Inc. to East Tennessee Broadcasting Corp. for \$1.85 million. Seller is headed by Jay and Eileen Austin (husband and wife), and have no other broadcast interests. Buyer is headed by Michael P. Thompson, who is president, director and 100% voting stockholder of West Tennessee Broadcasting Corp. (WTBC). WTBC is licensee of WMKW-TV Memphis; he is also president, director and 100% voting stockholder of MT Communications Inc. MT owns approximately 40% of voting stock of Central Tennessee Broadcasting Corp. (CTBC), licensee of WCAY-TV Nashville. Action Sept. 25.

■ **WWYN**(FM) McKenzie, TN (BTCH890807HW; 106.9 mhz; 1 kw; ant. 500 ft.)—Granted app. of assignment of license from Fortune Media Communications Inc. to Edward W. Dobson for \$200,010. Seller is headed by Ronald E. Hale. It also owns WDQD(FM) Tullahoma, TN. Buyer has no other broadcast interests. Action Sept. 28.

■ **WSIX-AM-FM** Nashville (AM: BAL890522GX; 980 khz; 5 kw-U; FM: BALH890522GX; 97.9 mhz; 100 kw; ant. 1,140 ft.)—Granted app. of assignment of license from Hicks Broadcasting Partners of Tennessee to Capstar Communications Inc. for \$16 million ("Changing Hands," Oct. 2). WSIX-AM-FM will be assigned from its present licensee to Capstar Communications Inc. Capstar is principally controlled by two of three shareholders of corporate general partner of present licensee. This assignment is taking place in connection with purchase by Capstar of radio stations in Greenville and Gray Court, SC, and Jackson, MS. Limited partners of present licensee of WSIX-AM-FM who have attributable interest in that licensee, will acquire interest in Capstar. Details of these interest will be provided by supplement. Action Sept. 18.

■ **KAYC**(AM)-KAYD-FM Beaumont, TX (AM: BAL890714EC; 1450 khz; 1 kw-D, 250 w-N; FM: BALH890714GE; 97.5 mhz; 50 kw; ant. 320 ft.)—Granted app. of assignment of license from Family Radio Ltd. Partnership to Petracom Inc. for \$1.2 million. Seller is headed by Ian Wheeler, which also owns two AM's, three FM's and five TV's. Buyer is owned by Henry Ash. Assignee has following broadcast interests: 1.4% LP interest in Family Group Ltd., licensee of WVFT-TV Roanoke, VA; 1.5% LP interest in Family Radio Ltd., licensee of WAIL(AM)-WKWF Key West, FL; 30% stock in Sandy Isle Broadcasting Inc., licensee of WVG(AM) St. Thomas, VI; 1.6% LP interest in Family Group Ltd. III, licensee of WGBA-TV Green Bay, WI; WLAX-TV La Crosse, WI, and permittee of WEUX-TV Eau Claire, WI; 1.4%, LP interest in CICF Ltd., which is general partner of Family Group Ltd. II, permittee of WFGX-TV Ft. Walton Beach, FL. Action Sept. 25.

■ **KZZB**(AM) Beaumont, TX (BAL890807EA; 990 khz; 1 kw-U)—Granted app. of assignment of license from Triplex Communications Inc. to Design Media Inc. for \$2.1 million. Purchase includes KZZB(FM) Beaumont, TX. Seller is headed by Jerry Condra, who has no other broadcast interests. Buyer is headed by John Thomas and Leonard Bolton. Design Media Inc. is licensee of WKEU-AM-FM Griffin, GA, and WQIS(AM)-WNSL(FM) Laurel, MS. Action Sept. 26.

■ **KBFM**-FM Edinburg, TX (BALH890804HY; 104.1 mhz; 100 kw; ant. 990 ft.)—Granted app. of assignment of

license from Encore Communications Associates LP to Waldron Partners for \$6.8 million. Purchase includes KVKI-AM-FM Shreveport, LA. Seller is headed by George Duncan, who also owns KHFI(AM) Austin, TX, and KIKY(AM)-KZOU-FM Little Rock, AR. Buyer's voting stock is owned by H. Patrick Swygert. Action Sept. 26.

KFRD-AM-FM Rosenberg, TX (AM: BTC890808EC; 980 khz; 1 kw-D; FM: BTCH890808ED; 104.9 mhz; 3 kw; ant. 230 ft.)—Granted app. of assignment of license from Fort Bend Broadcasting Co. to Spanish Aural Services Co. for \$650,000. Seller is headed by Jean E. Junker, who has no other broadcast interests. Buyer is headed by Roy E. Henderson. Spanish Aural Services Co. is permittee of CP for new FM at South Padre Island, TX. Roy E. Henderson is permittee of CP for new FM at Caldwell, TX. Action Sept. 27.

■ **KXIV-TV** Salt Lake City (BTCCT890717KE; ch. 14; 1,480 kw-V; ant. 4,038 ft.)—Granted app. of assignment of license from Don L. Skaggs to Skaggs Telecommunications Service Inc. for \$415,000. Skaggs has no other broadcast interests. Skaggs Telecommunications Service Inc. is licensee of several microwave stations in private operational fixed microwave radio service, as well as several stations in business radio service. Action Sept. 27.

■ **WBTV-FM** Buckhannon, WV (BALH890810GM; 93.5 mhz; 3 kw; ant. 218 ft.)—Granted app. of assignment of license from Cat Radio Inc. to Harlynn Inc. for no financial consideration. Seller is headed by Richard R. Green. Cat also owns WBUC(AM) Buckhannon. Buyer is headed by Art Rogers and Mary Allesio, who have no other broadcast interests. Action Sept. 27.

## New Stations

### Actions

#### AM

■ **Las Vegas**, NV (BP870929AK)—Granted app. of Don H. Barden for 1100 khz. Address: 1249 Washington Blvd., Detroit, MI 48226. Principal has no other broadcast interests. Action Sept. 28.

#### FM's

■ **McCall**, ID (BPED870624MD)—Dismissed app. of Idaho State Board of Education for 91.7 mhz; 0.974 kw; 1,879 ft. Address: Boise State University, 1910 University Drive. Principal is headed by James Paluzzi, and has no other broadcast interests. Action Sept. 27.

■ **Henryville**, IN (BPED890418MA)—Dismissed app. of Henryville Community Radio Inc. for 88.3 mhz; 3.2 kw. Address: 806 Tower Place, Louisville, KY 40223. Principal is headed by Jerry D. Cooper, who has no other broadcast interests. Action Sept. 26.

■ **Fredonia**, KS (BPH881024MC)—Granted app. of Leemay Broadcasting Services Inc. for 104.1 mhz; 3 kw; 328 ft. Address: P.O. Box 419, Vinita, OK 4301. Principal is headed by Jackie D. Lee, and has no other broadcast interests. Action Sept. 25.

■ **Hutchinson**, KS (BPH881116MF)—Granted app. of KWHK Broadcasting Co., for 97.1 mhz; 2.65 kw H&V; 344 ft. Address: P.O. Box 1967, Hutchinson, KS 67504. Principal is headed by William L. Mitchell and Kenneth H. Willard, and owns KWHK(AM) Hutchinson, KS; KTRC(AM) Santa Fe, NM, and KBHS-AM-FM Hot Springs, AR. Action Sept. 29.

■ **Baker**, LA (BPH881213MC)—Dismissed app. of Knight Communications Corp. for 107.3 mhz; 3 kw; 328 ft. Address: 63 Bay State Rd., Boston, MA 02215. Principal is headed by Norman Knight, and has no other broadcast interests. Action Sept. 26.

■ **Athol**, MA (BPH88107MW)—Granted app. of P&S Broadcasting, Inc. for 99.9 mhz; 3 kw; 328 ft. Address: P.O. Box 90, Orange, MA 01364. Principal is headed by Richard W. Partridge, and has no other broadcast interests. Action Sept. 27.

■ **Ennis**, MT (BPH880822MB)—Granted app. of Mac-Broadcasting Radio System for 98.7 mhz; 50 kw; -262 ft. Address: P.O. Box 710, Ennis, MT 59729. Principal is headed by C. Howard McDonald, and has no other broadcast interests. Action Sept. 28.

■ **Hastings**, NE (BPED881207MB)—Granted app. of Nebraska Educational Telecommunications Commission for 89.1 mhz; 64.3 kw; 328 ft. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is headed by Vance Rogers, and is also licensee of new FM in Hastings, NE (see below). Action Sept. 25.

■ **Lexington**, NE (BPED881208MC)—Granted app. of Nebraska Educational Telecommunications Commission for 88.7 mhz; 43.8 kw; 938 ft. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is headed by Vance D. Rogers, and is also licensee of new station in Hastings,

NE (see above). Action Sept. 29.

■ Norfolk, NE (BPED881208MA)—Granted app. of Nebraska Educational Telecommunications Commission for 89.3 mhz; 42.3 kw; 984 ft. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is headed by Vance D. Rogers, and is also licensee of new station in Hastings, NE (see above). Action Sept. 28.

■ Roswell, NM (BPH880303MR)—Returned app. of Brightness Ministries Inc. for 90.5 mhz; 100 kw; 328 ft. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John Smith, Jr., and has no other broadcast interests. Action Sept. 26.

■ Old Forge, NY (BPH890113ME)—Granted app. of Ross Broadcasting Co. for 94.1 mhz; 3 kw; 328 ft. Address: Morrow Point Rd., Box 260, Old Forge, NY 13420. Principal is headed by Helen Ross, and has no other broadcast interests. Action Sept. 29.

■ Williston, SC (BPH880725MG)—Granted app. of Bay Communications Inc. for 94.7 mhz; 1.31 kw, 501 ft. Address: Box 291, Yarmouth Rd. (US Rte. 1), Freeport, ME 04032. Principal is headed by Robert Cole and is licensee of WCME(FM) Boothbay Harbor, ME. Action Sept. 28.

■ South Pittsburg, TN (BPH870629NL)—Granted app. of Smith Broadcasting Inc. for 97.3 mhz; 27 kw; 616 ft. Address: P.O. Box 551, Huntsville, AL 35801. Principal is headed by Elizabeth Smith, who has no other broadcast interests. Action Sept. 28.

## Facilities Changes

### Applications

#### AM

■ Palm Desert, CA KNWZ(AM) 1270 khz—Sept. 15 application for Mod of CP (BP880201AB) to change TL; approximately 2.35 km N of Thousand Palms, CA. W of N end of Sierra Del Sol St., Thousand Palms, CA; 33 51 04N 116 23 36W.

#### FM's

■ Haleyville, AL WJBB-FM 92.7 mhz—Sept. 1 application for CP to change ant.: 328 ft. H&V; antenna supporting-structure height.

■ Morgan Hill, CA 96.1 mhz—Sept. 12 application for Mod of CP (BPH870629NB) to change ERP: .53 kw H&V; change ant.: 780 ft. H&V; TL: 1.8 km NNE of Cochran Bridge at foot of Anderson Lake, CA.

■ Santa Ana, CA KWIZ(FM) 96.7 mhz—Sept. 5 application for CP to change ERP: 3 kw V; ant.: 206 ft. H&V; change antenna system.

■ Mason City, IA KNIQ(FM) 93.5 mhz—Sept. 13 application for CP to change freq: 93.9 mhz; ERP: 100 kw H&V; change ant.: 790 ft. H&V; TL: 8.2 km ENE center of Mason City, IA; change class: C1; (per docket #88-131).

■ Honolulu, HI KIPO(FM) 89.3 mhz—Sept. 15 application for Mod of CP (BPED850514MB as Mod) to change ERP: 3.258 kw H&V.

■ Tioga, LA KISY(FM) 98.3 mhz—Sept. 12 application for Mod of CP (BPH8903031B) to change ERP: 50 kw H&V; change TL: Williams Rd., 1.5 km ENE of center of Ball, Rapides Parish, LA; Other: application to specify new transmitter site and antenna system.

■ Wahpeton, ND KGWB(FM) 107.1 mhz—Sept. 28 application for CP to change freq: 106.9 mhz; ERP: 50 kw H&V; change ant.: 492 ft. H&V; TL: 8.1 km from Wolverton, MN, at a bearing of 125.3 degrees; change to class C2 (per docket # 88-498).

■ Salem, OH WQXK(FM) 105.1 mhz—Sept. 11 application for Mod of CP (BPH8702091C) to change TL: 1700 Franklin Ave., Salem, OH.

### Actions

#### AM's

■ Apple Valley, CA KOZR(AM) 1550 khz—Sept. 26 application (BMP881101A1) granted for Mod of CP (BP860402AF) to make changes in ant system: non-DA to DA.

■ Glendale, CA KIEV(AM) 870 khz—Sept. 27 application (BMP890201AB) dismissed for Mod of CP (BP860612AC) to make changes in ant system.

■ Roseville, CA KRCX(AM) 1110 khz—Sept. 27 application (BP890713AD) granted for CP to make changes in ant system.

■ San Francisco, CA KCBS(AM) 740 khz—Sept. 26 application (BP890411AD) granted for CP to change nighttime directional pattern.

■ Golden Valley, MN QQRS(AM) 1440 khz—Sept. 25

application (BP890117AB) granted for CP to remove top loading from end towers and change nighttime DA antenna pattern.

#### FM's

■ Fairhope, AL WZEW(FM) 92.1 mhz—Sept. 29 application (BPH8906301E) granted for CP to change ant.: 328 ft. H&V; change antenna supporting-structure height.

■ Keokuk, IA KOKX-FM 95.3 mhz—Sept. 29 application (BPH880505NU) granted for CP to change ERP: 50 kw H&V; change freq: 96.3 mhz; change class: C2; ant.: 492 ft. H&V; change TL: SW 1/4 of SE 1/4 of Sec. 9, Township 65 N, Range 5 W, Jackson Township, IA.

■ Pella, IA KDMG-FM 103.3 mhz—Sept. 27 application (BPH8810211C) granted for CP to change ant.: 1,043 ft. H&V; change to class C (per docket # 87-365).

■ Rantoul, IL WZNF(FM) 95.3 mhz—Sept. 19 application (BMPH8904281C) granted for Mod of CP (BPH8807051A) to change ERP: 1.91 kw H&V; ant.: 413 ft. H&V; TL: 11 km SSE of Rantoul, IL.

■ Branson, MO KLFC(FM) 88.1 mhz—Sept. 26 application (BMPED8907061D) granted for Mod of CP (BPED851121MA) to increase overall tower height.

■ Cape Girardeau, MO KRCU(FM) 90.9 mhz—Sept. 25 application (BPED890111MD) granted for CP to change ERP: 5 kw H&V; change ant.: 265 ft. V; change type of antenna.

■ Columbia, MO KOPN(FM) 89.5 mhz—Sept. 26 application (BPED8905111F) granted for CP to change ERP: 36.4 kw H&V; coordinates: 38 59 53N 92 11 48W.

■ Joplin, MO KKUZ(FM) 102.5 mhz—Sept. 21 application (BMPH8904211D) granted for Mod of CP (BPH8702241S) to install a non-DA antenna.

■ New Prague, MN KCHK-FM 95.5 mhz—Sept. 27 application (BMPH8906281B) granted for Mod of CP (BPH860506MG) to change TL: off State Rte. 13/21, 1.3 km N. of Montgomery, MN.

■ White Rock, NM KKBZ(FM) 101.1 mhz—Sept. 24 application (BPH8907101B) granted for CP to change ant.: 1,728 ft. H&V; TL: Pajarito Mountain, change class: C3; (per docket #87-600).

■ Henrietta, NY WBER(FM) 90.5 mhz—Sept. 29 application (BPED880608MJ) granted for CP to change community of license from Henrietta to Rochester, NY.

■ Rochester, NY WXXI(FM) 91.5—Sept. 26 application (BP890210AA) granted for CP to make changes in antenna system.

■ Schoharie, NY WMYF(FM) 97.3 mhz—Sept. 22 application (BMPH8905101A) granted for Mod of CP (BPH880106MG) to change ERP: .403 kw H&V; ant.: 885 ft. H&V; TL: E. side of Treadmill Hill Rd., 5.3 km SE of Schoharie, NY.

■ Coal Grove, OH WZTX(FM) 97.1 mhz—Sept. 26 application (BMPH8905041B) granted for Mod of CP (BPH871008MF) to change ERP: 1.3 kw H&V; ant.: 495 ft. H&V; TL: 4500 degrees NE of intersection of US Rte. 52 and Macedonia Rd. Burlington, OH.

■ Reedsport, OR KSYD(FM) 92.1 mhz—Sept. 19 application (BMPH8904061E) granted for CP to change ERP: 2.78 kw H&V; ant.: 334 ft. H&V; TL: 2.5 km NE of Reedsport, OR, at 20 degree (T).

■ Ladson, SC WKCL(FM) 91.5 mhz—Sept. 27 application (BPED880809MP) granted for CP to change ERP: 100 kw H&V.

■ Beaumont, TX KWIC-FM 107.7 mhz—Sept. 28 application (BPH870302NA) granted for CP to change TL: 941 Butler Rd., City Vidor, TX; change ant.: 1,000 ft. H&V; 30 06 54N 93 59 53W.

■ Edinburg, TX KVLY(FM) 107.9 mhz—Sept. 28 application (BMPH8806201B) granted for Mod of CP (BPH8703021R) to change ant.: 718 ft. H&V; change antenna supporting-structure height; change class to C1.

■ Waco, TX KTKS(FM) 99.9 mhz—Sept. 29 application (BMPH8808051B) granted for Mod of CP (BPH85091110 as Mod) to change ant.: 1,649 ft. H&V; change TL: 3.1 miles NE of Moody, TX; CP is rescinded and application accepted for filing July 19, 1989.

■ Yoakum, TX KYOC(FM) 102.3 mhz—Sept. 20 application (BPH8906011D) returned for CP to change freq: 92.5 mhz (per docket 88-33).

■ Staunton, VA WTON-FM 94.3 mhz—Sept. 27 application (BMPH8902061F) granted for Mod of CP (BPH841204MA) to change ERP: 10 kw H&V; TL: .32 km SE of intersection of State Rd. 693 & 670, Staunton, VA; class: B1 (per RM # 6125).

■ Antigo, WI WRLO(FM) 105.3 mhz—Sept. 19 application (BPH8905151D) granted for CP to replace DA with Omni-DA.

### TV's

■ Jacksonville, FL WJKS(TV) ch. 17—Sept. 29 application (BPCT890814KF) granted for CP to change TL: 9117 Hogan Rd., Jacksonville, FL; change ant.: 997 ft.; ERP: 4680 kw (vis); ANT: Harris Corp. TWS-30 Weststar, (DA)(BT); 30 16 36N 81 33 47W.

■ Panama City, FL WPGX(TV) ch. 28—Sept. 29 application (BMPCT890905KF) granted for Mod of CP (BPCT820122KE) to change ERP: 1,250 kw (vis).

■ Grand Rapids, MI WOTV(TV) ch. 8—Sept. 29 application (BPCT890822KG) granted for CP to change ERP: 316 kw (vis); TL: 1.6 km SW of Middleville, MI; ant.: 990 ft. ANT: Dielectric Comm.-TCL-12A8 (S)(BT); 42 41 13N 85 30 35W.

■ Iuka, MS WTIB(FM) 104.9 mhz—Sept. 14 application (BPH8902061I) granted for CP to change ERP: 50 kw H&V; change ant.: 492 ft. H&V; TL: Hwy. 367, 1.26 km at 219 degrees (T) from Lovejoy Church, MS; class: C2 (per docket 88-79).

■ Kannapolis, NC ch. 64—Sept. 26 application (BMPCT890413KE) granted for Mod of CP (BPCT800516KO) to change ERP: 2,588 kw (vis); ant.: 1,351 ft.; TL: Reedy Creek and State Rte. 2826; change ANT: Harris/ TWS-30C(DA)(BT); 35 15 05N 80 41 15W.

■ La Grande, OR KTVR(TV) ch. 13—Sept. 27 application (BPET881121KH) granted for CP to change ERP: 7.20 kw (vis); ant.: 2,581 ft; ANT: Mt. Fanny, 15 km NE of Union, OR; 45 18 34.6N 117 43 57.2W.

■ Wilkes-Barre, PA WBRE(TV) ch. 28—Sept. 25 application (BPCT890503KH) granted for CP to change ERP: 3,020 kw (vis); ant.: 1,669 ft.; TL: Mountain top, Pennsylvania, Pnobsco Mountain; Ant; Harris/TWS-30(BT); 41 11 01N 75 52 02W.

■ Grundy, VA WLFG(TV) ch. 68—Sept. 29 application (BMPCT890913KF) granted for Mod of CP to change ERP: 1,140 kw (vis); ant.: 763 m, TL: Clinch Mountain, VA; ANT: Jampro JSM 3268-P-120-EP3, (DA)(BT); 36 49 47N 82 04 45W.

■ Roanoke, VA WBRA(TV) ch. 15—Sept. 25 application (BPET890110KF) granted for CP to change ERP: 3,112 kw (vis); ant.: 2,062 ft; ant: Harris TAZ-38UR (DA); TL: on Poor Mountain, .6 km W. of intersection of Rt. 916 and 612, Roanoke, VA; 37 11 56N 80 09 02W.

■ Tacoma, WA KSTW(TV) ch. 11—Sept. 29 application (BPCT890810KF) granted for CP to change ERP: 316 kw (vis); ant.: 1,190 ft.; TL: 1715 E. Madison St., Seattle, WA; ANT: RCA/TCL-12A11 (BT); 47 36 56N 122 18 29W.

## Actions

■ Abuse of process. Extended to November 9 and December 1 time for filing comments and replies, respectively, in matter of formulation of policies and rules relating to broadcast renewal applicants and for participants in comparative renewal process and prevention of abuses of renewal process. (MM docket 81-742, by Order [DA 89-1279] adopted October 4 by chief, Mass Media Bureau).

■ Partial stay granted in WHBQ-TV Memphis, TN, proceeding-MM dockets 84-1212, et al. (Report DC-1493, Action in docket Case) Commission has granted, in part, request by RKO General Inc. for partial stay in this proceeding pending commission consideration of proposed settlement agreement. This proceeding involves station WHBQ-TV at Memphis, TN, and proposed settlement agreement calls for assignment of WHBQ-TV, now licensed to RKO, to Adams TV of Memphis, Inc. Action by commission September 28 by Order (FCC 89-279).

■ Commission takes action regarding felony drug conviction of AM licensee's principal. MM docket 88-536 (Report DC-1492, Action in docket Case) Commission has taken first step that could lead to revocation of radio license by requesting comment on where it should initiate a revocation proceeding against AM licensee whose principal has been convicted of drug trafficking. Commission's action involves Williamsburg County Broadcasting Corp., licensee of WKSP(AM) Kingstree, South Carolina. Action by commission September 29 by Order (FCC 89-280).

■ Sacramento, CA. Granted application of Royce International Broadcasting to renew license of KWOD(FM) Sacramento, and denied competing application of Wong Communications Limited Partnership for KWOD's facilities. (MM docket 87-28 by decision [FCC 89-57] adopted Sept. 11 by Review Board.)

■ Blakely, GA. Ordered Radio Blakely Inc., licensee of WBBK-FM channel 228A (93.5 mhz), Blakely, to show cause why its license should not be modified to specify operation on channel 226A (93.1 mhz). (MM docket 87-

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618 by Order to Show Cause [DA 89-1197] adopted Sept. 18 by chief, Allocations Branch.)

■ Mahomet, IL. Granted application of Adlai E. Stevenson IV for new FM station on channel 290A (105.9 mhz) at Mahomet; denied competing application of Alliance Broadcasting of Champaign County. (MM docket 88-364, by ID [FCC 89D-43] issued Sept. 27 by ALJ Walter C. Miller.)

■ WLLZ(FM) Detroit, MI, apparently liable for \$2,000 forfeiture for indecent broadcast. (Report MM-427, Mass Media Action) Issued Notice of Apparent Liability to WLLZ(FM) Detroit, for \$2,000 forfeiture as result of its daytime broadcast of an allegedly indecent musical recording entitled "Walk with an Erection." Action by chief, Mass Media Bureau, Sept. 29.

■ Grand Rapids, MI. Granted application of Haith Broadcasting Corp. for CP for new FM on ch. 255A (98.9 mhz) at Grand Rapids; denied competing applications of Don H. Barden and Grand Rapids 98 Inc. (MM docket 88-362, by ID [FCC 89D-42] issued Sept. 21 by ALJ Joseph Chachkin.)

■ Buffalo, NY. Granted application of Empire State Broadcasting Corp. for renewal of license for WWKB(AM) Buffalo; denied competing application of Bursam Communications to increase power of WTHE(AM) Mineola, NY. (MM docket 87-110, by summary decision [FCC 89D-41]; issued Sept. 20 by ALJ Joseph Chachkin.)

■ Broken Arrow and Bixby, OK, and Coffeyville, KS. Denied requests for reconsideration by Midwest Broadcasting Inc., KOTV Inc., and Demaree Media Inc. to amend FM table and terminated proceeding. (MM docket 87-475 by MO&O [DA 89-1130] adopted Sept. 11 by chief, Policy and Rules Division.)

■ FCC conditionally renews licenses of WTMA(AM)-WSSX-FM Charleston, SC; issues NAL (Report MM-425, Mass Media Action). Commission has conditionally renewed licenses of WTMA(AM)-WSSX-FM, Charleston, SC, for short term ending June 1, 1992, and subject to reporting conditions. Additionally, because of stations' repeated failures to comply with FCC EEO provisions, commission determined that licensee's performance warranted Notice of Apparent Liability for forfeiture in amount of \$20,000. Action by commission September 29 by Letter (FCC 89-285).

■ Calhoun, TN. Denied appeal by Glory FM Limited Partnership of dismissal of its application for new FM station on channel 281A (104.1 mhz) for failure to prosecute. (MM docket 88-361, by MO&O [FCC 89-58] adopted Sept. 25 by Review Board.)

■ Memphis, TN. Held in abeyance pending consideration of proposed settlement proceeding involving application of RKO General for renewal of WHBQ-TV and eight competing applicants for new station; directed parties to file comments on merits of Grayson determination within 15 days of release of this order. (MM dockets 84-1212, et al., by Order [FCC 89-279] adopted Sept. 28 by commission.)

## Allocations

■ Dora and Warrior, AL. Effective Nov. 16, amended FM table by allotting channel 254A (98.7 mhz) to Warrior. Filing window opens Nov. 17, closes Dec. 18. (MM docket 88-455 by R&O [DA 89-1196] adopted Sept. 18 by chief, Allocations Branch.)

■ Colorado City, AZ. Effective Nov. 17, allotted channel 296C1 (107.1 mhz) to Colorado City. Filing window opens November 20, closes December 20. (MM docket 88-600 by R&O [DA 89-1131] adopted Sept. 11 by chief, Allocations Branch, Mass Media Bureau.)

■ Lenwood, CA. Effective Nov. 13, amended FM table by allotting channel 297A (107.3 mhz) to Lenwood. Filing window opens Nov. 14, closes Dec. 14. (MM docket 88-317 by R&O [DA 89-1128] adopted Sept. 11 by chief, Allocations Branch, Mass Media Bureau.)

■ Brush, CO. Effective Nov. 13, amended FM table by substituting channel 296C1 (107.1 mhz) for channel 296A at Brush; modified license for KKDD(FM) accordingly. (MM docket 88-605, by R&O [DA 89-1132] adopted Sept. 11 by chief, Allocations Branch.)

■ Buena Vista, CO. Effective Nov. 13, amended FM table by allotting channel 281A (104.1 mhz) to Buena Vista. Filing window opens Nov. 14, closes Dec. 14. (MM docket 88-602 by R&O [DA 89-1129] adopted Sept. 11 by chief, Allocations Branch.)

■ Clearwater, FL. Effective Nov. 13, amended FM table by substituting channel 250C (97.9 mhz) for channel 250C1 at Clearwater; modified license for WKRL(FM) accordingly. (MM docket 88-501, by R&O [DA 89-1150] adopted Sept. 13 by chief, Allocations Branch.)



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# Classified Advertising

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## RADIO

### HELP WANTED MANAGEMENT

**Sales manager** for WJMS 5,000 watts, WIMI 100,000 watts in the middle of Big Snow Country, Ironwood, Michigan. Must be personable, be able to train, inspire, direct and carry large list. Great place to live. Group owner. Call Don Roberts, President, 813-966-2287. EOE.

**GSM** for San Diego Combo. Must have 2-3 years sales management experience to direct, train, motivate and lead large sales staff. Send resume to: Mike Shields, KSDO AM/FM, 5050 Murphy Cyn. Rd., San Diego, CA 92123 or call 619-278-1130. Equal opportunity employer. M/F.

**General sales manager** position available in New England's beautiful Seacoast area. Three year old Classic Rocker seeks a dynamic account executive ready to move up or sales manager ready for a challenge. Liberal base plus choice of equity or cash percentage. Call Curtis Raymond at 207-324-7271 or send resume to WCDO, PO Box 631, Sanford, ME 04073. EOE.

**Sales manager.** New England FM on air seven months. Good first book. Need a sales leader to build, train and motivate sales staff; deliver results. Minimum five years broadcast sales; excellent compensation. Sales history, resume to General Manager, Sage Broadcasting of N.B., 220 Union St., New Bedford, MA 02740. EOE.

**General sales manager.** The Knight Quality Station Group is seeking a general sales manager for News/Talk AM61 WGIR and ROCK101/WGIR-FM in Manchester, NH. Qualified applicants must have previous radio sales management experience. Please respond with cover letter and resume to: Al Blake Jr., GM, WGIR Radio., PO Box 610, Manchester, NH 03105. WGIR and WGIR-FM are equal opportunity employers.

**AM/FM in emerging Florida metro** needs take-charge, street-fighting state-of-art sales manager to achieve objectives in the 90's. Super community, rock-solid company. EOE. Resume to Box H-44.

**Equity opportunity:** Aggressive young group owner seeks a proven sales professional to run FM in Charleston, SC. Individual should have extensive sales background. GM experience a plus, but not mandatory. This is a chance for a sharp LSM or GSM to move into a GM position and earn salary plus equity. Box H-53. EOE.

**Major broadcaster needs** general sales manager for top 10 market Adult station. Must be aggressive, have sophisticated management skills with "hands on" leadership qualities. Self starter critical. 3 years GSM experience minimum. EOE. Forward letter of introduction and complete references with resume including salary history. Confidentiality assured! Box H-57.

### HELP WANTED SALES

**Radio sales pro wanted.** Minimum 3 years experience. Live and work in one of the nicest areas in PA. Position available January 1990. Solid producing list with great benefits. EED employer. Send resume, sales philosophy, and income needs to Box J-86. EOE.

**Summer/Fall graduate?** This is an ideal first job! Join an aggressive, fun-selling radio sales team in north central Illinois. Full-time AM - Class A (move to 25K this fall). We have the people and the experience to help make you successful. Send resume to: J. McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. EOE.

**Unlimited account opportunities:** Established older demo AM in medium market heavy with "local direct" restaffing sales department. If you really can sell and are tired of all the good accounts being claimed by 1 or 2 people, this might be for you. We're definitely a sales oriented station with plenty to sell in a older demo market receptive to our format. Send resume to General Manager, WINR, PO Box 5204, Binghamton, NY 13902. EOE.

**Brand new Florida FM** offering outstanding opportunity for sales manager/account executives in dynamic Melbourne, Cocoa Beach market. Min. 2 years sales experience required. PO Box 7010, Rockledge, FL 32955. EOE.

**Big money** for selling radio advertising. Earn as high a salary as you deserve. No other company can beat our deal! Highly rated NE 50,000 watt major market station. You are a winner, now start getting paid like one! Call Frank at 401-521-0990 for all the details. EOE.

**Aggressive sales manager** or account executive with cash and energy to invest in Kansas 100KW FM. CCRM preferred. Let's grow and make money together! EOE. Resume and financials to Box H-54.

**Network radio sales:** The fastest growing state network in the country has an outstanding opportunity for a seasoned account executive, strong on concept. Send resume or call: Doug Berle, Pres., Radio Pennsylvania, 125 State St., Harrisburg, PA 17170. 717-232-8400. EOE.

**Retail killer wanted!** Live in beautiful Orange County. Tired of the snow? Come to where the sun shines and the retail dollars flow. Work for Orange County's #1 AC station. Send resume, sales results, and salary history to: GSM, K-OCEAN Radio, 130 Newport Center Dr. #210, Newport Beach, CA 92660. EOE.

**Young staff** needs experienced heavy hitter for one of America's fastest growing cities. Sell the nation's hottest new format. Great company benefits, including 401K and section 125 plan. First letter, detail experience and earnings history. Write Ken Moorman, GSM, WCOW/WXGT Radio, 195 E. Broad St., Columbus, OH 43215. Equal Opportunity and Affirmative Action Employer.

**Hot list** awaits great customer focused AE for 100,000 watt Texas FM. Commissions \$2000 to \$3500 per month. FAX resume today to Kevin McRae, Sales Mgr., 915-655-9879. EOE.

## Effective with the Nov. 13, 1989 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: \$1.20 per word, \$22.00 weekly minimum. Situations Wanted: 60¢ per word, \$11.00 weekly minimum. All other classifications: \$1.30 per word, \$24.00 weekly minimum.

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Blind Box Service: Help Wanted: \$10.00 per ad per issue. Situations Wanted: \$5.00 per ad per issue. All other classifications: \$10.00 per ad per issue.

**Big money:** Southwest Florida 100,000 watt Country station looking for an aggressive, experienced street salesperson. Must be able to move immediately for this fantastic opportunity to sell in Florida's fastest growth market. Send reply to Box H-35 with resume. All replies confidential. Equal opportunity employer.

**New York, NY!** 50,000 watt clear channel AM, major broadcast group looking for a killer AE. Attitude, enthusiasm, and hard work are the keys - We'll take care of the rest! Respond to Box H-56. EOE.

### HELP WANTED ANNOUNCERS

**Announcer/newsperson** looking for increased income and career potential. Consider sales with us! Excellent training, pleasant conditions. Base pay plus bonus. Send resume to PO Box 309, Eagle River, WI 54521. EOE.

**Multimedia** (Donohue, Raphael) seeks radio Talk host. Contact Jim Burnside, WFBC-AM, Greenville, SC. 803-271-9200. EOE.

**WHIL-FM** in Mobile, Alabama has an immediate opening for two fulltime Classical music announcers who will also handle regular production duties. We are looking for a person with three to five years on-air experience, knowledgeable about Classical music and pronunciations, on-air fundraising experience, and good references. We will make an attractive offer to the right person. Send resume, salary history and tape to: Charlie Smoke, WHIL-FM, Box 160326, Mobile, AL 36616. No phone calls. WHIL-FM is an Affirmative Action/Equal Opportunity Employer.

### HELP WANTED TECHNICAL

**Engineering manager:** KXDA AM/FM, Sacramento, seeking an individual with a good mix of technical, business, and people skills to lead engineering department. Must have good communication, computer, and troubleshooting skills; also experience with AM DA, FM, and automation systems. Send resumes & letters of interest to: John Geary, General Manager, KXOA, 280 Commerce Cir., Sacramento, CA 95815. Equal opportunity employer. M/F

**Director of engineering:** BSU Radio Network. Responsibilities: Designing, installing & maintaining broadcast facilities including transmission, studio & remote; ensure that FCC requirements and EBS standards are met; and teach 1 course per year. Qualifications: BA degree in Electronic Engineering or related field plus 4 years experience in radio broadcast engineering or 8 years of experience, and the ability to function independently with a high level of productivity. Salary: Mid-thirties plus benefits. To apply: Send letter of application, resume, the names of 3 references, and supporting documentation to Dr. Richard Bullington, Chair, Director of Engineering Search Committee, Boise State University, 1910 University Dr., Boise, ID 83725. 208-385-3648. Closing date: Position will remain open until filled. EED/AA Institution.

**Immediate opening** for chief engineer. Electronics Eng. dgr. and/or 5 years min. exp. in radio broadcast eng. Supervisory exp. referred. FCC General Class Radiotelephone license required. Supv. eng. staff, maintenance and repair duties are req. including night and week-end emergency call duty. EOE. Write Box H-42.

**KNIX Radio,** a 100KW FM/50KW AM in Phoenix has an immediate opening for an experienced maintenance engineer. Successful candidate will have solid transmitter and studio equipment maintenance and repair experience. Ideal position for small or medium market engineer who wants to advance his/her career at a top rated Sunbelt station with excellent equipment, top working conditions and benefits. Send resume to Robert Van Buhler, Manager of Engineering, KNIX AM/FM, PO Box 3174, Tempe, AZ 85280. An equal opportunity employer.

**Chief engineer** for Mid-Western group. Must be hands-on with excellent management/communications skills. Reply to James Zimmer, Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702. EOE.

**Chief engineer:** Immediate opening at top rated 50 KW AM and FM Combo in Connecticut. Must be a creative, motivated, self-starter with a strong background in all aspects of broadcast engineering. Communication skills a must. Send resume and salary requirements to Tom Barsanti, WTIC Radio, One Financial Plz., Hartford, CT 06103. EOE.

### HELP WANTED NEWS

**News director** for All-News station in New England's best city. If you have computer skills, leadership ability and a strong delivery, we have the challenge you're looking for. Resumes only, no tapes, to Box H-27. EOE.

**Expanding Washington** radio news service seeks entry level correspondent with sales experience. Tape, resume to Berns Bureau, 148 G St., SW, Washington, DC 20024. EOE.

**Aggressive anchor/reporter** sought for 10,000 watt AM and 50,000 watt FM in rated market. Ten days on/four days off, including afternoon and evening assignments, two weekends per month. Great entry level position for newscaster with outstanding growth potential. Send tape and resume to Mark Lawrence, WKOK/WQKX, PO Box 1070, Sunbury, PA 17801. EOE.

**Beautiful Napa Valley,** California, 45 miles from San Francisco. Seeking news director for KVON/KYYN FM. News Talk and AC formats. Good writing, reading and administrative. Send cassette and resume to: Tom Young, 1124 Foster Rd., Napa, CA 94558. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Traffic assistant** wanted for AM/FM broadcast facility in Southern NH. Position involves data entry, log programming and billing for two radio stations. Computer experience required, knowledge of radio helpful. Two-person department works under pressure, needs someone energetic, efficient, with an eye for detail, to work independently and share the responsibilities. Opening immediate. Equal opportunity employer. Respond with resume to Box H-43.

**Traffic: A/R:** Decision, Inc., America's premier software developer for the broadcast industry, seeks quality individuals for our growing customer support team. Thorough knowledge of Traffic, A/R, computers desirable. Some travel possible. Relocate to beautiful East Texas. Send resume and cover letter to: Decision, Inc., 402 S. Ragsdale, Jacksonville, TX 75766. EOE.

**Small market AM/FM,** separately programed, AC/Country formats are looking for program director with airshift, 3-5 years experience in radio. PD experience a plus. Both stations heavily involved in news, sports, promotions, and community activities. Send tape, resume, and salary requirements to: Ken Coe, General Manager, WLOI/WCOE, 902 1/2 Lincolnway, La Porte, IN 46350. No phone calls. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Top ratings = top dollars.** 10+ years radio management. Top sales/programming credentials. Bottom line, goal oriented street fighter. Bill James, 804-232-5197.

**Killer GSM** develops new retail/recruits, trains and lums sales people into streetfighters and \$. Looking for GM position. Increase billing/revenue in 30-60 days. Corporate management/programming background. 415-381-8753.

**Former radio station owner/GM** wants to get back into broadcasting. Thirteen years as owner of very successful Florida FM. Twenty years total experience. Masters' degree. Killer resume. 813-866-2235.

**Urban management pro:** Over 20 years experience. 10 years medium and major market. Management, sales, and programming. Top credentials and bottom line results. Reply Box H-48.

#### SITUATIONS WANTED SALES

**Radio sales ten years.** Station sale pending. Need new scenery. Will consider any Penna. or surrounding state. Reply Box H-2.

#### SITUATIONS WANTED TECHNICAL

**Broadcast engineer.** Many years of experience as a CE and consultant. Excellent track record of technical achievements & effective teamwork. Box H-16.

**Experienced chief engineer:** All phases radio. Midwest Will relocate. Leave message for resume, 515-955-5233.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**News/Talk programer** and talent. I'm exactly who you're looking for- Someone with major league experience who can be PD and handle talk show. The format can make money with a budget watcher like me. Your medium market must be great place to raise our kids. Mel Young, 602-963-9144.

**Team player looking** for team. 6 yrs. experience on air with production, programming, research background. Will relocate anywhere, but prefer OH, IN, MI, PA. Call Chris, 1-216-929-6239.

#### MISCELLANEOUS

**Make money in voiceovers.** Marketing and technique for success in commercials and industrials. Seminars: Chicago 11/11-12; NYC 11/4-5. Also available on cassettes. Call for free info. Susan Berkley, 1-800-333-8108.

**Satellite program distribution** 15 minutes \$15, 30 minutes \$25, one hour \$45. Westar IV. 512-343-2067.

**Sports producers/anchors wanted** for part-time and full time work on Coast to Coast sports show. Send T & R to PO Box 644, Boston, MA 02128. EOE.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Creative services director:** Major market independent seeks hands-on creative person to be responsible for all promotions including on-air, radio, print, and outdoor. Send resume and references to Box J-87. Confidentiality assured. EOE.

**Local sales manager:** NBC affiliate in top 50 NE market. We seek an aggressive, dynamic individual to lead a staff of 10. Sales management background required with proven new business track. Excellent opportunity to grow with a leading television group. Send resume and salary requirements to Box H-42. EOE.

**National sales manager:** Nation's 33rd market is looking for dynamic individual to handle national sales efforts. This individual should have minimum of three years sales experience with either rep or local sales experience. We are a Fox affiliate and the only Indy in the market. No phone calls, please. Send complete resume to: Steve Marks, GSM, WTTT-TV28, PO Box 280, Columbus, OH 43216. WTTT-TV28 is an equal opportunity employer.

**Programing/production manager** for KMOS-TV6 sought by Central Missouri State University. Position responsible for all programing aspects including supervision of locally produced programs, traffic, promotion, operations, and production. Lead small production staff by example. On-air talent desirable. Preference given to strong production capabilities. Bachelor's degree in related field or ten years production experience. Salary: Low thirties. Send application letter, resume, tape, and references by November 1, 1989, to: Donald W. Peterson, Director of Broadcasting Services, Central Missouri State University, Warrensburg, MO 64093. CMSU is an AA/EOE employer.

**General sales manager:** A strong Southeast network affiliate is seeking an experienced individual to re-build and motivate our sales department. You should have proven ability to take control and provide dynamic and creative leadership. This is an excellent opportunity in a growth company. Send resume and cover letter to Box H-46. EOE. M/F.

**Associate director:** Arkansas ETV Network. Number 2 position responsible for day-to-day operation of a statewide educational and informational telecommunications network. This is a unique career opportunity for a public broadcaster who wants to make a difference in people's lives. Preferred qualifications include a degree in broadcasting or related field, ten years experience in public television and five years management experience. Send resume with names and phone numbers of 3 professional references by the close of business, October 31st to: The Arkansas ETV Network, Sesame St. at Donaghey Ave., Conway, AR 72032. AA/EOE.

#### HELP WANTED SALES

**WTNH-TV** New Haven/Hartford is seeking a national sales manager with a minimum of four years experience in national sales or rep management. Individual must have thorough knowledge of research with a strong emphasis on creative marketing. Send resume to Fran Tward, General Sales Manager, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE.

**WWMT seeks marketing consultant** for rapidly growing developmental sales effort. Sales experience required. Send resume to: WWMT, 233 E. Fulton, Suite 222, Grand Rapids, MI 49503. EOE.

#### HELP WANTED TECHNICAL

**Assistant chief engineer** for Christian television station. FCC General license required. 3-5 years experience in broadcast electronics. Must be able to repair studio cameras, quad and helical VTR's, switchers, etc. UHF transmitter experience helpful. 18-25K. Send resume to: WDLI TV, 6600 Atlantic Blvd., NE, Louisville, OH 44641. EOE.

**Maintenance engineer** for UHF TV station. Need technician with experience repairing studio equipment. Send resume to: Gary King, WXON-TV, 27777 Franklin Rd., Suite 708, Southfield, MI 48034. Equal opportunity employer.

**Broadcast maintenance engineer** for growing regional sports network. The New England Sports Network (NESN) has an immediate opening for a broadcast maintenance engineer. Applicant should have at least two years television experience with one year of hands-on maintenance experience. Satellite experience a must. SBE certification a plus. Excellent salary and benefits package. Resume and salary history to Michael Donovan, Chief Engineer, New England Sports Network, 70 Brookline Ave., Boston, MA 02215. EOE.

**Chief engineer:** Midwest VHF station is looking for a hands-on individual to lead our technical department. Must have solid transmitter, studio, control room, and ENG maintenance experience. Send resume to Box H-33. EOE.

**No news!** Major NYC program & commercial duplication facility seeks maintenance engineer experienced on Ampex 1", 2", JVC 1/2", Sony 3/4", Bosch routers and assorted other goodies. Regular part-time or full-time. EOE. Reply to Box H-40.

**Director of engineering:** Senior management position responsible for the administration and management of the engineering division for one of the nation's fastest growing public television stations. Requires minimum six years of progressively responsible experience; EE or equivalent and thorough knowledge of broadcast equipment and techniques. Salary commensurate with experience. Resume to Myra Pollack, WLIW-TV, Channel 21, Box 21, Plainview, NY 11803. EOE.

**Video engineer supervisor:** City of Huntington Beach, CA. (Salary \$2851 - \$3531/mo. PERS, excellent benefits.) A shirt sleeve supervisor responsible for planning, organizing, directing and working on the design, operation and maintenance of HDTV-3 video production system. Requires Bachelor's degree in Broadcast Engineering and three years experience in video broadcast systems, acquisition, design and maintenance. Two years as a supervisor. First Class FCC license required. Apply by 11/3/89. Apply at: City of Huntington Beach, Personnel Department, 2100 Main St., PO Box 190, Huntington Beach, CA 92648. 714-536-5492. EOE.

**Chief engineer:** Must have Xmtr experience. UHF. Washington, DC. Send resume to: A. Ockershausen, WFTY-TV, 12276 Wilkins Ave., Rockville, MD 22852. EOE.

**Chief engineer:** Casper, Wyo. UHF and microwave experience. Good pay and benefits. Call Alan Nickscic, 307-234-1111. EOE.

**Maintenance technician** for WKRN-TV, Nashville, TN. Must be a component level troubleshooter, experienced with 3/4" and 1" VTRs BetaCart, and Beta SP a plus. FCC license, formal electronics training, and four years experience desirable. Send resume to: Gene Parker, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

**Chief transmission engineer:** Arkansas ETV Network is seeking an RF supervisor to direct operations of 5 transmitter network with 10 hop microwave distribution system. Preferred qualifications include 10 years of television transmitter experience; (VHF, UHF, MW, & 450) including three years of supervisory assignments. Send letter of application, two copies of current resume including names and phone numbers of three professional references and salary history to The Arkansas Educational Television Network, PO Box 1250, Conway, AR 72032, prior to October 31st. AETN is an AA/EO employer. Minorities and women are encouraged to apply.

**Chief engineer:** Top ten market UHF Independent in the South seeks a hands-on manager with good people, communication skills; experience in installation and implementation of all technical facilities; sports knowledge, previous supervisory experience and compliance with all FCC rules/regulations a must. Send resume to: Department E, 8950 Kirby Dr., Houston, TX 77054. TVX is an equal opportunity employer.

#### HELP WANTED NEWS

**Reporter:** We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Billye Gavitt, KWTB, PO Box 14159, Oklahoma, City, OK 73113. EOE. M/F.

**TV weather director.** Need skilled meteorologist with computer know-how and camera charisma to run 3-person weather office and anchor weeknights at 6 and 11. AMS seal preferred. No beginners. No phone calls. Video-cassette, resume and letter to: Weather, WVIR-TV, PO Box 769, Charlottesville, VA 22902. EOE/AA.

**Meteorologist:** Midwest affiliate, 100 plus market needs a weather pro to prepare forecasts and weather graphics. You will anchor weekends and back up weekdays. Entry level, recent graduates encouraged. Send resume only to Box H-34. EOE. No tapes.

**Wanted:** Newscast producer who thrives on meeting a challenge. If you get satisfaction out of putting together that tempting tease or fast-paced show without sacrificing content, send tape and resume to: Scott Petitjean, Exec. Producer, KKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. Minimum two years experience. No phone calls, please. EOE.

**Meteorologist:** WFSB, Post-Newsweek in Connecticut is seeking a personable and versatile meteorologist to join our current anchor on our 6:30 a.m. newscast. The person we seek must have it all: Impeccable weathercasting credentials, a strong presentation, and the ability to interact with our anchor in areas including but not limited to weather. If the idea of breaking new ground in a growing timeslot with southern New England's winning team appeals to you, please send resume and cover letter to: Mark Efron, VP and News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06103. We are an equal opportunity employer.

**News director:** Experienced news director to supervise news department and host public affairs series and specials. Teaches reporting class to advanced broadcasting students who are primary staff in the news operation. Supervises daily live 5 min. and 30 min. news broadcast. BA/BS in Communications or related field and 4 years television news experience required. Master's degree and management experience preferred. Salary minimum: \$30,000. Apply: WUFT-TV, Search Committee, 2016 Weimer Hall, University of Florida, Gainesville, FL 32611. Deadline: November 9, 1989. WUFT-TV is an EEO/AA and encourages applications from women and minority groups.

**Large Southeastern market** network affiliate with major news commitment is seeking self-starting, talented news-cast producer for half-hour, early morning newscast. The successful candidate will be an excellent writer, experienced videotape editor and an individual who is comfortable working overnight. This is an excellent opportunity for a primary newscast producer in a smaller market. Our station does more news than any other in the market and is equipped with all the tools necessary to do the job right. Experience with NewStar, Beta and SNG very helpful. Send resume, writing samples and references to Box H-52. We'll call for your tape. Applications from women and minorities are especially encouraged. EOE.

**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 requirements to: Box H-50. EOE. No tapes.

**News director.** Due to retirement, we need a news leader to continue our winning tradition. Ideal candidate will have managerial experience, a demonstrated ability to put together a compelling newscast, and the talent to further develop our capabilities. Send your resume, philosophy to Mike Smith, VP/GM, KWWL, 500 East Fourth St., Waterloo, IA 50703. EOE.

**NBC affiliate, WICS-TV, Springfield, Illinois** is looking for an experienced general assignment reporter. Experience with live shots a plus. Send resumes and non-returnable videotapes to WICS-TV, Personnel Department, 2680 E. Cook St., Springfield, IL 62703. No phone calls, please. EOE.

**NBC affiliate, WICS-TV, Springfield, Illinois** is looking for an experienced and aggressive news photographer. Experience with live remotes and editing stories a must. Send resumes and non-returnable videotapes to WICS-TV, Personnel Department, 2680 E. Cook St., Springfield, IL 62703. No phone calls, please. EOE.

**Photographer:** Seeking experienced, full-time ENG photographer for local news leader. Send resume, tape and salary requirements to: Steve Drexler, ND, WJET-TV, 8455 Peach St., Erie, PA 16509. No beginners. EOE/Affirmative Action.

**Producer/writer:** WABC-TV Eyewitness News seeks an experienced producer/writer. Candidate should have a minimum of five years live producing experience. Some background with special project production a plus. Send resumes to Henry Florsheim, Assistant News Director, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

**News photographer:** KTVY-TV is looking for a news photographer with a minimum of two years experience. Photographer must be able to tell a story with pictures and natural sound, edit his/her own video tape, and be able to work with people. Photographer will provide his/her own gear. Send resume and tape to Chief Photographer, KTVY, PO Box 14068, Oklahoma City, OK 73113. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Creative services producer:** Dominate west Texas affiliate seeks self-motivated professional. Prior experience and degree preferred with good creative writing skills a must. Producer will eventually be able to produce full commercial from concept through editing including operating necessary equipment. A chance to do it all. Send tape and resume to: Production Manager, KLST, 2800 Armstrong, San Angelo, TX 76903. EOE, M/F.

**Art director:** Draw your inspiration from the Bay, create a lasting impression on an incredible city, graphically go where no one has gone before! NBC affiliate in Baltimore is looking for an art director to inspire and amaze us. Experience on the AVA 3 paint system is essential. Prior managerial experience is preferred. Send your tape and resume to Andy Hunt, Creative Services Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

**Need experienced Quantel Paintbox artist** for nationally syndicated show based in the Washington, DC area. Strong design skills a must. Send reel and resume with salary requirements to: Holly Buehler, Graphics Dept., PO Box 799, Washington, DC 20044. EOE.

**The best production director** in America! A throat of many voices & talents. You can write it, cut it, produce it. Join our Clio quality team. Nat'l accounts. Must be creative & cool under pressure. Able to engineer on 8 track or 4 track. Long hours, excellent salary, & lots of creative room to do your own thing. No ego-heads allowed. KCET or your best to Traxion Audio/Video Studios, 1029 West Lee St., Greensboro, NC 27403. EOE.

**Videographer/editor:** PBS affiliate seeks imaginative self-starter with four years hands-on experience in Betacam based EFP and computer editing. TD experience w/Chyron and DVE a plus. BA or BS in Radio/TV or equivalent preferred. Salary mid to upper 20Ks DOE. Resume w/references, equipment list and tape to: Director/Crew Chief, KUHT-TV, 4513 Culien Blvd., Houston, TX 77004. No calls accepted. KUHT is an equal opportunity employer. Position closes November 6, 1989.

**Production crew:** PBS affiliate seeks responsible team player for studio and field production. Two years hands-on experience in broadcast TV with emphasis on studio operations required. EFP and post production experience a plus. BA or BS in Radio/TV or equivalent preferred. Salary high teens to low 20Ks DOE. Resume w/references, equipment list and tape (if available) to Director/Crew Chief, KUHT-TV, 4513 Culien Blvd., Houston, TX 77004. No calls accepted. KUHT is an equal opportunity employer. Position closes November 6, 1989.

**Producer/director** for Wyoming Public TV. Wyoming Public TV is looking for a full-time producer/director to do regular public affairs programs, membership spots, program promos and other material for broadcast. Candidates must have at least an Associates degree and two years as a producer and director of both live and taped programs. The station prefers candidates with a Bachelor's degree and three or more years of experience. Demonstrated script writing skills, editing experience and familiarity with a wide variety of both field and studio production equipment is essential. Candidates must have technical and management skills that will allow them to work independently, with minimal supervision. Candidate must submit: 1) sample scripts and tapes produced from those scripts, demonstrating a range of production capability. (Tapes may be on 1/2-inch VHS, 3/4-inch or 1-inch.) 2) Central Wyoming College employment application form. Application forms are available from Edith Everett, Personnel Director, Central Wyoming College, 307-856-9291, 2660 Peck Ave., Riverton, WY 82501. Applications as well as sample scripts and tapes must be received no later than 5 PM, October 30. Interviews will occur within two weeks of closing. Employment begins within 30 days of candidate's selection. EOE/AA.

**Sports producer** needed for University production center. Applicant should have 2-3 years experience as a producer-director, with some sports experience required. Primary responsibility football show and other athletic related productions. We're part of the SEC and are a growing production house located at the University of Mississippi. College degree preferred. Salary: Depends on experience. Contact: Marie Antoon, 201 Bishop Hall, The University of Mississippi, University, MS 38677. 601-232-5917. Phone calls welcome. Deadline: 11/6/89. AA/EOE.

**Production manager:** Ambitious PTV station serving the 49th and 29th markets with new state-of-the-art facility seeks creative, hands-on production professional to manage staff, resources and ideas. Direct responsibility for all production, program, on-air continuity, fundraising, contract, etc. Excellent opportunity for producer/manager who can build a production department with creative leadership from proposal writing through post-production. Salary: Mid-30's with excellent benefits. Requirements: Five years experience in television production with proven skills in writing, producing, directing and managing technical resources and creative staff. Minimum three years management experience with budgetary responsibilities; college degree; team builder with strong communication skills. Public TV experience/knowledge desirable. Send resume with cover letter by October 27, 1989 (no tapes, no phone calls) to: B. Bathgate, Greater Dayton Public Television, 110 South Jefferson St., Dayton, OH 45402. Equal opportunity employer.

**Graphic designer:** KSDK, the top rated NBC affiliate in St. Louis, has a full-time position available for an artist with strong design skills. You'll work with three other talented artists and operate our Ampex AVA-3 paint system for daily news graphics. Send resume to: David Gieselmann, KSDK-TV, 1000 Market St., St. Louis, MO 63101. EOE.

**News promotion producer:** Responsible for producing topical news promos as well as news series. Also working with a syndicated program doing topical promotion. A minimum of 3 years TV experience, 3/4" editing a must. Send tapes and resumes to Stacy J. Marks, Creative Services Director, WSVN-TV, 1401 79th St. Causeway, Miami, FL 33141. EOE.

**Executive producer/special projects** needed with minimum 5 years experience. Editorial, technical, and logistics experience for projects ranging from elections to Mardi Gras. No calls. Tapes and resumes to: Kevin Brennan, News Director, WVUE-TV, 1025 S. Jefferson Davis Pkwy., New Orleans, LA 70125. EOE.

**Technical director/director** for top 50 newscast: CBS affiliate seeks experienced news TD/director who can "hit the deck" running. Double live shots most newscasts, Dubner and paintbox, and DVE used daily. Fast paced newscast, competitive market, for upwardly mobile, people oriented TD to handle 5 & 10PM. EOE. Contact: Hoyle Broome, WBMG Television, 205-322-4200.

**Promotion manager:** Industrious, creative, and experienced professional needed for progressive two station operation in southwestern Ohio. Greater Dayton Public Television seeks energetic, self-starter to develop and implement station and institutional public information, public relations, promotion and advertising activities. Two years or more professional experience with proven communication skills a must. Starting salary in mid \$20's. EOE. Please respond to B. Bathgate, GDPT, 110 S. Jefferson St., Dayton, OH 45402.

#### SITUATIONS WANTED MANAGEMENT

**Successful broadcast consultant,** tired of non-stop travel. Experience as television station manager, sales manager with excellent track record. Looking for position as general manager or general sales manager, with P&L responsibility. Twenty years experience in television station management, sales management, sales, engineering and production. Please reply to Box J-75.

**Top three network programing/production executive.** 20 years New York based feature film/TV series experience. Looking for senior level opportunity with progressive growth organization. Relocation considered. Box H-18.

**Former radio station owner/GM** wants to get back into broadcasting. Interested in making switch to TV. Thirteen years as owner of very successful Florida FM. Twenty years total experience. Master's degree. Killer resume. 813-866-2235.

#### SITUATIONS WANTED NEWS

**Psychologist, network experienced,** excellent writing, production and interviewing skills. Contact Box 76477, Los Angeles, CA 90076 for tape.

**Writer/editor/reporter.** University grad seeks job in newsroom. Excellent writer. Dedicated. Interned and freelanced in 5th market. Can shoot and edit. Anywhere, anytime. C.M. McDonald, PO Box 454, So. Weymouth, MA 02190. 617-331-3698.

**Liveline Five** help available. Map creation. Weather expertise. Total animation. Weather in motion. 131 Orchard Ridge Ln., Boca Raton, FL 33431. 407-750-1151.

**Personality plus intelligence.** Attractive female anchor-host with national experience, MA degree, writing, co-producing background. Will relocate immediately. 415-790-2902.

**Newscast director** currently employed in top ten market tired of the quick fix mentality. You're an aggressive station committed to news with the substance to back up the style. I'm a leader with 10 years experience, including producing. The November book could be the start of a beautiful friendship. Box H-32.

**Excellent, experienced sportscaster** looking for an outstanding station in which to work. 216-929-0131.

**Attention news and sports directors!** I'm a reporter without relatives in the business but I do have a fine voice, creativity and experience. Let's talk. Joel, 516-869-8076.

**Assignment editor/managing editor:** Experienced, aggressive, intelligent. Strong on story development, issues, people, and scanner traffic. Seeks position in top 32 markets. Box H-45.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Relocated to CT.** Production degree, 14 years combined experience. Camera, editing and directing. Freelance full-time. Call Steve, 203-934-0646.

#### MISCELLANEOUS

**Primo People** is seeking anchormen and anchorwomen with command and on-air presence, all size markets. 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 and career counseling for anchors and reporters, entry level and experienced. Also help with audition tape. 601-446-6347.

**1990 Weather Almanac** for your market with your local data. Complete, ready to print. WeatherMark, Inc., PO Box 506, Starkville, MS 39759. 601-323-7885.

**We want you** to own and operate your own cable TV advertising business. 50% commissions. No FCC license required. Thousands of channels available. 918-647-2337.

**1:30 Productions:** Want to be the best but no one has time to help? We do. Writing, production, delivery. References available. 607-272-3718.

**Producers, assignment editors,** news, weather and sports positions currently available! If you are searching for the right opportunity, we can help. National Media Services provides an excellent way for you to discreetly and effectively find a new position. Call today! National Media Services, 303-839-1770.

**24-hour job information!** We're broadcasting's most comprehensive employment-listings service. Television, radio, corporate communications. All fields, levels, regions. Now in our 5th year! Media Marketing/The Hot Sheet, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

## CABLE

#### MISCELLANEOUS

**Cable operators:** Your own local news magazine, local business magazine or local sports magazine. High quality production, very low cost. Turnkey operation. Box H-39, 301-366-3059.

# ALLIED FIELDS

## HELP WANTED INSTRUCTION

**Western Illinois University** seeks assistant professor for tenure-track position. Teach basic radio and TV production skills. Intro to Broadcasting, possibly Broadcast Journalism. PhD preferred, MA required. Begin Fall 1990. Competitive salary. Send resume, three letters of recommendation, letter of application to B.J. Brown, Chair, Search Committee, 314 Salle Hall, W.I.U., Macomb, IL 61455. Closing date, November 15, 1989 or until position is filled. Applications especially encouraged from females, handicapped, minorities. EEO/Affirmative Action employer.

**University of South Florida** seeks students for Masters program in media studies. Applicants with professional experience may qualify for assistantships. Write: Graduate Director, Department of Mass Communications, University of South Florida, Tampa, FL 33620-5550.

**Communication:** Assistant professor/instructor to teach courses in media management, regulation, programing, and broadcast journalism. Other areas might include broadcast history, media and culture, or advertising. Requires PhD or PhD candidate in final stage of completion of degree. Professional experience is desirable. Apply by January 1, 1990 to J. Makay, Chairperson, Department of Communication, SUNY-Geneseo, Geneseo, NY 14454. AA/EEO.

## HELP WANTED MANAGEMENT

**Management opportunity:** One position available. Nation's most dynamic and fastest growing single-source consumer information company looking for a media professional to fill our last open regional manager position. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company, send your resume to Patrick McDonnell at Impact Resources, 125 Dillmont Dr., Columbus, OH 43235. EOE.

## EMPLOYMENT SERVICES

**Government jobs:** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000, ext. R-7833 for current federal list.

**Attention: Hiring!** Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885. Ext. R 8435.

## EDUCATIONAL SERVICES

**On-camera coaching:** For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent; New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

**Tele-Coaching:** News anchors and reporters receive talent coaching via the telephone or mail from a nationally known talent coach. Shirley Brice & Associates. 515-288-1834.

**Promotion executives/producers.** Positions available now, nationwide. All markets sizes. Send non-returnable tape (1/2 inch preferred), print samples and resume to Promotion Recruiters, 11 Rectory Lane, Scarsdale, NY 10583.

## 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.

**Used 1" videotape.** Looking for large quantities. 30 minutes or longer. Will pay shipping. Call Carpel Video, 301-694-3500.

**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.

**UHF TV transmitter.** Citadel Communications seeks 240KW transmitter. Also antenna, transmission line and misc. items for system. Contact Mark at 802-658-8022.

**Equipment wanted:** Ten (10) bay circular polarized FM antenna, 105.1 or near. Please call collect 809-723-6774, Mr. Ramirez.

## FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**50KW AM Harris MW50A** (1980), like new. CCA-AM 50,000D (1976), excellent condition. Transcom Corp. 215-884-0888. FAX 215-884-0738.

**FM transmitters** CCA 28,500 (1980) Harris FM 20K (1980) CSI T-3-F (1985) 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:** Harris SX-1 (1985), Harris MW1A (1980), Sparta SS1000 (1981), Collins 20V3 (1967). Transcom Corp.. 215-884-0888. Fax 215-884-0738.

**5/10 AM transmitters:** Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (197681), Gates BC-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.

**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. Guaranteed broadcast quality. Call for our new catalog! 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.

**Sony BVH-3100s,** Ampex VPR-6s. Sony BVW-40s, BVW-25, BVW-10, BVW-15. Sony BVU-800s and 110s. Many other items of all kinds. 1" VTRs, film islands, character generators. Call for a complete list. There's a new one every month. Also, rent production trucks, mobile uplinks, and portable microwave systems. Media Concepts, 919-977-3600.

**Stainless G-7 tower.** 936' plus 6 1/8" line on ground soon. FOB California. Best offer. Maze Broadcast, 205-956-2227.

**Ampex VPR-2B** one inch VTR's complete in console including color monitor, and wave-vector scopes. 2 available. Excellent condition. Still on line. \$22,500.00 each. Maze Broadcast, 205-956-2227.

**Ikegami HK-302** studio color camera systems. 2 available in like new condition. Little use in corporate setting. All accessories included. Best offer. Maze Broadcast, 205-956-2227.

**Comark 25MX UHF** frequency agile transmitter. Has 60 KW final tube, only 3 1/2 years old. Currently rated at 30KW. Can go 60KW with mod. Cost 220K. Exc. condition. \$140,000.00. Maze Broadcast, 205-956-2227.

**Marti STL system** for Mono-AM in factory sealed cartons, complete. Highest offer. Box 1161, Hunt Valley, MD 21030.

**Sony MSU-360** master set-up unit for controlling multiple BVP-360/360P video cameras. Unused. Original box. Phone 800-548-7073.

**Video equipment:** 2 Thomson 701 cameras with CCU's, studio & field viewfinders, 2x lenses, 22K, 1" portable recorder, Sony BVH-500A \$11k. Mobile Video, 202-944-2800.

**Assorted VHF & UHF 2-way** radio equipment. Portables, mobiles, 100 watt x-miter, pagers & more. Call for complete list. Mobile Video, 202-944-2800.

**Need a tower?** Fax your tower height and loading requirements to 504-522-2662. We'll offer you a very good deal within 24 hours. Tower Management Systems, 504-266-8661.

**Refurbished Prodelln** transmission line - 20 ft. sections of 6-1/8", 75 ohm EIA, flange. Includes heavy duty hangers. 85 sections available @ \$600 each. Call 904-796-4531.

**Available for fast delivery.** We have a Bogner antenna for high-power, UHF, television broadcast any channel between 50 and 60+. For more information contact: Bogner Broadcast Equipment Co., 516-997-7800. Fax no. 516-997-7721.

**RCA TFU36J antenna,** channel 58. 3-1/2 years old. Currently in storage. KSCH, Bob Olson, CE. 916-635-5858.

**Save on your videotape stock!** We have 3/4 & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, 516-862-7156.

**Kline tower** 645 ft. with two platforms, has been dismantled. 205-322-6666, WBRC-TV.

**Used-new AM, FM, TV transmitters, LPTV, antennas, cable connectors, STL, TV equipment, etc.** Save thousands. Broadcasting Systems, Inc. 602-582-6550.

**Liquidation sale!** New, factory boxed, dealer cost or lower. Videotek VSM-60 Vectorscope, 1 @ \$1486.00; TSM-50 waveform monitor, 2 @ \$1273.00. Hedco SVS-345 4X1 video routing switcher, 3 @ \$378.00; AVM-201 16x1 AFV vido & stereo audio switcher, 2 @ \$1547.00; 10 VDA-601 video DA & VDF-6000 frame \$1450. SAS-345 4X1 audio routing switcher w/panel, 3 @ \$378.00; TWS-100 12x1 video switcher w/local panel, 1 @ \$416.50. 512-343-2067.

**RCA TP-66** film projector and RCA TP-15 multiplexer for sale. 205-322-6666, WBRC-TV.

**Give everyone** you love a microwave tower. TMS.

**Grass Valley Group** 1600-1L switcher w/control and CMX panels; Central Dynamics CD-480 switcher; Ikegami HK-312, HK-357, HL-79E, HL-79D cameras; Sony BVH-2000's w/TBC's; Ampex VPR-2Bs w/TBC's; Sony BVH-500A VTR's; ISC-31 edit system w/keyboard; Ikegami MA-79 CCU's; Conrac color and B/W monitors; Crown D-75 amplifiers; Yamaha PM-1000 24 input audio board; Neve 24-input audio board; Quantel 5000-SP DVE; Quantel 6030 DVE; Contact: Lou Sanducci, Jr., 212-757-8919.

# RADIO

## Help Wanted Management

# PRESIDENT

For start-up

# Satellite Radio Sports Network

Equity and excellent salary.  
Send resume in confidence to:

EOE Box H-55

## GENERAL MANAGER

Rare opportunity to be a Key Player in one of the Nation's most admired, innovative, and growing Radio Groups. Formation of a new division is creating this opening. Great mid-market Combo: Mid-size, mid-South. Market dominance, excellent Technical facilities. This position requires: Proven ability to Coach, Train, and build Sales. Knowledge and appreciation for Full Service AM as well as well-targeted killer FM. Vigor. Vision of Customer Focus. Acknowledgment of internal performers. Ability to think and act Strategically. Mesh with a company-wide culture that emphasizes Performance, Recognition, and an environment of considered risk taking. In return, you'll work hard, receive recognition for your accomplishments, and get satisfaction of being in a great, professional environment with others who get the same joy from doing it as you do. Send complete background, together with how you could fit into this description and why you want to. STRICTEST confidence.

Yes, we are an Equal Opportunity Employer  
Box H-29

## Help Wanted Announcers



#1 Hot Rockin' Flame Throwin, CLASSICAL station in USA seeks MORNING TALENT. Energy and personality a must. AC/CHR locks encouraged to apply. Forget everything you've heard about the format. We'll teach you the names.

This is not your father's classical radio station.  
NO CALLS. Tapes and Resumes ONLY to:

Mario Mazza, PO/OPs Mgr.  
WNCN-FM  
1180 6th Ave.  
New York, NY 10036  
EOE

Help Wanted Programing  
Production & Others

# Promotion Director

## WCBS NEWS 88

WCBS News 88 is looking for someone to design, implement and execute an innovative marketing strategy. This strong-minded individual will have a unique way of turning creative ideas into action. And will innately know to direct others, and motivate them to achieve unprecedented results. If this sounds like you, you belong at WCBS News 88.

To do this well, you must have an impressive track record (at least 5 years') marketing/public relations background, though not necessarily in radio. In addition, you must demonstrate superlative supervisory and communication skills. Of course, your creative abilities must be above question.

We offer a generous salary, a comprehensive benefits package, and a platform with which to drive your ideas home. Please send your confidential resume, with salary history and requirements to: Mr. Ed Kiernan, Vice President, General Manager, WCBS News 88, CBS Department B, 51 West 52nd Street, New York, NY 10019. Equal Opportunity Employer M/F.

# CBS

### Situations Wanted Management

#### GROUP PRESIDENT AVAILABLE

Substantial experience in group management and acquisitions as well as General Manager in medium and major markets.

10 years with current company.  
Love turnarounds and rebuilds.  
Excellent background and references.

Will relocate for quality opportunity as head of radio group or as General Manager.

Deane Johnson 503-472-1221

#### PRO EXCELLENCE!

Just sold my own station!  
Want to be GM  
of your Sunbelt station  
after closing on mine  
in January.

**My experience and ability  
are well worth your wait!**  
Box H-47

### Technical Director

Senior position in charge of Technical Operations and R&D at Acoustiguide Corporation, international market leader providing audio interpretation to museums and historic sites. Responsibilities cover managing all technical operations in the U.S. and overseas including R&D, project feasibility, budget preparation, personnel management and field technical support. Requirements include audio and RF background with a minimum 5 years technical experience; good verbal communications skills; technical sales engineering experience useful. Send resume to:

Ms. Eaton  
Acoustiguide Corporation  
177 East 87th Street  
New York, NY 10128

### Help Wanted Sales

#### COME GROW WITH US!!

We're an aggressive young company headquartered in South Florida. We need a sales manager who is hungry...someone who can sell strong shows with upscale audiences...without using numbers for a crutch. If you can sell, you can prosper while building equity with us. THIS IS THE GROUND FLOOR OPPORTUNITY YOU'VE ALWAYS WANTED. Let's talk...soon! All replies held in confidence. Send full resume with salary history and references to:

EOE BOX H-58

#### WANTED: INNOVATIVE RADIO TALK SHOW PRODUCER

Nationally syndicated show debuting in 1990 needs producer for unique format.

You must have: 5 years experience, ability to work well in a team and the desire to play a major role in a new talk radio show for the 1990's.

#### SEND RESUMES ONLY TO:

P.O. Box 338  
Buffalo, New York 14205

~ NO BEGINNERS!! ~

## WCAU

Talkradio 1210

### PROMOTION DIRECTOR

CBS-Owned WCAU, Philadelphia's 50,000 watt TalkRadio station, is seeking a Promotion Director. Responsibilities include audience and sales promotion, total station marketing. Two year's major market experience necessary, broad radio background and knowledge a plus. College degree required.

Send resume, other materials to  
Chris Witting, VP/GM, WCAU,  
Philadelphia, PA 19131.

Minorities, women encouraged to apply.  
No phone calls, please. EOE/MF.

### Help Wanted Technical

#### TELECOMMUNICATIONS TECHNICIAN

for "TOP-50" Public FM station & college campus telecommunications facilities. You will be responsible for overall station technical operations, transmitter & studio maintenance; ensure FCC compliance, troubleshoot & maintain other campus audio & video facilities. You will also assist in the planning & development of future facilities. May require 7-days on-call.

We require a Bachelor's degree in Engineering or a related area, or 8 years experience with comparable knowledge & abilities. Must have FCC General Class or SBE certification. Exceptional working environment on suburban college campus! Annual salary \$19,240.

Qualified applicants should apply in person  
8:30 AM to 5 PM, Mon-Fri,  
or send resume & cover letter  
by Nov. 3rd Personnel Services, TT-11/3

**BROOKDALE  
COMMUNITY COLLEGE**  
NEWMAN SPRINGS ROAD  
LINCROFT, NJ 07738  
An EO/AA Employer

## TELEVISION Help Wanted Management

StellaCom, Inc.



StellaCom, Inc. provides engineering, maintenance, and operational support for video systems and services used at the NASA Johnson Space Center, Houston, Texas.

To provide increased support to our customer, we are seeking the following professionals:

### TELEVISION OPERATIONS SUPERVISOR

- College degree preferred with minimum of 10 years experience in television broadcast operations, management and administration.
- Disciplines should include a strong technical background with the ability to recognize video and audio signal problems and recommend solutions.
- Strong administrative and communications skills a must.
- References required.

If you meet the required qualifications please call and/or address your resume (please include current references) to:

Lucille Rhame  
StellaCom, Inc.  
16441 Space Center Blvd., Bldg. A  
Houston, Texas 77058  
(713) 480-3377

Excellent Benefits -Principals Only Please  
We are an Equal Opportunity Employer

### NATIONAL SALES MANAGER

Fastest growing Fox Independent in Top 15 market is expanding its staff and needs a strong NSM. Prefer applicant with 2-3 years experience in television sales management with a strong emphasis on sports and independent sales. Will consider television salesperson ready to move up.

Marty Sokoler, General Sales Manager  
KITN-TV

7325 Aspen Lane North  
Minneapolis, MN 55428

Qualified women and minorities are encouraged to apply. KITN-TV is an equal opportunity employer of Nationwide Communications, Inc.

### Help Wanted Programing Production & Others

### PRODUCER/DIRECTOR

Creative, experienced individual needed for immediate opening. Duties include producing, editing, and directing TV spots and programs. Live newscast and CMX post-prod. experience preferred. Individual must be detailed-oriented, motivated, able to supervise project from inception to air. Excellent opportunity to join a winning team in a beautiful market. Send resume, reel and salary requirement ASAP. No calls please. Equal Opportunity Employer.



613 Woodis Avenue  
Norfolk, VA 23510  
Attn: Pete McElveen

A Subsidiary of A. H. Belo Corporation

### Help Wanted News

#### REPORTER

Award winning daily newscast in the Northeast needs a General assignment Reporter who can really work a beat. No beginners, please. Send tape & resume to:

Dept. 936, 21 Flr., 401 Bway, NY, NY 10013

#### EDITOR

#### ASSIGNMENT EDITOR

Small market station in the Northeast needs highly organized person with a sharp news sense ability to coordinate crews. 1 year desk experience a must. Send resume to:

Dept 937, 21 flr, 401 Bway, NYNY 10013  
Equal Oppty Employer, M/F

## News Promotion Writer/Producer

WCVB-TV Boston seeks an enthusiastic and talented Promotion Writer/Producer to create on-air promotion for news series, specials and topical news promotion. If you are the Best of the Best, this is a chance to make your mark in an extremely competitive local news market.

The position requires one or two years' prior television promotion experience and a familiarity with the operations of a television newsroom. The candidate should be able to function creatively under tight deadlines and demonstrate strong interpersonal skills. Bachelor's Degree preferred.

Interested applicants should send resume and reel to Carol Nicholson Bolling, Human Resources Manager, 5 TV Place, Needham, MA 02192. No phone calls please.

Equal Opportunity Employer  
Minorities and Females Encouraged to Apply.

WCVB 5 TV



### Development Associate

Public TV station covering Inland Southern California and parts of Los Angeles seeks a self-starting development person to assist our Development Director. Licensed to the San Bernardino Community College District. Will assist in all fundraising efforts including "Quiet Appeals," direct mail, underwriting, program guides, premiums, grants, and on-air events. Must have an AA degree or two years of college, preferably in a marketing related field, and some experience in microcomputer use, marketing, fund-raising, or sales, preferably in public broadcasting. Salary range is \$17,700 to \$21,504, with excellent family medical, and dental benefits and employee life insurance benefits. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by October 20, 1989. Apply to:

Patricia Mollica, Personnel Director  
KVCR-TV/FM, SBCCD  
441 West 8th Street  
San Bernardino, CA 92401  
714/884-2533, Extension 13

**Help Wanted Programing  
Production & Others**

# On-air Promotion Producer

Write and produce on-air promos at a major market ABC-owned station. If you have 3-5 years experience producing fresh, effective spots at the local or network level, we want to talk to you.

You'll need excellent writing skills, along with a strong working knowledge in all aspects of production. Familiarity with animation and graphics is a plus.

In exchange for your hard work, we offer an excellent salary and complete benefits, including a 401(k) and dental plan. For consideration, send us your resume and demo tape, along with salary history to Capital Cities/ABC, Inc., P.O. Box 76630, Dept. KO, Los Angeles, CA 90076. Equal Opportunity Employer.



**Help Wanted Technical Continued**

## ASSISTANT CHIEF ENGINEER

Applicant must have minimum of 5 years television related experience. Must have thorough knowledge in the operation and maintenance of television systems and equipment. Prior supervisory experience or training is preferred. Position has the responsibility for supervision of operating and maintenance engineers. Please send resume and salary history to:

Personnel Department  
WFLD Fox Television Stations, Inc.  
205 N. Michigan Ave.  
Chicago, IL 60601



## TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program.

Send resumes to:

Jim Brown, Corp. Engineering  
Turner Broadcasting System, Inc.  
One CNN Center  
Box 105366  
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

**ALLIED FIELDS**

**Help Wanted Sales**

## SALES MANAGER

Top money for the aggressive manager. Pack your bags and go to work for this major Radio Broadcast Equipment Manufacturer. Northeast location, but expect to spend much of your time at regional, national, and international trade shows and seminars. Responsibilities include dealer selection, training, and management, seminar and trade show coordination, and new product introductions. Requires a background in broadcasting and good technical knowledge.

**Reply to Box H-51.**  
EOE

## ACCOUNT EXECUTIVE

Growing jingle company looking for experienced, enthusiastic sales person with broadcast experience. Most regional territories open. Up to 40% commission available plus incentives. EOE.

Send resume to:  
Box 30105, Lincoln, NE 68503

**Help Wanted Technical**

# Director of Video Engineering

Leading nat'l cable TV programming company seeks individual w/strong background in video engineering to oversee & be responsible for major facility on U. Must be well versed in all tape formats & have ability to supervise staff of maintenance engineers. Excellent communications skills & the ability to work under pressure essential. B.S. in Engineering required. Company offers competitive salary & benefits package. Send resume & salary requirement to:

Human Resources Manager  
**RAINBOW PROGRAM  
ENTERPRISES**  
PO Box 999-GB  
Woodbury, New York 11797

**Help Wanted Management**

## REGIONAL SALES MANAGER BROADCAST & INDUSTRIAL VIDEO PRODUCTS SOUTHEAST & MIDWEST REGIONS

We are seeking professionals to assume the responsibility of **REGIONAL SALES MANAGERS** in our Ft. Lauderdale, Florida office and Elmhurst, Illinois office.

If you are experienced with Broadcast Color Cameras and Monitors, have a proven record of quality sales and management, and a desire to join a staff selling an established and prestigious product line, we are interested in talking to you.

Our compensation includes salary plus commission, car allowance and a paid benefits package. Please send a resume in confidence outlining your qualifications and salary history to:

Frank LoCascio



**IKEGAMI ELECTRONICS (U.S.A.), INC.**  
37 Brook Avenue, Maywood, NJ 07607  
Equal opportunity employer, M/F



**TELEMARKETERS**

The National Association of Broadcasters, the industry's largest, most inclusive trade association, is seeking to hire experienced telemarketers for its newly created telemarketing group. The telemarketer will market NAB radio membership, as well as provide information, services and personal communication to radio broadcasters.

The ideal candidate will have a degree in marketing, communication or a business related field, or related experience, as well as two years of telemarketing and outside sales experience. Broadcast/media related sales experience a plus. Computer experience is desirable. NAB provides an excellent salary, benefits and bonus package.

Please rush a resume, with salary history to:  
 Donna Leonard  
 Vice President, Radio Membership  
 NAB, 1771 N St., NW  
 Washington, DC 20036-2891  
 (202) 429-5400 • (202) 429-5343 (FAX)

  
**An EOE employer M/F**

**ENRICH YOURSELF**  
**Rare & golden opportunity! Set to launch!**  
 Profit & history making broadcast venture!  
 Nat'l jazz radio network (NJ-based) seeks serious-minded investor(s). Go for it!  
 Rush confidential handwritten letter, qualifications, and financials in 1st reply to:  
 Chmn, CEO, POB 400,  
 Red Bank, NJ 07701-8091. Hurry!

**NEW YORK TV TIME**  
 3.5 Million Households  
 Prime: \$200 per Half Hour  
 Other: \$120 per Half Hour  
**LPTV-UHF Channel 44 / 54**  
 110 East 23rd Street  
 New York, NY 10010  
**(212) 473-6420**

**REQUEST FOR PROPOSAL**

Arizona State University will be receiving proposals for **Lease Excess Instructional Television Fixed Service (ITFS) Capacity**. These Proposals will be received in the office of the Director of Purchasing, Arizona State University, Purchasing Department, Tempe, Arizona 85287-0401 until 3:00 pm M.S.T., November 10, 1989. Specifications may be obtained at the above mentioned office.  
**602-965-3271.**

Help Wanted Miscellaneous

Employment Services

**CORPORATE COUNSEL**

Position as in-house attorney for cable television MSO, Must be admitted to the Florida Bar. Send resume and salary requirements to

General Counsel,  
 Storer Communications, Inc.  
 12000 Biscayne Blvd.  
 Miami, FL 33181  
 EOE


**INSIDE JOB LISTINGS**  
**1-900-234-INFO ext. TV (88)**

JOBPHONE  
 RADIO • TV • ADVERTISING • CABLE

\$2 per minute From any touch tone phone

**For Sale Stations**

\* More than 90 radio & TV stations nationwide listed for sale.  
 \* Call to get on our mailing list.

 Broadcast Communications Division  
**BUSINESS BROKER ASSOCIATES**  
 615-756-7635 — 24 Hours

Situations Wanted News

**GET A JUMP ON THE COMPETITION!**

MediaLine is your best source of job leads because you hear about jobs just hours after we do. A daily telephone report puts you in touch with the best jobs at the lowest prices. For more information call:

**800-237-8073**  
 In CA: 408-648-5200

  
**THE BEST JOBS ARE ON THE LINE**  
 PO Box 51909, Pacific Grove, CA 93950

**AERIAL SERVICES AVAILABLE**

With the unique Air & Space 18-A Gyroplane. Safe, affordable, and FAA certified. Privately owned and flown by a commercial pilot with 23 years experience as a radio & television engineer. Perfect for aerial video, traffic watch, or outstanding promotions. Seats two, is insured up to \$1,000,000 per seat. Will locate in any market. For more information about this exciting aircraft:  
**(818-843-2369/818-404-9096.)**



**CASH FLOW FINANCING**  
 We purchase Accounts Receivable  
 National and Local  
**MFR FINANCIAL (714) 544-7131**

Programing Services

**Wanted to Buy Equipment**

**WE'RE BUYING**

West Coast Broadcast group seeks information on quality used UHF broadcast equipment including the following:

- 60 kw transmitter (Klystrone or Klystrode)
- 10 kw transmitter
- 5 kw transmitter
- Microwave Dishes
- Portable Microwave Equipment
- Tower Structures
- Building Enclosures
- Test Equipment (I.E. Wave Form/Vectorscope)

Send information and pricing by FAX to Roger Terneuzen, (805) 485-6057.

**BIG ISLAND/HAWAII**  
**100 KW FM CP**  
 Located in Hilo. Asking \$100,000. Financing available.  
 For more information, call (904) 373-8502.

As Featured At NAB "Nostalgia" Panel...

**M.O.R. MEDIA**  
More Oldies More Media

**STEVE WARREN**  
 BROADCAST CONSULTANT

**"Make The Most Of Your Cities Mature Audience"**  
 10510 Country Flower • San Antonio, Texas 78240  
 (512) 558-9009 • (800) 272-5055

**EAST TEXAS C2**

Just north of Houston, 30,000+ County.  
 Billed \$20,000 monthly.  
 Must sell quickly, below \$300K with terms.

**JAMAR & ASSOCIATES**

P.O. BOX 160877, Austin, Texas 78716-0877  
 WILLIAM W. JAMAR OR PAUL MAYES JAMAR  
 512-327-9570

For Sale Stations Continued

**PROFITABLE TV STATION FOR SALE**

Profitable TV station for sale in 35th market. Positive cash flow in desirable South-East. Good physical assets, owner primarily radio operator.

**Gordon Sherman Associates,  
2000 W. Glades Road, Suite 206  
Boca Raton, Florida 33431  
(407) 395-7003**

**GREAT MONTANA OPPORTUNITY**

We have a low frequency full time AM now available in a great radio market in picturesque Western Montana. Land and studio facilities included. Possible terms, probably the best radio value right now in Montana.

**Box 30455, Billings, Montana 59107**

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**SOUTHERN NEW ENGLAND  
MONEY MACHINES**  
Get Great Return On Investment  
from Massachusetts and Rhode Island AM's  
**\$300,000 to \$900,000**

**8 DRISCOLL DR., ST. ALBANS, VT. 05478  
802-524-5963**

**NEED FCC ACTION?**

Contact

**BROADCAST MEDIA LEGAL SERVICES**  
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES  
AMEX MC VISA CHARGE

**This space could be  
working for you for a  
very low cost . . . and it  
reaches a most  
responsive audience.**

**BROADCASTING'S  
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this 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, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 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 ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: (Box letter & number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code, 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.

**MUST SELL**

**FM University City  
KSKT-FM**

**Manhattan, Kansas**

**Excellent Facilities  
Fully Well Equipped Sta**

**ACCEPTING OFFERS**

**MUST BE IN WRITING**

**Deadline: November 17**

**Call or Write**

*P.E. Meador & Assoc*  
MEDIA BROKERS

P.O. BOX 36  
LINGTON, MO 64067  
816-259-2544

**FOR SALE**

**KLMG-TV-Ch. 51**

**CBS Affiliate**

**Longview/Tyler Texas A.D.I. (No. 124)**

**November 28, 1989 - All purchase inquires must be completed.**

**Inspection by appointment anytime prior to November 13, 1989.**

**One Fully Equipped Studio (45' x 75')**

**18,000 SF Building With 2.37 Acres of Land**

**On 56 cable systems serving more than 100,000**

**subscribers/Total TV Households of 170,000**

**Sale to be conducted by court-appointed trustee**

**For appointments and information package contact::**

**Jason Searcy, Trustee - 214-757-2880**

**David Alexander, Agent for Trustee - 214-753-5051**

**M Bank Building**

**6th Floor**

**P.O. Box 3106**

**Longview, TX 75606**

**Tel. # 214-757-2880**

# Fates & Fortunes

## Media

Appointments at Tele-Communications Inc., Denver-based cable multiple system owner: **Al Giannotti**, VP and chief operating officer, East division, Bethesda, Md. (Washington), to chief operating officer, Great Lakes division, Chicago; **Tom Van Bockern**, controller, West division, Bellevue, Wash., succeeds Giannotti as chief operating officer, East; **Dan Delaney**, Illinois state manager, Mount Prospect, to Missouri state manager, St. Charles; **Michael Green**, general manager, Chicago Cable, succeeds Delaney as Illinois state manager.

**Elaine Parrish**, regional director, Showtime Networks, Houston, named regional VP, South-Central region, Dallas.

**Mike Glickenhau**, general sales manager, XETRA-AM-FM San Diego, named station manager.

**Chuck Jewell**, station manager-general sales manager, WHO(AM)-KLYF(FM) Des Moines, Iowa, named general manager-general sales manager.

**Ira S. Kleinman**, general sales manager, WFAS-AM-FM White Plains, N.Y., joins WZFM(FM) Briarcliff Manor, N.Y., as VP and general manager.

**Duane Dargis**, general sales manager, KLAX-TV Alexandria, La., named general manager.

**Peter J. Kochis**, controller, WPGH-TV Pittsburgh, joins Sheridan Broadcasting Corp., Pittsburgh-based owner of two AM's and one FM, as VP and chief financial officer.

**Del Mayberry**, director, corporate audit, Fox Broadcasting Co., Los Angeles, named controller. **Greg Sneed**, manager, corporate audit, succeeds Mayberry.

**Sandra Kelly**, personnel manager-administrative assistant, WLVI-TV Boston, joins WFXT(TV) there as personnel director-administrative assistant.

## Marketing



Appointments in sales department, WGN-TV Chicago: **John Reardon**, local sales manager, to director of sales; **David Tynan**, national sales manager, and **Deborah Carpenter Burfisher**, account executive, named local sales managers, succeeding Reardon and

**William Bradley**, who joins WCCO-TV Minneapolis as director of sales.

**Kevin Walsh**, sales manager, KABC-TV Los Angeles, joins KRON-TV San Francisco as national sales manager.

**Michael Koff**, account manager, Nickelodeon/Nick at Nite, New York, named account director, advertising sales.

**Nancy A. Olson**, director of advertising, Country Music Television, Nashville, named VP of advertising.

**David Fortier**, manager of business development, Prime Ticket Network, Los Angeles, joins Group W Sports Marketing there as Western manager.

**Pamela Ruben Golum**, VP, The Lippin Group, Los Angeles-based public relations firm, named senior VP.

**Lee Alderson**, assistant to director of sales, Independent Television Sales, N.Y., joins Seltel there as manager of New York sales assistants. **Laura Velazquez**, sales assistant, international division, Seltel, New York, named account executive, international division.

**Tim Jones**, local sales manager, WEVV(TV) Evansville, Ind., joins TeleRep, St. Louis, as account executive. **Cynthia Schauwecker**, senior buyer-planner, Ross Advertising, St. Louis, joins TeleRep there as account executive.

**Anna Flory**, loan originator and processor, Aspen Mortgage, Colorado Springs, joins KRDO-AM-FM there as media consultant. **Tina Geoghan**, recent graduate, Ohio Northern University, Ada, Ohio, joins KRDO-AM-FM as media consultant.

## Programming

**Kate Lear**, creator and developer of New York office of The American Film Institute, joins Act III Communications there as director of development.

**Jeffrey J. Younger**, executive VP, Home Dish Satellite Networks, New York-based parent company of Stardust Theatre, Tuxedo Network and American Exxtasy, named president and chief operating officer. **Paul Klein**, president and founder, Home Dish, will remain chairman of board and chief executive officer.

**Andrew Teach**, research manager, Columbia Pictures Television, Burbank, named director, network research.

Appointments of marketing representatives, C-SPAN, Washington: **Lisa Kerr**, manager of affiliate marketing, adds duties of Mid-

# Broadcasting

The News Magazine of the Fifth Estate  
1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting Magazine**

3 years \$190     2 years \$135     1 year \$70     6 mos. \$35

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western states; **Barkley Kern**, marketing representative, to same capacity, Western states; **Peter Kiley**, listing coordinator, to Central states; **Cynthia Dinkins**, marketing support representative, XSCRIBE, Vienna, Va., to New England states; **Charlotte Bowers**, customer service billing and sales supervisor, Metrovision Cable, Landover, Md., to Southeastern states; **Kate Mills**, marketing analyst, Potomac Electric Power, Washington, to Mid-Atlantic states.

Appointments at Hanna-Barbera Productions, Los Angeles: **David Kirschner**, head of David Kirschner Productions, Los Angeles, named president and chief executive officer; **Marty S. Weinberg** will remain in his position of chief operating officer; **William Hanna** and **Joseph Barbera**, co-founders, named co-chairmen.



Kirschner



Kearney

**Michelle Kearney**, international sales consultant, Orbis Communications, New York, named VP, international program sales.

**F. Blair Schmidt-Fellner**, director of business development, Turner entertainment networks, Atlanta, named VP of TBS Sports and executive in charge of developing recently announced Southeastern regional sports network.

**John Vandervort**, VP, sales development, Joseph E. Seagrams & Sons, New York, joins Showtime Networks, Denver, as VP, national accounts.

**Michael Katz**, executive producer, WABC-TV New York, joins Arts & Entertainment Network there as director, daytime programming. **David Gill**, director of media services, Cabletelevision Advertising Bureau, New York, joins A&E as manager, affiliate re-

search.

**Anne Morgan**, account executive, Cato Johnson, New York-based promotional division of Young & Rubicam, joins Lifetime there as manager, program acquisitions. **Ann Garfield Black**, documentary producer, *ABC News CloseUp*, New York, joins Lifetime as director of specials.

Appointments at The Comedy Channel, HBO, New York: **Arthur Bell**, VP, administration, to VP of programming operations; **Julian Goldberg**, former executive producer, MTV, to VP, original programming; **John Fisher**, independent production executive, New York, to VP, production; **Bonnie Burns**, independent producer, New York, to executive producer; **Betsy Borns**, producer, *Later with Bob Costas*, New York, to executive in charge of talent; **Steve Friedman**, executive producer, *USA Today: The Television Show*, Rosslyn, Va. (Washington), to creative consultant; **Thomas Schlamme**, director, "Miss Firecracker," to original programming consultant.

**Neil D. Strum**, senior program attorney, ABC Television, Los Angeles, joins MTM Enterprises there as director of business and legal affairs.

**Ellen Endo-Dizon**, VP, comedy programs, MGM/UA Television Productions, Los Angeles, joins Republic Pictures Productions there as senior VP.

**Natalie Lemberg**, executive assistant, feature story department, Fries Entertainment, Los Angeles, named manager, theatrical development. **Brian Kandler**, executive assistant, acquisition department, Fries Entertainment, named manager of acquisitions.

**Henry Urick**, director of sales, Southeast, Casablanca IV, Los Angeles, joins ITC Domestic Television, Studio City, Calif., as VP, marketing. **Sam Peck**, executive assistant, ITC Entertainment Group, Los Angeles, named account executive, ITC Domestic Television.

**Edwin S. Friendly**, VP, international sales and distribution, Vestron International Group, Stamford, Conn., named senior VP, sales and distribution.

Appointments at Telso International, London-based program distribution company:

**Ann Harris**, controller of international production, to managing director; **Bernard Macleod**, sales executive, Northern Europe, to general manager, program sales and marketing; **Jo Kavanagh**, senior sales executive, to manager, program sales and marketing; **Pippa Barrett**, head of client information services, to general manager, program services.

**Daniel J. Neuman**, VP, strategic planning, KPLR-TV St. Louis, joins Koplair Communications there as VP, administration and strategic planning-broadcasting.

**Martin J. Waters**, senior VP, director of media services, Jordan, McGrath, Case and Taylor, New York, joins TVRC, New York-based media buying service, syndication company and unwired network, as senior VP, general manager.

**Shawn Southwick**, former co-host, *The Spectacular World of Guinness Records*, Paragram Entertainment, Los Angeles, joins USA Network's *Hollywood Insider*, Richard Edgar Productions, Los Angeles, as host. She succeeds Sandie Newton, who left show to have baby.

**Susan Howarth**, associate director, Arkansas Educational Television Network, Conway, named executive director.

**Lee Stewart**, announcing and operations manager, KOSI(FM) Denver, joins KRDO-AM-FM Colorado Springs as program director.

**Mark West**, production engineer and part-time announcer, WTMX(FM) Skokie, Ill. (Chicago), named director of programming and promotion support.

**Ronald A. Bowen**, program director, WZBH-FM Georgetown, Del., joins KRSP-FM Salt Lake City in same capacity. **Steve Carlson**, program director, KRSP(AM) Salt Lake City, named operations manager, KRSP-AM-FM.

**Shadow Steele**, air personality, KQLZ(FM) Los Angeles, adds duties of operations manager.

**Andy Holt**, program director, WTGE-FM Baton Rouge, named operations manager.

**Stephen M. Barbour**, sales VP, Southeast region, Samuel Goldwyn Television, Atlanta, joins MCA TV sales there as manager, Southeast region.

**Lisa Horn**, associate producer, *The Dolans*, money management program, WOR(AM) New York, named producer.

**Peter Goldsmith**, senior producer, *Morton Downey Jr. Show*, Quantum Media, N.Y., joins *Nine Broadcast Plaza*, three-hour live, news/talk show, wwOR-TV Secaucus, N.J. (New York).

**Father Patrick Hutchings**, recent graduate, Jesuit School of Theology, Berkeley, Calif., joins Sacred Heart Productions, St. Louis-based producer of two nationally syndicated programs, *Lift Your Heart* and *The Jesuit Journal*, as director of video production.

**Chuck Davis**, air personality, WKYS(FM) Washington, joins WMZQ-AM-FM there in same capacity.

**Kim Scott**, staff announcer, *AM Cleveland*, WKYC-TV Cleveland, joins WQAL(FM) there as air personality.



**Celebrating a new season.** American Women in Radio and Television held a kick-off reception for the new television season at the Museum of Broadcasting. Among those attending (l-r): **Jim Greewald**, CEO, Katz Communications; **Lucille Luongo**, VP, corporate relations, and president, New York chapter, AWRT; **Jerry Feniger**, executive director, Station Representatives Association; **Audrey Tanzer**, administrative assistant, Station Representatives Association, and **Robert Batscha**, president, Museum of Broadcasting.

**Allen Price**, assistant program director and air personality, WNNK(FM) Harrisburg, Pa., joins WSTW(FM) Wilmington, Del., as air personality.

**Greg Hankins**, research director, KPTM(TV) Omaha, joins WTVF(TV) Nashville in same capacity.

**China Kantner**, veejay, MTV, New York, joins KRQR(FM) San Francisco as air personality. Kantner is daughter of Grace Slick and Paul Kantner of Jefferson Airplane.

## News and Public Affairs



Goodman

**Roger Goodman**, director of production and design, ABC News and Sports, New York, named senior director, ABC News.

**Susan Kennedy**, reporter, KGO(AM) San Francisco, named managing editor.

**Polly Kreisman**, correspondent, Newsfeed Network, Group W, Washington, joins Ackerly Communications, Seattle-based group owner of two AM's, three FM's and five TV's, as bureau chief and chief correspondent for newly created Washington bureau.

**Richard Walker**, executive news manager, KRLD(AM) Dallas, named director of news and programming.

**Hal Kennedy**, news anchor and assistant general manager, KKTU(TV) Colorado Springs, resigns after 33 years with station. He has not announced any future plans.

**Vicky Collins**, segment producer, *Bay Area Backroads*, KRON-TV San Francisco, named 6:30 a.m. producer.

**Emily Quinn**, consumer reporter, CNBC, Fort Lee, N.J., named anchor, *Steals & Deals*, consumer awareness program.

**Christina Ricci**, morning news editor, KCBS(AM) San Francisco, joins KRON-TV there as assignment editor. **Anthony Moor**, investigative reporter, WKBW-TV Buffalo, N.Y., joins KRON-TV as general assignment reporter.

**Doug Massey**, air personality and reporter, KAGI(AM) Grants Pass, Ore., joins Northwest Public Radio, Pullman, Wash., as host, *Morning Edition*, and news editor.

**Andy McQuinn**, weekend anchor-reporter, KSL(AM), and desk assistant, KSL-TV Salt Lake City, named anchor-reporter, KSL(AM).

**Melanie Masino**, producer-reporter, KARK-TV Little Rock, Ark., joins KHBS(TV) Fort Smith, Ark., and KHOG-TV Fayetteville, Ark., as morning anchor-reporter. **Neal Jones**, sports journalist, KJRH(TV) Tulsa, Okla., joins KHBS and KHOG-TV as weekend anchor/reporter.

**Linda Lorelle**, general assignment reporter and substitute anchor, KMOV(TV) St. Louis, joins KPRC-TV Houston as weekend anchor.

**Mitch Gross**, sportscaster, New Jersey Network, Trenton, joins KNOE-TV Monroe, La., as sports director.

**Stu Klitenic**, sports director, KTVI-TV St. Louis, joins WSB-TV Atlanta as sports reporter.

**Margaret Lowrie**, nightbeat reporter, WINK-TV Fort Myers, Fla., joins CNN, Chicago, as correspondent.

**Judy Fortin**, weekend co-anchor and general assignment reporter, WMUR-TV Manchester, N.H., joins WCVB-TV Boston as reporter.

**Yolanda Graham**, reporter, KENS-TV San Antonio, joins WMAR-TV Baltimore as general assignment reporter. **Kimberly Rucker Skeen**, anchor, reporter, and producer, WFMY-TV Greensboro, N.C., joins WMAR-TV as general assignment reporter.

**Vince Gerasole**, 11 p.m. anchor-reporter, KCRL(TV) Reno, joins WTAE-TV Pittsburgh as general assignment reporter.

**Paula Tutman**, morning news anchor and general assignment reporter, WLKY-TV Louisville, Ky., joins WJZ-TV Baltimore as general assignment reporter.

**John Baynard**, freelance photographer, Boston, signs exclusive, two-year contract with WNEV-TV there as producer, photographer and editor, *Our Times*, weekly public affairs program.

**Charlie Bagley**, weather anchor, WVIT(TV) and WRCH-FM New Britain, Conn., joins WFSB(TV) Hartford, Conn., in same capacity.

**Yolanda Fernandez**, reporter, WCIX(TV) Miami, joins WFLA-TV Tampa in same capacity.

**Carlo-Capra Boggiano**, photographer, Newsfeed, Group W, Washington, named chief photographer.

## Technology

**Michael C. Lang**, senior general attorney, labor relations, East Coast, Capcities/ABC, New York, named VP and assistant to president of broadcast operations and engineering, ABC Television. **Mary Frost**, director of satellite operations, ABC News, New York, named director, telecommunications operations, broadcasting operations and engineering department.

**Terry Fox**, maintenance supervisor, WUSA(TV) Washington, named assistant chief engineer.

**Richard Rexroat**, operations engineer, Telecommunications Inc., Denver-based cable multiple system owner, named director of fiber optics technology.

**John McPherson**, VP, marketing, Sony Video Communications Products Division, Teaneck, N.J., named VP, marketing services, Sony Business and Professional Products Group.

**Lynn S. Wilson**, director of information systems, Tracor Aerospace, Austin, Tex., joins Scientific-Atlanta, Atlanta, as VP, information management.

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## Promotion and PR



Peikoff

**Michael S. Peikoff**, director, publicity, Fox Broadcasting Co., Los Angeles, named VP, publicity.

**Rob Saffer**, manager, corporate communications, MTV Networks, New York, named director, sales and marketing communications.

**Deb Reno**, manager, marketing and promotion, CBS Radio Networks, New York, named director, marketing and promotion.

**Lesley Halpern**, engineering and operations staff, ABC Radio Network, New York, named manager, advertising and publicity.

**Leah Hollenberger**, promotion manager, WNAC-TV Providence, R.I., joins WFXT(TV) Boston as director of public relations.

**Veronika Lineberry**, promotion producer, KENS-TV San Antonio, Tex., joins WBNG-TV Binghamton, N.Y., as marketing director-promotion manager.

**Ruth E. Smith**, resident station manager, noncommercial KFAE-FM Richland, Wash., joins noncommercial KTNW(TV) there as development manager.

**Marlene Mills**, administrative assistant, Memorial Hospital, Colorado Springs, joins KRDO-AM-FM there as promotion assistant.

## Allied Fields

**Lauren "Pete" Belvin**, senior adviser to former Commissioner Mimi Dawson and most recently attorney with Blackwell Sanders Matheny Weary & Lombardi, Kansas City, Mo., to mass media adviser to FCC Chairman Alfred Sikes. **Steve Kaminer**, deputy chief of policy and rules division of Mass Media Bureau, FCC, named senior legal adviser to Commissioner Sherrie Marshall.



Suter

**William P. Suter**, managing director, investment banking, specializing in media, cable and cellular financing, Merrill Lynch Capital Markets, N.Y., joins Charterhouse Media Group, New York-based investment banking partnership specializing in media financing, as managing director. From 1975 to 1987 he was senior media analyst at

**In memory of.** KNRL(FM) Houston has established a memorial fund in remembrance of Brenda Hudson, the station's business manager, who was killed Sept. 10. Hudson, 33, was shot in front of her two children (ages nine and five) by two teenagers as she loaded groceries into her car at a grocery store. The teenagers were later arrested. All donations will be given to her immediate family. Donations may be sent to: Brenda Hudson Memorial Fund, c/o Energy 96.5, 1020 Holcombe S. 1201, Houston, Tex. 77030.

Merrill Lynch. He is director of Paradigm Communications, multiple system operator, and of Diversified Media Investors, limited partnership investing in media securities.

**Joseph K. Taussig**, executive VP, Infotechnology, parent company of United Press International, Washington, adds duties of vice chairman, UPI. **Paul Steinle**, president, UPI will continue to serve in this capacity, although due to recent changes he will concentrate on heading editorial operations.

**Peter Mattiace**, correspondent, AP, Pittsburgh, named bureau chief, Charleston, W.Va.

Broadcast recipients of 1989 Missouri Honor Medal for Distinguished Service to Journalism, University of Missouri, Columbia: **Mal Goode**, consultant, National Black Network; **Stan Freberg**, satirist and innovative advertising executive; *All Things Considered*, National Public Radio's newsmagazine.

**Robert A. Daly**, chairman and chief executive officer, Warner Bros., Burbank, Calif., named executive of year by Caucus for Producers, Writers and Directors, Los Angeles.

**Walter Cronkite** named first recipient of Allen H. Neuharth Award for Excellence in Journalism, University of South Dakota, Vermillion.

Recipients of Broadcast Pioneers Washington chapter 1989 award for contributions to industry: **Betty W. Endicott**, late VP and general manager, WTTG(TV) Washington; **Robert E. Lee**, former FCC chairman; **Vincent T. Wasilewski**, former president, National Association of Broadcasters; **Peggy Whedon**, television producer; **Howard T. Head**, consulting engineer, A.D. Ring and Associates. Station winners: **WXEX(TV)** Petersburg, Va., and **WFMD(AM)-WFRE(FM)** Frederick, Md.

**Robert J. Sestill**, VP of programming, The Learning Channel, Rosslyn, Va., elected to Council on International Nontheatrical Events Advisory Council (CINE) and

named to board of United States Distance Learning Association. CINE recognizes excellence in U.S. productions through the annual Golden Eagle Awards.

**Emmanuelle Gattuso**, VP, communications, Canadian Association of Broadcasters, Ottawa, named senior VP, public affairs.

**Robert M. Steinberg**, VP, The Broadcast Consulting Group, East Brunswick, N.J., named executive VP and chief operating officer.

**Larry London**, program director, WMEX(AM) Boston, joins Pollack Media Group, Los Angeles-based radio consulting firm, as programming-music coordinator.

**Pamela Y. Galloway**, manager, office and administrative services, Gannett Outdoor/Gannett Transit, New York, named director of office and meeting services, Gannett Foundation, Washington. Foundation will relocate headquarters from Rochester, N.Y., to Washington this fall.

**Rita Rubin**, administrative assistant, international television sales division, Children's Television Workshop, named business manager for international product licensing.

**David H. Horowitz**, former president and chief executive officer, MTV Networks, New York, and communications and financial services consultant, joins Proskauer, Rose, Goetz & Mendelsohn, New York-based law firm, as counsel.

**Dean G. Popps**, president, Dallas-Fort Worth Teleport, Irving, Tex., elected director of World Teleport Association.

## Deaths

**Richard F. Marcellan**, 59, former VP, general manager, KLOZ(FM) (now KPRR(FM)) El Paso, died of cancer Sept. 26 at Audie Murphy Veteran's Hospital, San Antonio, Tex. Marcellan joined KIOA(AM) Des Moines, Iowa, as sales manager in 1960 and was later named VP and general manager. He was with station for nine years. He served as VP and general manager of KKYX(AM) San Antonio, Tex., from 1969 to 1976 and then served in same capacity with KFJZ-AM-FM Fort Worth until 1980. He then moved to Florida to join WAPE-FM Jacksonville as president, position he held for three years. In 1983 he became VP and general manager of KJKO(AM) St. Joseph, Mo., and in 1985 joined KLOZ in same capacity.

**John H. Moran**, 36, former sports director, KLFY-TV Lafayette, La., died of leukemia Aug. 26 at UCLA Medical Center, University of California, Los Angeles. He joined KLFY-TV in 1984 and remained there until he was diagnosed in Aug. 1988. He is survived by his wife, Kimberly.

**Donna Noonan**, 38, licensing specialist involved with common carrier and private telecommunications systems, Keller & Heckman, Washington-based law firm, died of cancer Oct. 9 at her home in Washington. She had been with firm for four years. Prior to joining firm she had been mobile communications specialist with GE, Springfield, Va. She is survived by her husband, Jim.

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## Robert Gutkowski: Making the Garden grow

Last year, the Madison Square Garden Network reached a watershed in its 19-year existence. A window in the New York Yankee television rights contract gave MSG a once-in-a-decade chance to gain high-profile programming for a lackluster summer schedule. With parent Paramount Communications behind them, MSG and its executive vice president, Robert Gutkowski, wrestled the rights contract away from rival SportsChannel in a highly publicized \$500 million deal. The contract ushered in a new era in sports rights and completed the transformation of MSG from a sleepy regional sports network into one of the leaders in the field.

Gutkowski, a lifelong New Yorker with an allegiance to the hometown teams, is executive vice president of MSG Communications Group, which includes as its keystone the regional cable sports service, Madison Square Garden Network.

In a little over two years at the helm, he has improved MSG's graphics and on-air look, upgraded its marketing and research departments and, in dramatically outbidding SportsChannel for the Yankees, secured its place as a full-service, year-round sports network.

Dick Aurelio, president of Time Warner's New York cable operations, an operator who has often been on the other side of the negotiating table from Gutkowski, says Gutkowski has made "a vast improvement in MSG. He cares deeply about the quality of the channel, has a clear vision of what the channel should look like and has turned it into a first-rate professional operation."

Gutkowski was born on the lower East Side. His family moved to Long Island when he was six. During college he worked as a mail boy for Columbia Records, but found that getting a job upon graduation from Hofstra, at the height of the Vietnam War, was difficult, despite his high lottery number, 317.

Gutkowski did find work, however, as a page for NBC. "It was a fascinating beginning and really got me bit by the bug of TV," he says. The career goal of many pages, Gutkowski found, was to move to off-Broadway. "I had to try to convince people I could not sing or act before they would take a chance and hire me" for a business position, says Gutkowski. He became a rep for sports clearances for NBC, where he first met Chet Simmons, whom he would later follow to ESPN. That first job "got me very interested in sports and TV," said Gutkowski. After a stint as an account executive for the *Today* and *Tonight* shows, Gutkowski moved back to advertising positions in sports in 1975.

Long shut out of the Olympics, NBC had



ROBERT MICHAEL GUTKOWSKI—executive vice president, MSG Communications Group, New York; b. March 9, 1948, New York; BA, business administration, Hofstra, Hempstead, N.Y., 1970; station clearance rep, NBC Sports, New York, 1970-72; account executive, *Today* and *Tonight*, NBC, New York, 1972-74; manager of sports sales, NBC Sports, New York, 1975-78; director of ad sales, 1978-81; vice president, programming, ESPN, New York, 1981-83; vice president, advertiser sales, Paramount Television Domestic Distribution, New York, 1983-85; executive in charge of MSG Boxing, 1985-87; present position since 1987; m. Laura Larson, June 20, 1970; children—Christian, 15; Tara, 12; Matthew, 3.

high expectations going into 1980 as it prepared for its first Olympic telecast. "It was a tremendous challenge to sell the product and to make sure you entertain clients that come over," he said. Gutkowski flew to Moscow to scout hotels for clients. But upon arrival, Soviet officials discovered his visa bore the incorrect dates for his visit. He spent the night "essentially in jail," Gutkowski recalls. After intervention from NBC and U.S. officials, Gutkowski was released the next day.

It may have been a portent of what was to come, as NBC's first Olympic experience ended in disappointment when the U.S. and others chose to boycott the games. The next year, Simmons moved to ESPN, and Gutkowski followed. Although unsure of what cable would become, Gutkowski wanted "an opportunity to get into programming."

While there, Gutkowski became heavily involved in sports rights negotiations, as ESPN expanded its college basketball lineup as well as landing its first professional contract, the NBA. He was also a party in the negotiations for the short-lived United States Football League and, after Simmons left to head the new league, Gutkowski, through an assist from his brother Mitch, president of Select Media, moved to a syndication position at Paramount. "It was a

dimension I wanted to learn," said Gutkowski. "The one thing I'm most happy about is that in my career, I've worked for a broadcast network, a national cable network, a great studio and syndicator and a regional network."

Paramount, aware of Gutkowski's sports background, put him in charge of MSG Boxing in 1985, and later MSG's Communications Group, which includes the network, boxing, home video and television production units.

With the backing of Paramount, Gutkowski has put MSG on the map. "The most important [element] is the tremendous support we've gotten from our parent," he said, which found that MSG "very much fit into their long-term strategy." What the network needed was summer sports programming, and with the Mets contract locked up well into the next century, MSG focused on a window in the Yankee contract. "Baseball was very important to us [and]...we had one shot at it," he said. Paramount "jumped in with both feet," he said. But the \$500 million winning bid for the Yankees has not come without fallout.

First was the carriage dispute with Cablevision Systems, whose SportsChannel lost in the bidding, a programmer vs. operator, pay vs. basic dispute that has been resolved. The second is the broadcasting industry fear that over-the-air games will be taken away from fans.

MSG, which will own all Yankee rights beginning in 1991, makes its stand clear. "We very much want to sit down and discuss a broadcast window," Gutkowski said, and MSG and incumbent broadcaster WPIX(TV) have already started talks.

Winter sports are also important, he said, but MSG found no broadcast takers this year for Knicks and Rangers games in the New York market, with discussions with WPIX(TV) not producing a deal. Yet with MSG's coverage at 2.4 million homes, and growing, Gutkowski feels that not having the Knicks and Rangers on broadcast television is not that great a disadvantage for fans. As MSG grows bigger in the marketplace, fewer people will be without it, he points out.

What responsibility does MSG feel it has in the sports rights debate? "We certainly have the responsibility to protect and enhance our asset, which is MSG," says Gutkowski. "We think we're very much responding to the needs of the people," he says, and with the amount of product and wrap-around programming, "the sports fan is truly going to benefit."

In a sense, the native New Yorker has come full circle. Having worked in a variety of media jobs, he now works in a building, rich in sports tradition, that was a childhood stomping ground. "Sometimes I think New Yorkers all feel that we own a brick in this building." ■

**Cash flow for all four categories of radio stations**—AM daytimers, fulltime AM's, AM-FM combinations and FM's—**rose in 1988**, according to 1989 Radio Financial Report of NAB and Broadcast Financial Management Association that groups put on sale last week (\$125 for members; \$225 for nonmembers). Biggest gainers, surprisingly, were AM daytimers; they saw cash flow leap 51.2% to \$54,189 as increase in revenues kept well ahead of increase in expenses. Full-time AM's, on other hand, did worst of all, posting 1% rise in cash flow to \$173,834 as revenues topped by 14.4%. AM-FM combos showed 19.5% increase in cash flow to \$290,286, due mostly to sharp decrease in expenses. FM stations came in with 10.4% increase to \$321,468, reflecting slight increase in revenues and steeper decrease in expenses.

□

**In station trading marketplace, several developments occurred last week.** Plan to sell **KITV(TV)** Honolulu fell apart after parties could not agree to revised financing plan ("Closed Circuit," Oct. 2). In New Orleans, active speculation about sale of **WWL-TV** continued, despite fact that Viacom Broadcasting was said to be no longer interested in station, and one other bid for just over \$100 million had been rejected by CBS affiliate's owner, Loyola University. Leading suitor for WWL-TV is now thought to be station's general manager, Mike Early, who is said to have lined up financing to make bid of \$102 million. Other potentially interested parties were said to have included LIN Broadcasting and former CBS/Broadcast Group President Gene Jankowski.

□

**CBS reported third-quarter decline in pre-tax income from continuing operations last week to \$93.6 million**, on sales of \$593.5 million, all of which were recorded by CBS/Broadcast

Group. Profits for CBG were flat, at \$50 million, with remaining profits coming from interest income. Company reported net income of \$62 million, or \$2.40 per share.

□

Early evidence of synergies for newly merged Time Warner came last week in news **Warner Bros. International TV Distribution will sell all Home Box Office programs outside North America.** At MIPCOM international program market in Cannes, France, last Friday (Oct. 13), Warner international sales head Michael J. Solomon said HBO Showcase movies and other HBO product would be added to Warner catalogue, as well as films produced by Time-Life Films. Solomon also revealed Warner Bros. has one-third partnership in New Scandinavian pay TV service to launch by year's end in Sweden and said company hopes to extend pay-TV investments to two other Scandinavian countries within one year, as well as elsewhere in Europe. **In other MIPCOM news:** Disney distribution arm Buena Vista said it will offer animated movie to broadcasters for first time, with international distribution of "Who Framed Roger Rabbit" for Christmas 1991, following home video and pay TV windows. Disney also unveiled deal extending relationship with France's leading broadcaster, TF1, in three-year contract for Disney programming including two-hour *Disney Club* series and agreement to co-produce family series and specials. Also at market, leading U.S. syndicator King World joined forces with European program powerhouses Silvio Berlusconi and West Germany's Beta-Taurus for four-hour, approximately \$8 million mini-series, *Paris/Dakar: A Great Adventure*, to be co-produced with Harmony Gold. King World will syndicate property in U.S. for fall 1990, and indicated mini-series could be first of number of projects with group

## AFTRA, SAG blast conservative newsletter

*L. Brent Bozell III, publisher of TV, etc., says he is just trying to "highlight the activities of the Hollywood production community," but with a subheading under the masthead of the newsletter touting its "review of the entertainment and the Hollywood Left," two of the entertainment industry's largest unions are becoming increasingly sensitive about the conservative criticism coming from the Alexandria, Va.-based publication. The bimonthly newsletter, which began publishing in May under its Media Research Center umbrella organization, raised the eyebrows of a number of entertainers named for their "liberal activities" (BROADCASTING, June 5).*

*In fact, Bozell, in a "letter from the publisher" printed in the August-September issue, mentioned the July American Federation of Television and Radio Artists national convention, where a resolution was passed to condemn the publication, while the Screen Actors Guild avoided directly naming TV, etc. in a blanket resolution. Bozell, a nephew of political columnist William F. Buckley Jr., said in his letter that AFTRA charged him with putting pressure on the networks, producers and advertisers, and that those charges were "mimicked" by SAG's resolution—all in an effort "to silence" TV, etc.*

*The publication's most recent issue, in its "Hollywood Left" column, charged with "liberal hypocrisies" the entertainers who vigorously supported the "Housing Now!" march earlier this month in Washington. The "Who's Who of the Hollywood Left" list included Valerie Harper, Ed Asner, Bea Arthur, Cher, Richard Gere, Whoopi Goldberg, Casey and Jean Kasem, William Hurt, Leonard Nimoy, John Ritter, Geraldo Rivera, Martin Sheen and Pee Wee Herman. Bozell charged that "Housing Now!'s big-government liberals" chose to bend figures on the number of homeless people to serve their cause and that the "stark contrast between the hand-to-mouth existence of the*

*homeless and the opulent lifestyle of their Hollywood 'benefactors' points up the hypocrisy of the campaign."*

*Also excerpted are quotes from various celebrities on issues ranging from gun control to abortion; other sections review movies, sitcoms, and HBO documentary Tailspin: Behind the Korean Airliner Tragedy, which received the "Geraldo Award" for being a "scurrilous" docudrama that "misleads American audiences."*

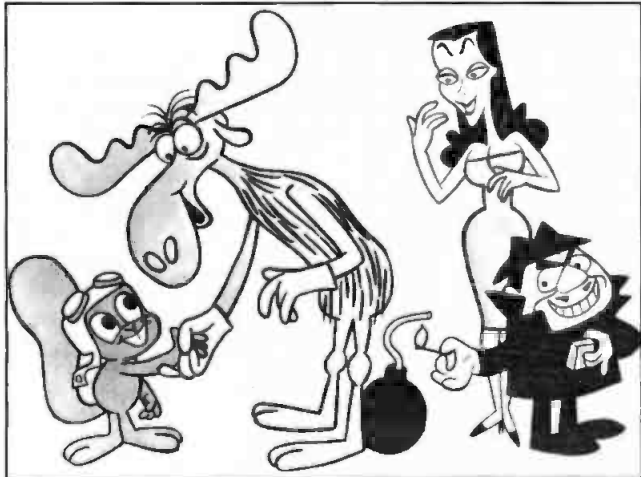
*"There is not one show on television that has a positive political message on conservatism in America," Bozell charged. "I think their [SAG and AFTRA] reaction to my critiques borders on the hysterical, with some of the predictions they have been making. Their reaction is boycotts of entertainers who went to South Africa, but when a conservative group calls one, it's called 'blacklisting.' We have not espoused any political action. The better known actors get more play because of their power to affect millions on these issues."*

*John Hall, national executive director of AFTRA, says Bozell's "critiquing" of celebrities is reminiscent of tactics used during the "dark days of the McCarthy era where publications like 'Red Channels' and 'Counter-attack' ruined many careers." Hall added that Bozell "has the right to free speech, but he is undermining an artist's ability to gain employment or access to employment by bringing pressure on advertisers and the networks. Free speech does not extend to a guy who yells 'fire' in a theater, and that is what he is doing. If he keeps naming names and saying not to hire them for their leftist leanings or interferes with their right of free speech, AFTRA and SAG will pursue this matter in the court to all ends."*

*Hall said there are many AFTRA members who have a conservative point of view, some of whom are "further right of Genghis Khan," and that the Hollywood production community has been a "clearinghouse of varying points of view." —MF*



**Jay Ward**, 69, veteran animator and founder, Jay Ward Productions, Los Angeles, died Oct. 12 of kidney cancer at his Hollywood home. Ward's animated family included (l to r):



Rocky, Bullwinkle, Natasha Fatale and Boris Badenov.

From 1985 through 1988, average household hours spent viewing sports on basic cable and syndication increased by more than 25%—as hours spent watching broadcast network sports declined 6%—according to study conducted by Bozell Inc., New York. Study revealed that, on weekend afternoons, networks lost approximately 1.6 million households while basic cable services gained approximately 1.5 million households. However, said Steve Sternberg, VP-manager, broadcast research, Bozell, network sports ratings decline "has been at a slower rate than prime time."

**Diane Killory**, 35, who stepped down as FCC general counsel Oct. 5 to make way for Robert Pettit, announced last week she will be joining Washington office of Morrison & Foerster. Office has significant FCC practice, but mostly in common carrier area. Killory said she hopes to develop firm's mass media practice.

**Dr. C. Everett Koop**, former surgeon general during Reagan administration, will host series of hour-long specials on NBC-TV dealing with issues at forefront of America's health care system. Koop will attempt to unravel complexities of health care in climate of skyrocketing medical costs, malpractice, AIDS and care for elderly. Programs will be produced by MacNeil/Lehrer Productions, with first special expected to air in May 1990.

Veteran director **Jim Drake** has been signed to direct the pilot episode of MCA TV's late-night talk-comedy strip *Second City Presents...My Talk Show* slated for 1990-91 syndication season. Drake's credits include directing episodes of *Golden Girls*, *Night Court*, *Who's the Boss?*, *Newhart* and *Mary Hartman, Mary Hartman*. His direction of *SCTV Network* earned Drake best director nomination in 1982 from Directors Guild of America. First-run strip is co-production of Imagine Films Entertainment and Second City Entertainment, and will be distributed by MCA TV. Pilot is set for Oct. 20 shooting at Universal Studios, Universal City, Calif.

**Republic Pictures** is looking to expand from producer of dramas (like *Beauty and the Beast*) to more pervasive network sitcoms by signing writer-producer team of Elias Davis and David Pollock to exclusive single-year deals. As executive

producers, Davis and Pollock will write and produce their first project, which is targeted for spring 1990.

**Joseph Barnes** has joined Fox-owned Los Angeles independent KTTV-TV as vice president of news and news programming. His appointment is effective immediately. Prior to joining station, Barnes operated his own news and promotion consulting firm in San Francisco. Barnes also has worked previous San Francisco stints as news manager at KPIX-TV and news director at KGO-TV.

**Fifth Estate** stocks took beating on the stock market Friday as Dow Jones Industrial Average dropped 190 points to close at 2,569.88. Standard & Poor's Industrials dropped 25.72 points to close at 379.68. By close of business last Friday, Time Warner was down \$11 to \$132. Subsidiary Warner Communications, to be acquired with securities earlier valued at \$70 per share, fell \$4.50 to \$62.125. CBS fell \$18.25 to \$207.25. Viacom dropped \$5 to \$60, and Turner Broadcasting System "A" stock fell same amount to \$51. Takeover stock LIN Broadcasting fell \$5.50 to \$113. MGM/UA Communications, three days after termination of \$25-per-share tender offer (see page 29), was down \$1.75 to \$18.625. Among other studios, Walt Disney Co. dropped \$7.25 to \$123, Paramount Communications was down \$7.625 to \$55.50 and MCA fell \$6.375 to \$62.25. Capital Cities/ABC was off \$16 per share to \$542. Among cable operators, Tele-Communications Inc. was off \$1.75 at \$18.625, Cablevision Systems was down 75 cents to \$46.125 and Comcast "A" fell \$1 to \$27.875. In terms of points, drop was biggest since Oct. 19, 1987, crash, when market dropped 508 points or 22.6%. Last Friday's fall represented about 6.9% drop, and was second largest in record of Dow, topping Oct. 16, 1987's 108.35 loss, when index closed at 2,246.74.

**Fox Inc.** source confirmed that company is near completion of letter of intent to buy its Salt Lake City affiliate KSTU-TV, filling void left by recent agreement in principle to sell Fox O&O WFXT-TV Boston. Price was not disclosed, but sources estimate it may sell for \$25 million-\$30 million. New York financial house Veronis & Suhler is working on terms of sale with principle owner Farragut Communications Inc. and limited partner Mountain West Television Corp. According to previous reports, sources estimated that Fox will net close to \$20 million from Boston Celtics for pending WFXT deal, and is hoping to have seventh O&O station in fold after beginning of new year. Farragut also owns two TV's in Washington state, KNDU Richland and KNDO Yakima. KSTU is on ch. 13 with 112 kw visual, 11.2 kw aural and antenna 3,660 feet above average terrain.

**Representative Edward J. Markey (D-Mass.)** last week continued to hammer home his message that U.S. must make major, concerted effort to overcome advantage he sees foreign countries—he mentioned Japan and France—have in telecommunications matters. Chairman of House Telecommunications Subcommittee, speaking at Federal Communications Bar Association luncheon on Friday (Oct. 13), said U.S. lacks coherent policy goals. And he outlined some of his plans for dealing with that lack. Markey said in next two weeks he will introduce legislation—he called it "emerging technology bill"—he said is designed to deal with number of major issues in comprehensive manner. Markey also said Telecommunications Subcommittee will hold number of hearings in two weeks aimed at "reconciling new economic realities." He said U.S. must establish policies that, instead of keeping erstwhile allies out of American markets, offer "fair chance of taking them on."

# Editorials

## Bad to worse

The FCC is continuing its active pursuit of indecency, fining a Detroit station \$2,000 for the two-year-old airing of an off-color song (BROADCASTING, Oct. 9). In issuing the fine, the commission took the new step of dropping its policy of issuing a warning letter, with Chairman Al Sikes citing the "huge" backlog of complaints. It is an activism that bodes ill for the industry and its audience. It is also a policy that seems at odds with the broader policy goals of the new chairman.

"[W]hat we need to do to the extent we possibly can is free markets so the ultimate customer—consumer, viewer, watcher, listener—can make the decisions, not we here in Washington." Those are the words of FCC Chairman Al Sikes. It is a sound philosophy, and one that seems particularly applicable to the issue of indecency.

To the extent the FCC insists on being an active content regulator and arbiter of taste, it has arrogated what should be a local programming decision based on a broadcaster's editorial judgment in conjunction—of economic necessity—with the viewing preferences of the local audience. The viewer, watcher and listener is being denied, either by direct FCC action or its chilling shadow, the power to decide.

The free market that chairman Sikes seeks should be equally free of censorship.

□

And while we're on the subject of censorship, the Soviet Union has taken a possible first step toward a freer press. A committee of the new Soviet parliament is working on a law that would advocate free expression in the press—at least more than is currently permitted—and would ban state censorship.

The print medium in the U.S. remains the model of freedom for all media suffering government censorship, unfortunately including the Fifth Estate.

## Out of order

The U.S. judicial conference appears determined to keep the federal court system in step with the past. A five-person committee of the conference released a report recommending—with a four-to-one endorsement—that the ban on television cameras in the courtroom be perpetuated, despite the recognition that 44 states permit television cameras in their courts.

The ban continues to prevent Fifth Estate reporters from doing their jobs, while denying the American public a view of public trials that broadcasters have put within easy reach.

Judge John J. Moore of the U.S. court of appeals for the 10th district dissented from the committee recommendation, pointing out that the argument that television coverage is intrusive has been made moot by technological advancements.

The committee is currently seeking comment on its recommendation. When the conference meets in March, we would recommend that it abandon its luddite policy of exclusion and join the 20th century.

As a postscript, when the committee met in June and July on its way to deciding courts should not be allowed to employ modern television technology, it did so by teleconference.

## It's baaack

It was a year ago almost to the day that this page was praising the collective good sense of the Senate in deep-sixing an unnecessary amendment to a tax bill. The amendment, the pet project

of Senator Al Gore (D-Tenn.), would have forced cable programmers to accept government-arranged third party distribution of their programming to home dish owners (a primarily rural constituency that has caught the ear of Gore, as well as vote-conscious legislators in Arkansas, Kentucky and elsewhere). That call for government interference came despite a joint FCC and National Telecommunications and Information Administration finding that market forces alone were sufficient motivation for supplying that demand.

At the time of the Senate defeat, Gore threatened to flog this dead horse in the next Congress, despite having been defeated by such bipartisan alliances as Senate Communications Subcommittee Chairman Daniel Inouye and ranking Republican Bob Packwood, North Carolina Republican Jesse Helms and Massachusetts Democrat Edward Kennedy.

It is now the next Congress, and Gore has made good his threat, last week introducing S.1698, virtually a carbon copy of the earlier measure. Its fate should be equally duplicative.

## Postage due

Ed Murrow has once again been passed over as the subject of a commemorative postage stamp ("Closed Circuit," Oct. 9). Since at least 1984, the Radio-Television News Directors Association has nominated arguably the best known and most respected Fifth Estate journalist eligible for that honor, and since that time, stamp advisory committees have repeatedly passed him over on the way to commemorating duck decoys, inkwells and such personages as Alden Partridge and Sylvanus Thayer.

Murrow can be resubmitted yet again with a single letter—likely affixed with a stamp honoring the invention of the oil filter wrench. The 13-member committee, selected by the Postmaster General, meets again in November. According to one of the committee members, a Murrow stamp has not been approved because there has been "no serious campaigning" for it. Since RTNDA President David Bartlett assured this page such a case has indeed been made, the sticking point in a proposed Murrow stamp may only be a failure to communicate, which RTNDA is taking steps to correct.

We note that a quartet of dinosaurs, those extinct reptiles currently experiencing a wave of popularity unknown since before the ice age (or at least since *The Flintstones*), have been featured on stamps currently being touted by the Post Office in slick television ads. We only hope that a Murrow commemorative doesn't have to wait 65 million years to get its due.



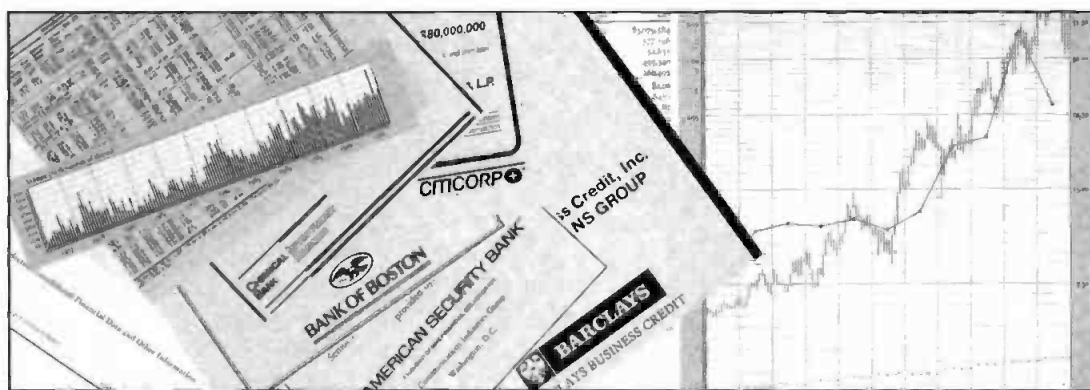
Drawn for BROADCASTING by Jack Schmidt

"Everything has a function control except Bob."


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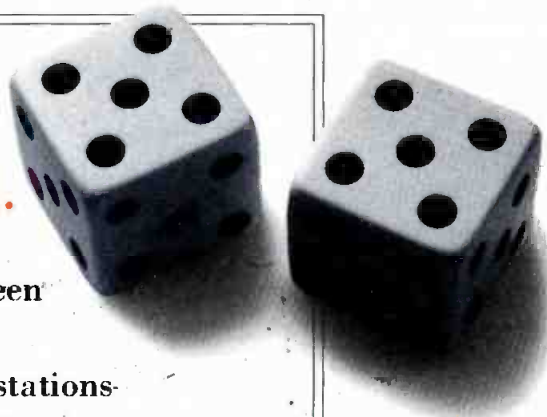
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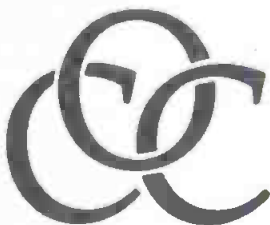
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