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60th Year 1990

TELEVISION / 45

NBC News is prime time series player; PBS 'unfunds' programs

RADIO / 56

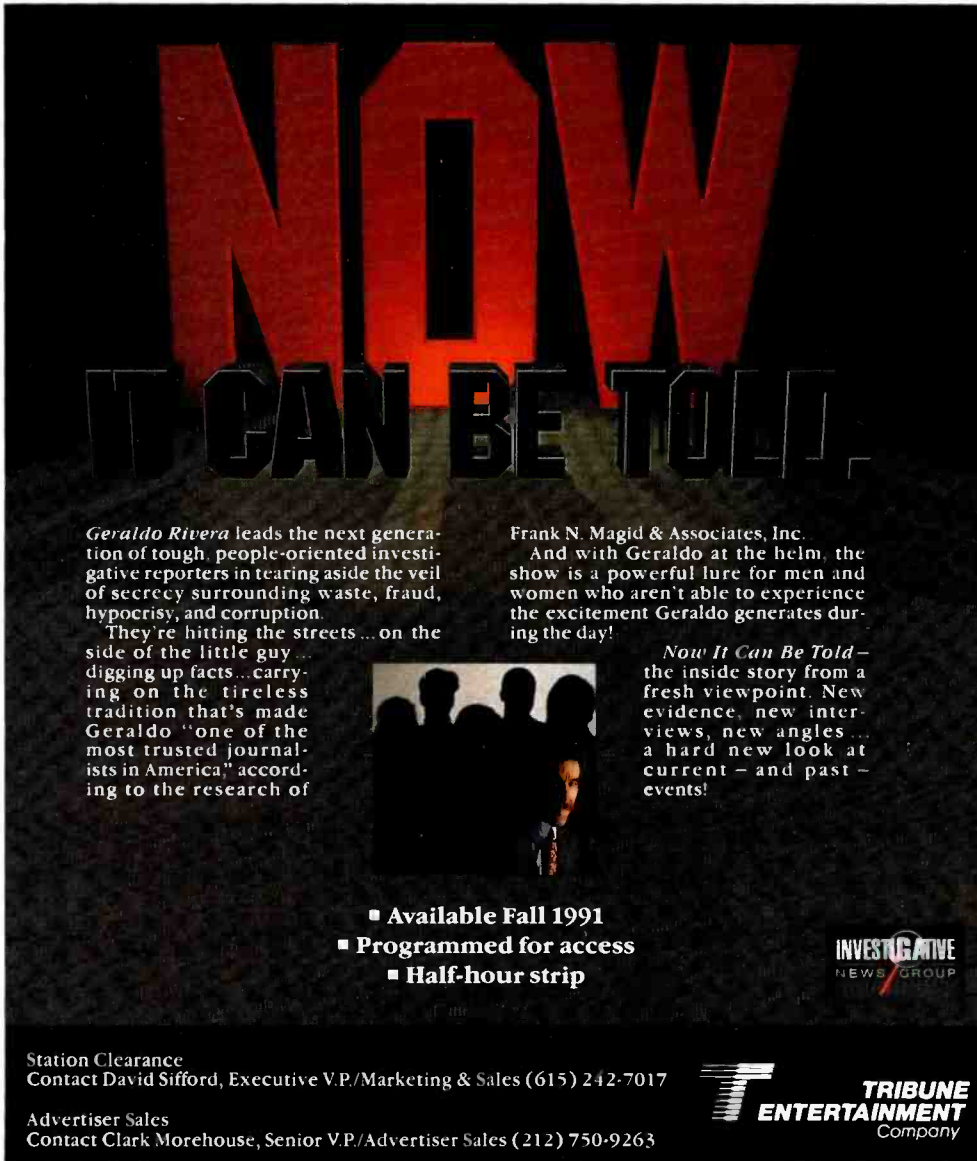
Another AM enters all sports race; wrapping up 1990

CABLE / 39

Western Cable Show: The coming explosion in channel capacity

BUSINESS / 69

Ad agencies face economic downturn



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Vol. 119 No. 23
Tani of Matsushita/MCA / Page 35



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Fall, 1991

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THIS WEEK

35 / THE SELLING OF HOLLYWOOD

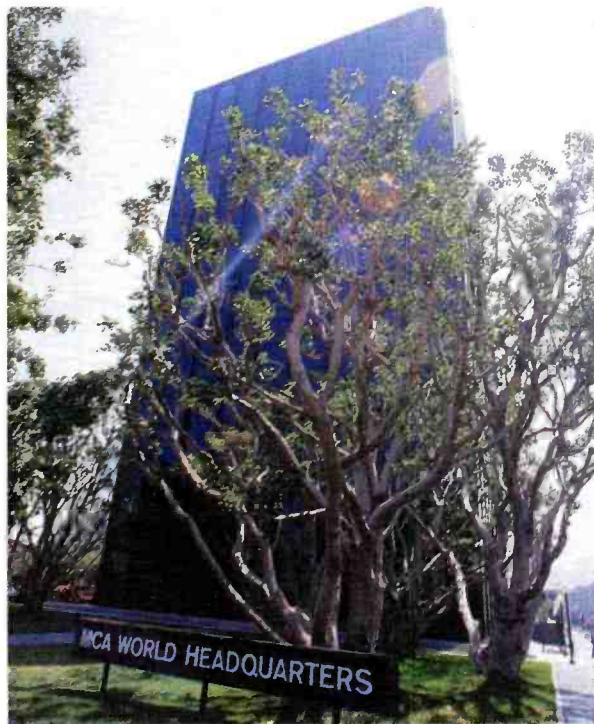
Last week's \$6.59 billion acquisition of MCA by Matsushita Electric Industrial Co. is the largest purchase of an American company by a Japanese firm to date. The merger also increases foreign ownership of Hollywood and gives the networks another example of how the financial interest and syndication rules prevent them from competing on a level playing field. The \$66 per share price for MCA came after two months of intense negotiations. With MCA on board, Matsushita hopes to merge its hardware with MCA's software. MCA also hopes to take advantage of growing program needs abroad. Because federal rules prohibit foreign ownership of TV properties, MCA will spin off WWOR-TV New York to shareholders and will become a publicly traded standalone company.

38 / FIGHT OVER INDECENCY

New York-based Infinity Broadcasting is vowing not to pay the FCC's tentative fine of \$6,000 against the company for an allegedly indecent broadcast over three radio stations nearly two years ago by air personality Howard Stern. Infinity says it will fight it all the way to the federal courts if necessary.

39 / CABLE INDUSTRY ROUND UP

Industry leaders participating in the Western Cable Show's opening



Matsushita buys MCA (page 35)

session describe a 100- to 200-channel world that would give cable advantage over DBS and a shot at revenues now collected by home video and telephone companies.

40 / FCC'S TURN

The National Cable Television Association will try to stall expected federal legislation reregulating cable next year—at least until the FCC has had a chance to allay concerns about rising cable rates with a new regulatory scheme of its own, said NCTA President James Mooney.

43 / CHANGING TV

Pay per view will not only

alter the face of television, but make cable and other technologies—including DBS—stronger in the process, according to Robert Wussler, president and chief executive officer, Comsat Video Enterprises. He was among executives examining PPV during the Cable Television Administration and Marketing Society's 1990 PPV conference in Anaheim, Calif., last week.

43 / DIFFERENT PERSPECTIVES

Pay per view networks and standalone PPV channels demonstrate their respective differences during CTAM's 1990 PPV conference.

45 / TOUGH DECISIONS

As a result of "some very difficult decisions," said Public Broadcasting Service's John Grant, PBS's newly centralized National Programming Service has decided to cut funding on four shows currently on the air, including two long-running children's programs, *Wonderworks* and *Newton's Apple*. PBS said the money saved will be used to develop new programming for noncommercial television.

45 / NBC PRIME TIME NEWS

NBC News, which has not had a prime time series on the network in four years, will produce a one-hour Sunday night block featuring former *Today* show anchor Jane Pauley and the hard-hitting investigative team of Brian Ross and Ira Silverman. The division is hoping *Real Life with Jane Pauley* and *Exposé* will reinforce the network's news presence.

52 / SWEEPS RESULTS

The November sweeps was the most hotly contested sweeps battle in years. One rating separated first place NBC from third place CBS. Although NBC won, the network was off 13% in ratings from a year ago. ABC was second and 2% off its mark from last year. CBS was a close third, and roughly flat from a year ago.

55 / FAMILY STYLE

Hearst Broadcasting and Heinz USA are collaborating on a new syndication program package exploring the American family, called *Family Works!*. The package contains a series of dramas, documentaries and vignettes that will all be produced by Hearst-owned WCVB-TV Boston.

56 / NEW DIGS

The Rick Dees Weekly Top 40 countdown program will be distributed by Wally Clark Productions in 1991, moving from Unistar less than a year after moving from DIR Broadcasting.

56 / ALL SPORTS

Noble Broadcasting is targeting the lucrative Southern California adult male demographic with all sports radio on XETRA(AM) Tijuana (San Diego). The station takes a cue from three predecessors in the format.

57 / HOLIDAY AIR WAYS

Year-end programming from radio networks and syndicators is offering a mix of 1990 retrospectives, sports wrap-ups, best-of countdowns and holiday music.

62 / MGM-PATHE PACKAGE

London's Super Channel, a general interest entertainment channel reaching more than 20 European countries, has signed a \$59.1 million deal with MGM-Pathe for the rights to an MGM program package that would include films from that portion of the MGM library controlled by Pathe, as well as original telefilms and series.



Ted Turner and Robert Wussler at Western Cable Show (page 39)

66 / UHF DISPUTE

The Association for Maximum Service Television (MSTV) is preparing an FCC filing objecting to a request by Strother Communications Inc. (SCI) for temporary licenses to test digital audio broadcasting over the UHF-TV band, channels 14 and 40 in Washington and channels 15 and 32 in Boston. MSTV says that UHF tests are unnecessary because those frequencies must be preserved for high-definition television.

69 / HUNKERING DOWN

Uncertainty about how the crisis in the Middle East will be resolved, fear of recession at home and a soft retail market have caused both analysts and advertising agencies to lower their fourth quarter projections. Advertising executives always emphasize that it is during a recession that companies need to advertise the most to maintain market share. But if that message fails to have any impact, the agencies will probably have to slim down and lay off employees.

74 / STAYING THE COURSE

FCC's proposed satellite television station policy was

unenthusiastically received by broadcasters. Most of those who filed comments last week wanted the commission to maintain its current case-by-case approach. Anchor Media, NAB, INTV and others said the current system has proved effective over the years.

76 / NAB'S NEW DIARY

The NAB unveiled its new

personal viewing diary that it hopes will replace the system currently used by Nielsen and Arbitron. NAB says television rating services miss at least 2%-3% of the viewing audience because many viewers are watching outside the home. NAB has an adult and children's versions of the diary and will test two versions of each. One asks for time and channel viewed; the other asks also for the program title. The NAB says that a higher rate of return is expected when the title is not requested. Testing is expected to begin next May.

95 / LOCAL LEADER

Dennis FitzSimons, vice president and general manager of Tribune Broadcasting's WGN-TV Chicago, has helped polish Tribune's flagship station with a strong lineup of news, sports and syndicated movie packages.

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

CLOSED CIRCUIT

Hollywood Chain reaction?

Matsushita-MCA deal may set in motion ownership change in stations other than WWOR-TV New York (see "Top of the Week"). MCA also has 11.92% attributable interest in three independent TV stations of Combined Broadcasting: WBFS-TV Miami, WGBO-TV Joliet, Ill. (Chicago) and WBFS-TV Philadelphia, which studio obtained as creditor of bankrupt Grant Broadcasting—reincarnated after court settlement as Combined. Depending on percentage of Combined stock held by other foreign-owned studios, such as MGM or Columbia, Matsushita purchase of MCA could raise direct foreign stake in Combined to more than 20% allowed by FCC. If that is case, solutions would be plentiful, including possible, though not likely, addition of MCA's Combined stake to new WWOR-TV company being spun off.

New opportunities

In postscript to Matsushita's preliminary agreement to buyout MCA Inc. (see page 35), it has been widely anticipated that Creative Artists Agency co-founder Michael Ovitz, who reportedly stands to make \$40 million for helping broker deal for Japanese electronics giant, could bring influx of additional dollars and creative deals for client Steven Spielberg's Amblin Entertainment.

Amblin, which has longstanding working relationship with MCA's Universal Studios, is in posture to mount new projects under guidance of MCA Family Entertainment President Jeff Segal, including possible animated network series based on

mouse from "American Tail" theatrical. Already slated is "Fievel Goes West" film sequel for Thanksgiving 1991 release. Amblin spokesman said that mouse (named after Spielberg's grandfather) is being targeted for Saturday morning network series pitch. Additionally, source said pilot development is moving ahead for cartoon version of "Back to the Future" as likely 1992-93 network series ("Closed Circuit," Nov. 19).

'On Scene' expansion

Source at Group W Productions, who wished to remain nameless, confirmed rumor that syndicator is "seriously considering" expansion of weekly *On Scene: Emergency Response* to daily half-hour stripping for 1991-92 season. With "prevailing optimism" over its performance (4.1 rating/8 share in NSS overnights, week ending Nov. 23), Group W has commissioned production of separate

pilot that will "differ in pacing and format" from weekly reality-based half-hour hosted by producer Dave Forman. *On Scene*, which is currently being carried on 125 stations representing 86% coverage, is second-ranked new weekly first-run program behind Viacom Enterprises' *Super Force* action-adventure, according to source.

Local boost

Even with early syndication launch of *The Chuck Woolery Show*, sources say Orion Television is sweetening local barter split to at least eight minutes local ad time, compared with six minutes national, to continue momentum and entice stations to promise quality daytime and early fringe clearances. Previously, Orion had been marketing hour talk show strip with even 7/7 barter split. As reported in BROADCASTING, Nov. 5, and confirmed by sources, Orion has just put

finishing touches on deals with four of five stations within Group W (exception being KDKA-TV Pittsburgh) and all four stations within Times Mirror Broadcasting group. Sources further indicate that *Woolery* has signed clearance deals with 40 stations—seven of top 10 markets—representing approximately 45% national coverage. Paramount Domestic Television's *The Maury Povich Show*, only other new talk show to launch sales earlier, is reported to have just over 60% coverage of U.S.

Anaheim Loggerheads

Both Robert Wussler, president of Comsat Video Enterprises, and Brian McCauley, president of SkyPix, used Western Cable Show to express confidence that two can make deal to have Comsat bring more than \$100 million to SkyPix plan to deliver mid-power direct broadcast satellite service to small dishes by mid-1990.

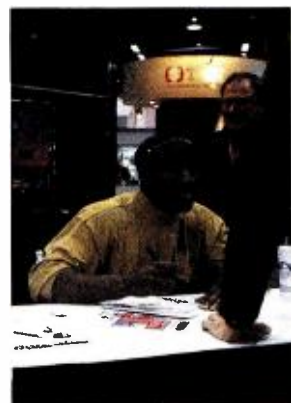
But sources close to negotiations said Comsat Video's own financial status has emerged as concern among other potential investors, each in \$100 million neighborhood, in U.S. and abroad. Getting attention among those unnamed SkyPix suitors is securities analysis that reportedly quotes corporate Comsat executive saying consistent losses in CVE's hotel pay-per-view business mean investment in SkyPix would only give Comsat Video negative book. McCauley declined to comment but said Comsat is not only company that could serve as lead investor in system.

McCauley also declined to either confirm or deny report

BEAUTY AND THE BOXER

The stars were out at the Western Cable Show last week as Vanna White (r), of *Wheel of Fortune*, was in the Home Shopping Network booth showcasing her new fragrance "Vanna."

Also, heavyweight champion Evander Holyfield was on the show's floor signing autographs at the Request TV booth.



Get Real!

"I like the idea of forgiveness and trying to put that across on TV. We should all just be easier on ourselves and learn to forgive. That kind of idea is the real subtext of the show."

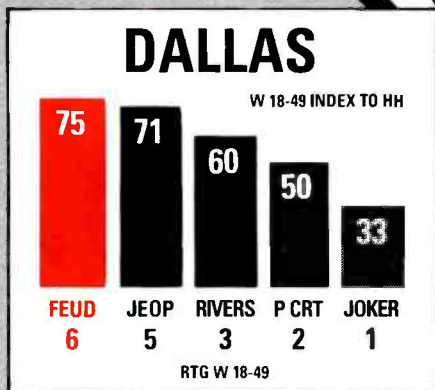
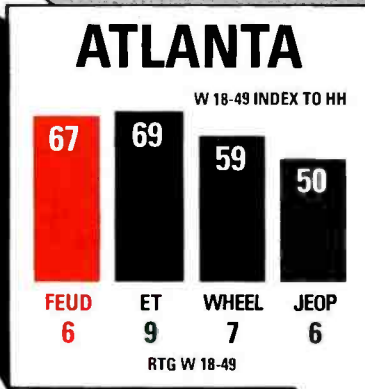
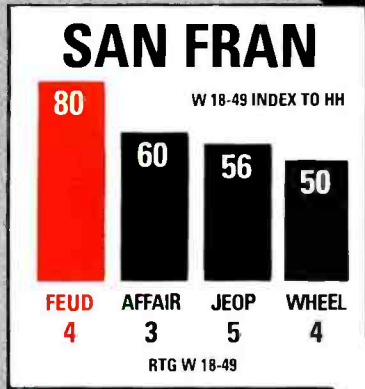
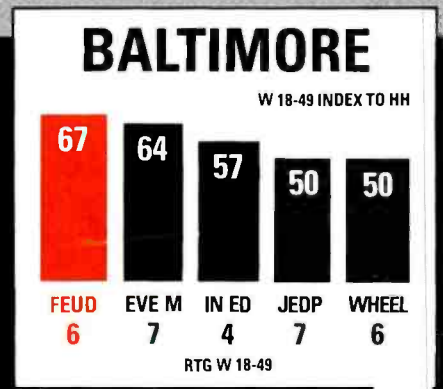
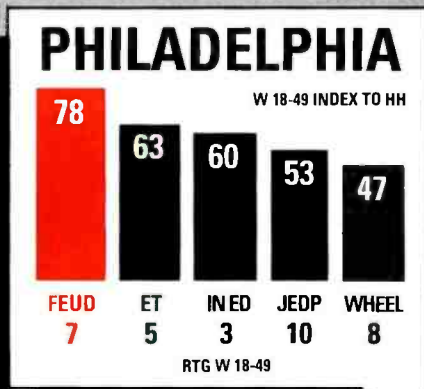
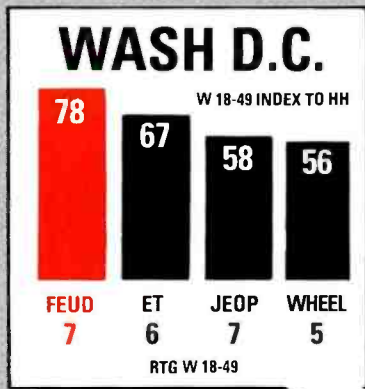
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SOURCE: OCT. '90 ARB; W 18-49 RTG/INDEX TO HH RATING

FAMILY FEUD

FIRM GO '91/'92

+31%

5.4

W/O 10/29

4.5

W/O 10/8

4.1

W/O 9/17

STATIONS REGAIN LOST VIEWERS WITH FAMILY FEUD

PHILADELPHIA MF 7:30 P

- REPLACES *CHALLENGERS*
- HH RTG, W 18-49, W 25-54
- RATINGS MORE THAN DOUBLE

ATLANTA MF 7:30 P

- REPLACES *QUIZ KIDS*
- HH RTG DOUBLES

BOSTON MF 4:30 P

- REPLACES *JOKER'S WILD*
- W 18-49, W 25-54 RTGS TRIPLE

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that SkyPix had not been able to meet payment on 10 transponders leased aboard Hughes Communications' SBS 6, but said relation with Hughes remains "excellent." Hughes could not be reached by press time.

On related front, source said TCI will host test of SkyPix's digital video compression scheme next year. Mum also on that story, McCauley said first system to test scheme will "likely" be owned by Rock Associates.

New York

Moving forward

Long-term revenue concerns continue to breath life into Television Affiliates Group, ad-hoc station group formed just over year ago. Late this week executives said to represent more than two dozen groups will meet in New York at what may be first TAG meeting to develop concrete agenda. Among those invited are Network Television Association President Peter Chrisanthopoulos. One executive involved insisted that TAG's purpose is not to supplant Television Bureau of Advertising, but rather to focus on needs specific to affiliates.

Washington

Tire kickers

Identities of potential buyers for UPI are still closely guarded secret at wire service, but word has it that list includes at least three Asian interests including one with ties to *Washington Times* and Sun Myung Moon's Unification Church. Bo Hi Pak, president of *Times*, and son Jonathan Park, along with former head of Ronald Reagan's 1980 New Hampshire Campaign Max Hugel, are said to have had serious discussions about purchasing UPI. Park and Hugel have growing media empire in Washington already. Pak owns Atlantic Video, Washington production and editing

NAB MAY HOST FCC OFFICIALS AT GALA

After meeting with lawyers from the commissioners' offices last Thursday afternoon, FCC General Counsel Robert Pettit determined it was permissible for FCC officials to accept \$750 tickets from the NAB for the Kennedy Center Honors last night (Dec. 2), which is co-sponsored and taped for broadcast after Christmas by CBS. Pettit said FCC's unusually tough ethics policy does not prohibit accepting tickets because the NAB is not a licensee and the awards ceremony-dinner was not "lavish for an event of its type." All but \$85 of the ticket is a contribution to center, he said.

FCC Commissioners Sherric Marshall and James Quello accepted the tickets. However, Ervin Duggan and Andrew Barrett decided to stay home. "I don't think it is appropriate for me," said Barrett. "Obviously, they are trying to buy something or influence something and this colored boy isn't for sale." Chairman Alfred Sikes planned to attend as a guest of Irv Hockaday, of Kansas City Southern, under "personal-friend" exemption.

studio. Park and Hugel recently purchased minority interest in Nostalgia Network, and in past year bought Potomac Communications Inc. and consolidated it with Pyramid Video and Newslink Inc., which has contracts with CNN.

Also on list is Salt Lake City-based Bonneville International Corp.; Virginia Beach, Va.-based Christian Broadcasting Network, and Hollywood-based Premiere Radio Networks Inc. (Premiere was approached by third party about UPI Radio, but is now waiting prospectus for whole company). Other suitor mentioned thus far is Mead Data Central, which operates NEXIS and LEXIS research services.

Coral Springs, Fla.

Spitting match

As large percentage of Arbitron group and station contracts come due in 1991, rival Birch/Scarborough is claiming that financial woes of Control Data Corp. (Arbitron's parent) might shift number of stations into Birch's corner and deal heavy blow to Arbitron. According to Birch President Bill Livek, high debt accrued by \$125

million TV ratings experiment, ScanAmerica, will drain Arbitron Radio's "obscene profits," while Arbitron is forced to make new radio contracts competitive with Birch's. Result, Livek said, could make 1991 "critical year for Arbitron."

Not so, according to Arbitron, which says Birch's estimate that 65%-75% of all group contracts expire within next 18 months is highly exaggerated and wishful thinking, and suggested that Birch is spreading disinformation regarding financial health of Control Data. Further, according to Rhody Bosley, Arbitron vice president, sales and marketing, ongoing ScanAmerica development is funded independently from radio division, and does not affect radio operations. "Next year is not going to be a make-or-break year for Arbitron," Bosley said. "We'll just have to wait and see at the end of 1991 who finished first in the horse race."

St. Louis

Unhappy campers

NBC and Cablevision's Pay-Per-View Olympics appear to have instigated heated discussions at NBC affiliate board

meeting in St. Louis. Affiliates complained they haven't been kept up-to-date on PPV Olympics activities. Programming, which was initially supposed to emphasize niche events broadcast doesn't cover to great degree now will focus on top seven events, but affiliates weren't made aware of change or of possible pricing structure (BROADCASTING, Oct. 15). Affiliate board now expects to see formal proposal on programming and pricing for PPV Olympics on Jan. 15. Marty Laferty, vice president, PPV Olympics, said of meeting that "we recognized the importance of having an ongoing dialogue with the NBC affiliates as the project evolves, and that's something we'll do from now on."

Part of initial blueprint of PPV Olympics designed to satisfy affiliates is limitation to less than 5% of U.S. households, or 4.6 million homes. NBC's own projection has been 2.5 million households, a number which skeptics in cable industry have doubted could be achieved.

Northbrook, Ill.

The more things change...

With Arbitron announcement that it will delay entrance into network television ratings game arena by at least one year (see "In Brief"), it would appear that Nielsen, as one network executive described it, is ratings service with nine lives. Nielsen has been under fire from networks but does not appear to be facing any immediate competition. AGB Television Research's much ballyhooed return to network ratings business appears to be all talk and no action. No meetings are planned in future and, as one network executive put it: "Nobody wants more than one ratings service. Five years down the road Nielsen will still be there and we'll still be bitching."



THE PEOPLE'S COURT

Some Things Endure Forever.

A Ralph Edwards / Stu Billitt Production



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MONDAY MEMO

A television programing commentary from Arthur Greenwald, Arthur Greenwald Productions Ltd., Pittsburgh

For thousands of broadcasters, it was like a death in the family when Group W announced it was canceling *PM Magazine*. The extended family soon gathered by telephone to offer comfort, to reminisce and yes, to mourn because *PM* was not just another show, it was a rite of passage, and a true original.

Launched in 1976, at KPIX(TV) San Francisco as *Evening Magazine*, as it's still known on the five Westinghouse stations, *PM* quickly captured the industry's attention with its programing co-op that made a local show affordable even in smaller markets. Here was a show you could adapt and customize. But what really set *PM* apart was its innovative use of the newborn ENG technology to create a show shot entirely on location.

I was among the first wave of young field producers hired to produce stories for *PM*. Born too late to work with Pat Weaver or Ernie Kovacs, *PM/Evening* was our "Golden Age." We felt we were inventing a new kind of television. Now that home camcorders are commonplace, people forget that in the late 1970's, a minicam by itself could attract a crowd. The very "look" of *PM* was fresh and exciting, taking viewers to places never before captured on video, from whitewater rafting to a celebrity's living room.

Short deadlines and low budgets meant constant improvising to solve production or technical problems. We once turned a fish tank into an underwater camera housing. Wheelchairs commonly served as dollies. And I spent one long, hot, stomach-churning afternoon as a tripod on a loop-the-loop roller coaster.

The novelty of local crews and minimal equipment seemed to intrigue even major stars. It was years before the celebrities got wise and recruited an army of publicists to keep *PM* and its imitators at bay. Most *PM* field producers were young enough to still be thrilled to be negotiating with an agent. After all, your competition wasn't just the local access shows—*PM* producers were competing with the network morning shows, not to mention dozens of other *PM*'s. Each time your show scored a major celebrity there was a sense of shared victory. If you needed a celebrity story



and none was available, you learned to improvise with celebrity look-alikes, celebrity siblings, celebrity employees, and

of course, Every Living Being Who Once Knew Elvis.

Early *PM* shows also invented their own local celebrities in the form of hundreds of co-hosts and "tipsters," telegenic amateurs with alleged areas of expertise. Take a closer look at that award-winning

news reporter or anchor. Chances are that he or she logged airtime on *PM* by riding a dolphin at Sea World or "auditioning" for the Ice Follies.

But this glorious work was also grueling, never less than 70 hours a week. News producers and reporters work hard right up to deadline, but the time spent polishing entertainment stories is limited only by the body's need for sleep. We were too busy to care when news purists sniffed at *PM*'s brand of journalism. Besides, in the 1980's almost every newscast came to resemble *PM* with warm, cuddly "people" features and "news-you-can-use" tips. The line between news and info-tainment continues to blur.

But news borrowed only elements from *PM*. *Real People*, *That's Incredible* and dozens of others were more earnest copies. Although frequent format adjustments kept *PM*'s ratings high for

years, the show gradually drowned in a sea of imitators. As the minicam novelty wore off and production costs rose, most stations dropped from the cooperative. *PM* was driven to borrow ideas from its clones.

At times, *PM* took a bad rap for its relentlessly cheerful image, and its Barbie and Ken co-hosts. (Pretty they were, but that legion of hosts was also hired to write and produce.) There was no shortage of fluff, but the *PM* shows also produced thousands of moving stories that focused attention on local and national issues. The Peabody-award winning "Second Chance" organ donor campaign grew out of a series of *Evening Magazine* stories. Collectively, the show won nearly every award in broadcasting.

In fact, left on their own, most *PM*

"I take for granted that the next 60 Minutes, or even Hill Street Blues will be invented by a veteran of PM Magazine."

field producers loved to pursue moving, socially-conscious stories. It was the executive producer's job to keep them focused on Elvis, Princess Di and UFO's. But even when a local *PM* was covering the cheerleading finals, it was fulfilling the spirit of the time access rule.

PM was what local access is all about.

When you cut your teeth on a show like *PM*, it's hard not to resent its cancellation. But in fact, Group W and its affiliates gave *PM* and *Evening* one hell of a run, long past the point where others would have abandoned the format.

And there's no ignoring the literally thousands of young producers, hosts, shooters and editors who worked on *Evening* and *PM* over the years. Most were about the same age as young Don Hewitt when he worked with Murrow and Fred Friendly. I take for granted that the next *60 Minutes* or even *Hill Street Blues* will be invented by a veteran of *PM Magazine*.

Yes, those wonderful folks who first brought you Chef Tell, Maria Shriver, Mary Hart, jazzercise and bungee jumping are about to bring you something more: the future of television. ■

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DATEBOOK

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THIS WEEK

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

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

Dec. 3-4—"Litigating Copyright, Trademark and Unfair Competition," seminar co-sponsored by *Practising Law Institute and California Continuing Education of the Bar*. Beverly Hilton,

Los Angeles. Information: (212) 765-5700.

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

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

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

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

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

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

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

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

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

■ **Dec. 4-29**—*Museum of Broadcasting* screenings of classic holiday specials. Museum, New York. Information: (212) 752-4690.

Dec. 5—*National Academy of Television Arts and*

MAJOR MEETINGS

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

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

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

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

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

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

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

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

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

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

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

April 15-18, 1991—*National Association of*

Broadcasters 69th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 13-16, 1992, and Las Vegas, April 19-22, 1993.

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

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

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

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

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

■ **May 22-23, 1991**—*NBC-TV* affiliates meeting. New York.

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

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

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

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

June 18-21, 1991—*National Association of*

Broadcasters summer board meeting. NAB headquarters, Washington.

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

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

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

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

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

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

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

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

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

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

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

OWN AN ORIGINAL.



ORIGINAL PRIME-TIME HOURS. THE



Nothing appreciates more in value than an original. Now with the Hollywood Premiere Network you can get three original, network quality, one-hour series shot on film.

Not since Operation PrimeTime (OPT) has a commitment of this magnitude been made for independent television. Three one-hour series, 20 episodes each. And they are available now.

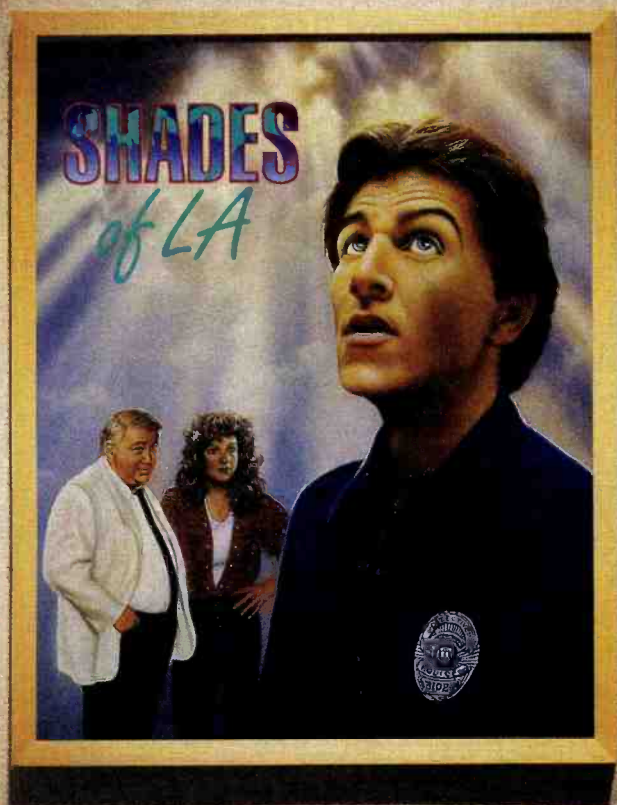


She-Wolf of London

Randi's graduate studies in the world of the paranormal become a chilling nightmare for this curious college co-ed and her hunk-of-a-professor. Biting satire at its most suspenseful.

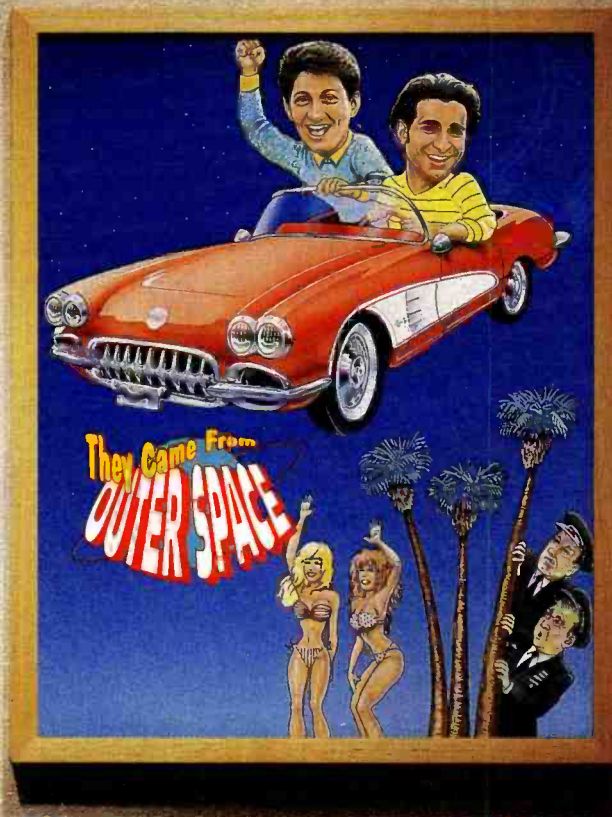
MCA TV

HOLLYWOOD PREMIERE NETWORK.



Shades of L.A.

Dead men don't tell tales. They hire Detective Sergeant Burton. He's a detective for the dead and he'll work days, nights...even the graveyard shift in his quest to clear the innocent.



They Came From Outer Space

Abe and Bo are typical teenagers... rowdy, ready to party and on the run...from their parents who live light years away...and the Feds who watched their spaceship crash-land in Los Angeles. "Going abroad" was never this funny.

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

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

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

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

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

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

Dec. 6—*Academy of Television Arts and Sciences* annual general membership meeting. Beverly Hilton, Los Angeles. Information: (818) 953-4182.

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

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

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

ALSO IN DECEMBER

Dec. 11—"Divergent Regulation of New Communications Technologies," lecture/debate sponsored by *Annenberg Washington Program*.

Among panelists: Daniel Brenner, UCLA, and Michael Schooler, National Cable Television Association. Annenberg Program, Willard Office Building, Washington. Information: (202) 393-7100.

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

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

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

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

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

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

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

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

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

Dec. 13-14—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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

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

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



ADVICE AND DISSENT

They're contentious and contagious. They're the McLaughlin Group. (clockwise from left) Jack Germond, Eleanor Clift, John McLaughlin, Fred Barnes, Morton Kondracke, and Pat Buchanan.

Made possible by a grant from GE.



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

We bring good things to life.

UNBEATABLE RATINGS.

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INSIDE
EDITION
6.1

HARD
COPY
4.8



Still The Original. Still The Best.

Source: NIS Ranking Report - Week ending Oct. 11, 1990. © 1990 Twentieth Century Fox Film Corp.

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

■ **Dec. 22**—*Museum of Broadcasting* holiday screenings for children. Museum, New York. Information: (212) 752-4690.

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

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

JANUARY 1991

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

Jan. 6-8—*Cable Television Administration and Marketing Society* research conference. Scotts-

dale, Ariz. Information: (703) 549-4200.

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

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

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

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

■ **Jan. 10**—Deadline for entries in Sigma Delta Chi Awards, sponsored by *Society of Professional Journalists*, to honor "best journalists in both broadcast and print fields." Information: (317) 653-3333.

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

■ **Jan. 11**—*New York Festivals* television and cinema advertising awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

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

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

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

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

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

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

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

■ **Jan. 15**—"Overview of the Media Challenges in the 1990's and the 21st Century," course offered as part of *Smithsonian Forum*, "The Media and Society." Speaker: Richard Harwood, ombudsman, *Washington Post*. Smithsonian, Washington. Information: (202) 357-3030.

■ **Jan. 15**—"Health Care Today: How Accessible? How Affordable?" conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

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

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

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

■ **Jan. 18**—Deadline for entries for *Broadcast Designers' Association* International Design Awards. Information: (415) 788-2324.

■ **Jan. 20-24**—MIDEM Radio Conference. Palais des Festivals, Cannes, France. Information: 33-1-45-05-14-03.

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

Jan. 22-24—46th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Georgia Center for Continuing Education, Athens, Ga.

The RTNDA Edward R. Murrow Awards.

When it comes to the finest in radio and television journalism, the name says it all.

Edward R. Murrow's accomplishments embody the purpose of the RTNDA Murrow Awards—to recognize radio and television journalism's very best work.

This year's RTNDA Murrow Awards entry deadline is January 15, 1991. All material entered must have aired in calendar year 1990. Competition is open to all U.S. radio and television stations.

Awards are presented in five categories: Overall Excellence, Spot News Coverage, Continuing Coverage, Investigative Reporting, and News Series/Documentary.

Your station could be one of ten to receive a Murrow Award at RTNDA's gala presentation, September 25, 1991, in Denver, Colorado. For more information, contact RTNDA.

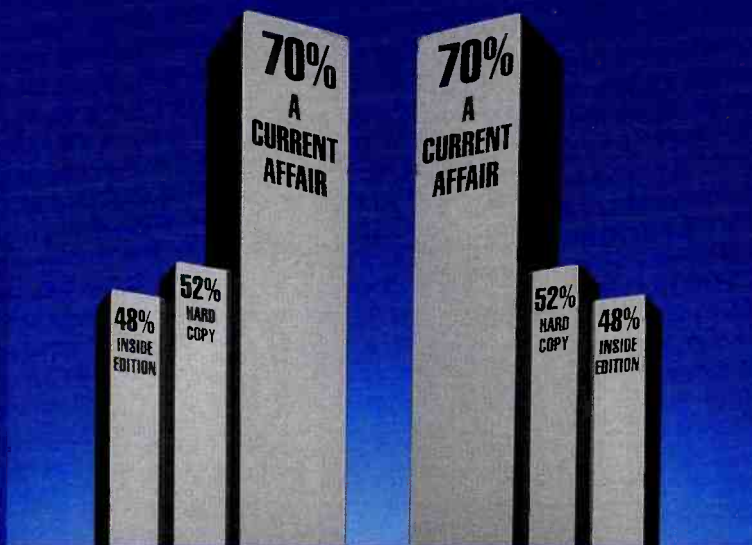


Radio-Television News Directors Association
1717 K Street, NW, Suite 615, Washington, DC 20006; (202) 659-6510; fax (202) 223-4007

UNSURPASSED DEMOS.

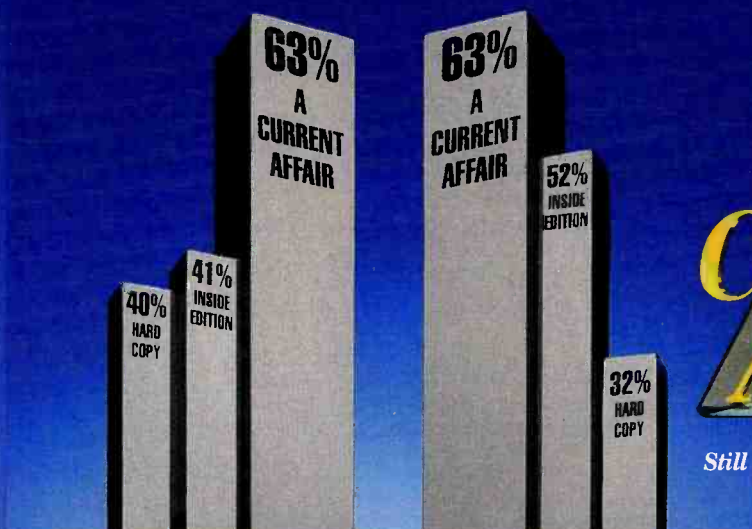
WOMEN 18-49

WOMEN 25-54



MEN 18-49

MEN 25-54



Still The Original. Still The Best.

Information: (404) 993-2200.

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

■ **Jan. 24**—"Women on the Verge," event sponsored by *American Women in Radio and Television, New York City chapter*. Halloran House, New York. Information: Jennifer Conte, (212) 572-9832.

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

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

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

■ **Jan. 25**—*New York Festivals* television programming awards presentation and dinner. Sheraton Center, New York. Information: (914) 238-4481.

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

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

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

■ **Jan. 29**—*Iowa Broadcasters Association* mid-winter meeting. Des Moines, Iowa. Information:

(319) 366-8016.

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

■ **Jan. 30-Feb. 1**—*South Carolina Broadcasters Association* 43rd annual winter convention. Columbia, S.C. Information: Richard Uray, (803) 777-6783.

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

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

Jan. 31—Deadline for applications for *Harvard University's Nieman Fellowships* for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Avenue, Cambridge, Mass. 02138.

Jan. 31—*Society of Motion Picture and Television Engineers* tutorial on digital recording for television, prior to 25th annual SMPTE TV conference (see below). Renaissance Center, Detroit. Information: (914) 761-1100.

FEBRUARY 1991

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

Feb. 1—Deadline for entries in National Media Owl Awards for outstanding films, videotapes

and TV programs that address issues of aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society, sponsored by *Retirement Research Foundation*. Information: (312) 664-6100.

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

Feb. 3-4—Fourth annual local cable programming seminar, sponsored by *National Academy of Cable Programming*. Hyatt Regency Hotel on Capitol Hill, Washington. Information: (202) 775-3629.

■ **Feb. 5**—"Changes in Television Network News Coverage in the 1990's," course offered as part of *Smithsonian Forum*, "The Media and Society." Speaker: Dan Rather, CBS News, Smithsonian, Washington. Information: (202) 357-3030.

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

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

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

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

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

■ **Feb. 12**—"Economic, Demographic and Technological Changes in Television Network News Coverage," course offered as part of *Smithsonian Forum*, "The Media and Society." Speaker: ABC News President Roone Arledge. Smithsonian, Washington. Information: (202) 357-3030.

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

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

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

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

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

THE 10th ANNUAL



WILLIAM HARVEY AWARDS

Have been expanded to recognize outstanding writing on cholesterol, as well as high blood pressure

Purpose of the awards is to increase public awareness and knowledge of high blood pressure and cholesterol and their effects on health

- Separate competition for high blood pressure and cholesterol
- Separate awards in each competition for newspaper, magazine, television and radio writers
- First prizes: \$1,500;
- Second Prizes: \$750

Entries must be published or aired between Jan. 1, 1989, and Dec. 31, 1990. For guidelines and application blank, write: Bob Laverty, c/o Bristol-Myers Squibb, Industry and Public Affairs, Princeton, NJ 08543-4000

Sponsored by: American Medical Writers Association, National High Blood Pressure Education Program, National Cholesterol Education Program and Bristol-Myers Squibb

UNLIMITED ACCESS.

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103

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Still The Original. Still The Best.

NUMBER OF ACCESS CLEARANCES

INSIDE
EDITION
34

HARD
COPY
33

**TWENTIETH
TELEVISION**

Source: Cassandra Ranking Report, July 90
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ANNOUNCING ANOTHER FIRST. IT WON'T BE OUR LAST.

You're looking at one of the first GE SATCOM C-band satellites built to be launched for the third generation of commercial satellite communications. It's designed to provide higher power, longer life and greater reliability than any of its predecessors. And along with our other new satellites, it will continue the long GE Americom tradition of leadership in the entertainment and information distribution business well into the next century.

Our next-generation fleet is the latest in a long list of firsts that began way back in 1975. That was when our pioneering SATCOM F-1 was used for the first satellite transmission of cable television programming, a breakthrough that revolutionized the industry. Our innovations continued through the eighties with the first all-digital radio transmissions via satellite, the first solid-state satellite amplifiers and the first dedicated in-orbit protection satellite.

We kept on breaking through technological barriers with the first 24-transponder satellite, the first practical multi-point, two-way teleconferencing via satellite and the first high-power Ku-band satellites.

Even after all these major achievements, we're just getting started. So don't be surprised when you continue to hear about GE Americom leading the way in the satellite business. After all, providing the industry with the most reliable, highest-quality transmission capacity remains our first priority.



GE American Communications



OPEN MIKE

A QUESTION OF PRIVACY

EDITOR: Regarding the Noriega tape clamor, maybe I've missed something? Laws enforcing the Communications Act of 1935 have traditionally prohibited, under threat of fines and imprisonment, the divulgence (to any but the intended recipient) of information gleaned by a third party intercepting any point-to-point radio communications. The sole exception is radio amateur transmissions. Clearly this privacy statute covers cordless and mobile telephone communications; moreover, I've always understood it to apply to *all* electronic communications, including hard-wired, land-line phone conversations.

Has this law been repealed? If not, the vaunted "right" of CNN to air the Noriega tape clearly runs afoul of U.S. law,

yet this aspect hasn't been illuminated in media coverage of the controversy.

More fundamental, in my view, is the implied erosion of privacy of certain privileged communications raised by this issue. Traditionally in this country, minister/parishioner, doctor/patient, and attorney/client interchanges have been sacrosanct. To destroy or even jeopardize this fundamental right to personal privacy under the umbrella of the First Amendment would, in my view, be a serious perversion of that amendment's intent.

Clearly the principle crime here was committed by the authorities who illegally monitored/taped Noriega's telephone interchange with his attorney. CNN surely should expose that governmental wrongdoing. However, to publicly reveal the contents of those privi-

leged communications is to compound the crime and to almost certainly prejudice a trial for the sake of irresponsible sensationalism.

The public has no right or need to know those contents. American justice must be not be compromised, no matter how reprehensible the defendant or overzealous the First Amendment activists may be. It shouldn't take a controversial court order for CNN to exercise ethical restraint by preserving legitimate privacies. *R.H. Coddington, Richmond, Va.*

HISTORY LESSON

EDITOR: This comment is a brief addendum to the articles written on William Paley in the Nov. 5 issue of BROADCASTING.

As a media historian who specializes in early radio history, I must point out two factual errors in the copy on William Paley. The flaws concern not Paley, but David Sarnoff. In the overview of Paley's life and contributions to broadcasting, Sarnoff is noted as the "founder of NBC" while in the commentary on Sally Bedell Smith's book "In All His Glory," he is identified as RCA founder David Sarnoff" (p.39). In reality he was neither. If recognition must be given to one individual for the development of these two great media giants, that credit should go to Owen D. Young.

As general counsel and vice president of General Electric in 1919, Owen D. Young spearheaded the negotiations with British Marconi that led to the formation of the Radio Corp. of America. American Marconi, a subsidiary of British Marconi, dominated American wireless communications before World War I. During the war the government, including President Woodrow Wilson, clearly saw the influence of wireless, and the Navy became determined that Americans would dominate their own communications system after the war. In deliberations precipitated by the Navy, Owen Young negotiated the sale of American Marconi's stock to GE for \$3.5 million. RCA was born, and Sarnoff came to the new company as commercial manager, the position he held at American Marconi.

In 1926, Young again piloted the ne-

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WILLIAM BENTON FELLOWSHIPS IN BROADCAST JOURNALISM
THE UNIVERSITY OF CHICAGO

“FOR THE BEST ELECTION COVERAGE, SKIP THE BIG THREE”

*Los Angeles Times
November 6, 1990*

By Rick Du Brow

TV or not TV....

Straight ticket: This is the kind of night—election time—when it pays to zap past the Big Three networks.

Yes, Jennings, Brokaw and Rather will deliver. But the best places to be for a story like this are CNN and C-SPAN—and local TV for close-to-home issues.

CNN and C-SPAN will start continuous coverage earlier—by late afternoon—and end later than the Big Three.

Nothing is more riveting on C-SPAN than its live, viewer phone-in segments. They're often indications of how the nation regarded a political debate or presidential speech—or election measures.

And C-SPAN says that once again, during tonight's coverage: "Viewers are encouraged to call in and voice their opinions on the evening's events."

C-SPAN

Open to the Public

C-SPAN is a public service of the cable television industry.

A CLEAN SWEEP



<u>MARKET</u>	<u>STATION</u>
NEW YORK*	WCB
LOS ANGELES	KNBC
CHICAGO	WMA
BOSTON	WHD
DALLAS	KDFV
DETROIT†	WJBI
SEATTLE	KCPC
MIAMI	WTV
ST. LOUIS†	KTV
PHOENIX	KTV
HARTFORD	WVI
PORTLAND, OR	KOIN

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IN 8 OF THE TOP 10 MARKETS!**

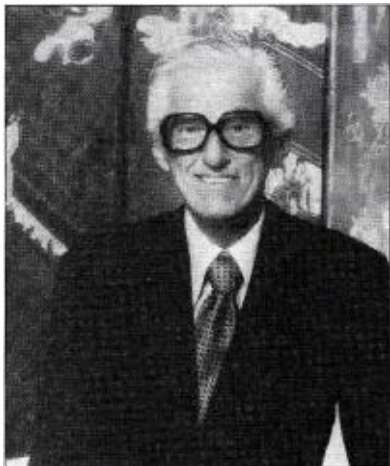
<u>TIME PERIOD</u>	<u>NOV. '89 PROGRAM</u>	<u>NOV. '89 RATING</u>	<u>NOV. '90 RATING</u>	<u>% INCREASE</u>
7:00 PM	HARD COPY	7.2	8.2	+ 14%
7:30 PM	HARD COPY	8.9	9.4	+ 6%
6:30 PM	HARD COPY	6.0	7.9	+ 32%
4:30 PM	HARD COPY	5.1	6.8	+ 33%
6:30 PM	HARD COPY	8.5	9.7	+ 14%
7:00 PM	JOKER'S WILD	3.7	6.0	+ 62%
6:30 PM	HARD COPY	4.7	5.3	+ 13%
4:30 PM	LOCAL NEWS	3.2	4.6	+ 44%
4:30 PM	CHALLENGERS	2.8	5.3	+ 89%
11:00 PM	HARD COPY	4.3	5.7	+ 33%
7:30 PM	HARD COPY	5.3	6.6	+ 25%
11:30 PM	PAT SAJAK	3.0	5.5	+ 83%

Source: NSI First 19 days of Nov. 1990 Sweep (*ARB-Nov. 1990). ¹Versus Oct. 1990 delivery of prior programming.

The results are in and already we've got people talking. Because compared to the same time period last year, HARD COPY has improved performance by as much as 83%. What's more, at WJBK in Detroit, where HARD COPY replaced "Joker's Wild," and KTVI in St. Louis, where it replaced "Challengers," ratings were immediately boosted by as much as 89% over their October 1990 delivery. HARD COPY. It doesn't take long to recognize a mover.



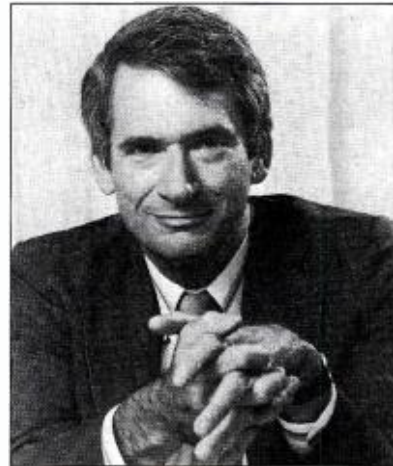
A Paramount Communications Company



MCA Chairman-CEO Lew Wasserman



Matsushita President Akio Tamii



MCA President-COO Sid Sheinberg

tions.

Nonetheless, the foreign ownership question is pervading the FCC's review of the fin-syn rules. FCC Chairman Alfred Sikes, who raised the issue in the FCC further notice of proposed rulemaking, said the Matsushita-MCA deal "will almost certainly affect the [fin-syn] debate.... It is essential for the FCC to consider the trend toward vertical integration in the entertainment business, which is evident both domestically and internationally, in concluding what restraints the networks should face, if any, in their efforts to integrate."

The FCC has slated a panel on the international trade implications of the fin-syn rules as part of its scheduled Dec. 14 en banc hearing on the rules.

The \$66 per share price was agreed upon after two months of sometimes tense negotiations. MCA, which has about 92.8 million fully diluted shares and shareholders, will also receive one share in MCA's WWOR-TV New York for every five MCA shares. WWOR-TV, to comply with FCC rules prohibiting foreign ownership of broadcast stations, will be spun off to shareholders and become a stand-alone publicly traded company (see story, page 37). The WWOR-TV shares have been estimated at \$5, bringing the total value of the MCA-Matsushita merger from \$6.13 billion to about \$6.59 billion or \$71 per share. Matsushita will assume MCA's long-term debt of \$1,131,695,000.

With analysts estimating MCA's film library alone to be worth close to \$4.4 billion, the \$6.13 billion price tag is lower than many expected. When MCA and Matsushita first announced that they were talking, word on the street was that the company would be sold for between \$7 billion and \$8.5 billion, or \$75-\$90

But that was not the case, and two weeks ago published reports had Matsushita offering \$60 per share, too low for MCA. Working through the Thanksgiving holiday, the two companies settled on \$66. It has been speculated that MCA management, worried about what a recession would do to the value of the company and unable to find any other serious bidders, decided to take the deal.

Besides haggling over the price, another point of concern for MCA was how Wasserman, who holds 4,953,992 MCA shares, would avoid capital gains taxes. Instead of cash, Wasserman will exchange all of his directly owned shares for preferred shares of a wholly owned Matsushita subsidiary, which has been established for purposes of the merger. MCA's largest shareholder is David Geffen, who will take \$710 million from the sale. Sheinberg will get more than \$85 million for his almost 1.3 million shares of MCA stock.

Founded in 1924, MCA holdings include Universal Pictures, MCA Television Group, a 50% interest in USA Network, WWOR-TV, Universal Studios Hollywood and Universal Studios Florida, MCA Records and Geffen Records as well as publishing companies, retail stores and a 49% interest in Cineplex Odeon.

In MCA, Matsushita gets a film library of more than 2,900 titles and more than 13,000 television shows. The Filmed Entertainment division of MCA reported revenue of \$1.74 billion in its 1989 annual report, accounting for 51% of the company's total revenue. Filmed Entertainment includes theatrical releases, pay television, prime time network programming, off-network syndication, first-run syndication and international programming.

sion has seven shows on the three networks.

On the syndication side, Morgan Stanley analyst Alan Kassan estimated in a report earlier this year that the net present value of MCA shows going into syndication is about \$40 million. *Major Dad*, *Coach* and *Quantum Leap* may be available for domestic syndication in 1993. MCA also currently has several shows in first-run syndication including *Charles in Charge*, the new *Dragnet* and the new *Adam 12*.

Founded in 1918, Matsushita is Japan's largest manufacturer of consumer and industrial electronic products and owner of the Panasonic, Quasar and Technics brands. With the acquisition of MCA, the Japanese company hopes to form a synergy between MCA's programming software and the consumer electronic company's hardware.

Besides the synergy factor, which is still unproven and may take years to pan out, the heavy demand for programming overseas may be one of the main reasons studios appeal to non-U.S. companies. MCA TV International, according to the company, had record results in 1989 and this year MCA is selling product to private television in Greece, Holland, New Zealand and Spain.

Besides the spin-off of WWOR-TV New York, MCA and Matsushita have agreed to hire an investment banker to help with the sale of MCA's Yosemite Park and Curry Co., which provides concession services at Yosemite National Park. Perhaps fearing a backlash against foreign ownership of concession stands in national parks, MCA said during the transition period that YP&C Co. will be placed in escrow until an American buyer can be found. All net income during the transition period will be donated to

YET ANOTHER LIFE FOR 'UNIVERSAL 9'

New York indie seen as takeover target once it's spun-off as stand-alone entity; MCA pays \$2 million to get license challenger out of way, but hearing remains

The FCC requirement that a Matsushita-owned MCA spin off WWOR-TV New York—to prevent the station from having more than 20% direct foreign ownership—may set up the VHF independent for an eventual take-over. MCA aggressively uses the station as a launching pad for its first-run syndicated programming and may try to build provisions into a separately-traded WWOR-TV company that would allow that relationship to continue. But shareholders of the new company, who will no longer have ownership ties to MCA, would object if the value of their WWOR-TV stock were depressed by any excessive anti-takeover provisions.

A potential barrier to the spin off, which will be taxable, appears resolved, since MCA has quietly agreed to pay off challengers to the station license for \$2 million.

MCA President and Chief Operating Officer Sidney Sheinberg told BROADCASTING last week that neither he nor MCA Chairman Lew Wasserman were likely to sit on what would be an eight-person board of the new station company. Still, the studio would presumably not want to see WWOR-TV in the hands of a competing studio, such as Paramount or Disney, since nine first-run MCA shows currently air on the station.

The value of the station is well within the reach of a number of potential bidders. With \$31 million in 1989 operating cash flow, the station would bring at least \$350 million in the current market, and because of the New York's market importance, the price could rise at least \$100 million more than that. Whether WWOR-TV would take with it any of the debt MCA incurred in buying it was not totally resolved, although Sheinberg said the station would be relatively debt free.

As of last week the betting line was that WWOR-TV stock would start trading at 12½-to-14 (or 2½-2¾ per current MCA share), which multiplied times the 18.5 million shares of the new company is roughly \$250 million. Only when the to-be-spun-off WWOR-TV stock starts trading—which will first occur on a "when-issued" basis once the SEC filing becomes effective—will the market truly indicate its assessment.

A potential delay to the spin-off, and thus to the whole Matsushita-MCA deal, involves WWOR-TV's FCC license renewal, which has been under challenge

since 1988 by Garden State Limited Partnership. MCA had vowed to fight off the attempt to usurp its license and charged that Garden State was controlled not by its general partner, Jean Wells, but by Washington attorneys representing the partnership. Nonetheless, the studio quietly agreed last September to pay Garden State \$2 million to withdraw its competing application.

But the FCC administrative law judge hearing the case agreed with the commission's Mass Media Bureau that the question of Garden State's control had to be resolved and held a hearing on the matter in October. The ALJ's decision is expected early next year.

The deal will probably be furthered by any of the three decisions the ALJ is likely to reach: 1) approval of the settle-

ment, in which case Garden State takes the \$2 million and goes away; 2) approval of the settlement, but with a reduction in the payment, or 3) rejection of the settlement on the grounds that Garden State is not a bona fide applicant and renew WWOR-TV's license.

If the ALJ takes the third option, Garden State could appeal to the federal courts. But unless a judge grants a stay of the FCC renewal, the shareholders of the station would be free to sell it. Such a stay is not deemed likely.

The FCC will not approve the sale of any station whose license is in hearing. However, the spin-off of WWOR-TV will probably be approved since it involves no "transfer of control"—the shares are to be distributed pro rata to existing MCA ownership. —GF,RAJ

MATSUSHITA—AN ELECTRONICS GIANT

To say that Matsushita Electric Industrial is a superpower in electronics manufacturing is no overstatement.

The 72-year-old Osaka, Japan-based company is the 12th largest corporation in the world, employing 200,000. It is the world's largest manufacturer of TV sets and other consumer electronics goods. In the year ended March 31, Matsushita generated \$37.75 billion in sales.

In the U.S. broadcast and professional video markets, Matsushita is involved in the introduction of several new technologies through its Panasonic Broadcast Systems and Panasonic Communications Systems Co., both located in Secaucus, N.J. It is among the more dominant players in broadcast equipment sales.

Although it has not always been the first to introduce new technologies, such as videocassette recorders and compact disks, Matsushita has always timed its entry into new technologies well and profited heavily from them. Today it is among the companies playing an important role in the development of high-definition television.

Like Sony's acquisition of Columbia Pictures, Matsushita's control of MCA could affect HDTV's marketability to consumers. Both companies will have

access to large film libraries that could be converted to high-definition videocassettes coinciding with the introduction of the first HDTV receivers and VCR's.

Matsushita and Sony will both begin selling their first HDTV consumer electronics products this month in Japan. The first sales in the U.S. are not expected until after the FCC sets a high-definition transmission standard in 1993.

The Matsushita-MCA deal could also help change Hollywood's attitude toward HDTV program production. Matsushita is among the Japanese companies that are backing Japan Broadcasting Corp.'s (NHK) 1,125/60 production system. Panasonic currently operates an HDTV research center in Paramus, N.J., exploring uses for its HDTV production gear. No word on possible expansion of those efforts following the MCA acquisition was available last week.

In the broadcast and professional video equipment markets, Matsushita/Panasonic has been among the leaders in the introduction of new technologies in recent years with innovations including a half-inch component analog videotape format (MII), a half-inch composite digital format and an automated videotape library system. —RMS

'ROSEANNE' SALES BRING IN \$40 MILLION-\$50 MILLION

After about five weeks of selling, Viacom Enterprises has sold the off-network rights to *Roseanne* to stations in five markets, including New York and Los Angeles, for between \$40 million and \$50 million. Four years ago, WWOR-TV New York paid about \$40 million alone for the rights to *The Cosby Show*, also distributed by Viacom.

Last week, Viacom confirmed that Fox-owned WNYW-TV New York had acquired the rights to *Roseanne*. The price was not disclosed, but one source with knowledge of the deal said the station agreed to pay about \$80,000 per week for the program, or about \$14.5 million over the initial four-and-half-year license term. That price is close to the \$80,000-\$85,000 per week that WWOR-TV New York paid for *Married...with Children* ear-



lier this year, although *Married* has one minute of barter, compared to 30-seconds for *Roseanne*.

At deadline, the WNYW deal was the only *Roseanne* deal that Viacom would confirm. Officials at KCOP-TV Los Angeles earlier confirmed it acquired the show, reportedly for \$80,000-\$100,000 per week. And at KPLR-TV St. Louis, program director Howard Stevens confirmed the station picked up the show. No price was disclosed, but sources said the station paid in the mid-\$20,000 per week-range. In Hartford, Conn., sources indicated that Fox affiliate WTIC-TV submitted the winning *Roseanne* bid, while NBC affiliate WTHR(TV) Indianapolis was said to have picked up the program there. Bids on the show from stations in Miami and Sacramento, Calif., are due tomorrow (Dec. 4).

INFINITY TO FIGHT FCC INDECENCY FINE

Group owner says it will go to court to contest \$6,000 notice of liability for Howard Stern broadcast commission said was indecent

The FCC tentatively fined Infinity Broadcasting \$6,000 last Thursday (Nov. 29) for an allegedly indecent broadcast over three radio stations nearly two years ago by air personality Howard Stern.

But unlike other broadcasters hit for indecency since the FCC began its crackdown in April 1987, the New York-based Infinity is vowing not to pay the fine, but to fight it all the way to the federal courts if necessary.

As Stern's program airs every weekday morning, the Dec. 16, 1988, "Christmas Party" show at issue was simulcast over Infinity's WXRK(FM) New York, WJFK(FM) Washington and WYSP(FM) Philadelphia.

The Nov. 29 notice of apparent liability for forfeiture says the program, in violation of its evolving decency guidelines, dwelled "on sexual matters, including sexual intercourse, orgasm, masturbation, lesbianism, homosexuality, breasts, nudity and male and female genitalia.... [It] contained frequent and explicit verbal references to sexual activities and organs that were lewd and vulgar and that, when taken in context,

were made in a pandering and titillating fashion."

According to a two-page transcript attached to the notice, there was talk on the show of a "guy who plays the piano with his penis" and a "big black lesbian...out of her mind with lust."

The notice gives Infinity 30 days to convince the FCC through pleadings not to affirm the fine. If the FCC, nevertheless, does affirm it, Infinity has the option of not paying. In that case, it will be up to the Justice Department to prove in federal district court that the broadcast was indecent and that Infinity is liable for the fine.

"I truly believe the FCC will reconsider because they are wrong," said Infinity President Mel Karmazin. "But if they don't, we will have to find some people who do feel they are wrong," he said, implying that Infinity's lawyers would see Justice's in court.

"We are not in the radio business to make a quick buck," Karmazin said, noting that Infinity has grown into a 17-station group over 18 years. "We have a responsibility to the industry and to our employees," he said. "We are not going

to take the easy way out and plead guilty if we are not guilty."

Karmazin said he would expect to win in court. "The last thing I want to do is fight it and lose," he said. "But in this particular case, our arguments look pretty good."

Stern, who also hosts a Saturday night talk show on WWOR-TV New York, was unavailable for comment.

Karmazin said the cost of the litigation would quickly make the \$6,000 fine pale in comparison. Infinity's efforts to fight the fine at the FCC have already surpassed \$100,000, he said.

The FCC has been fining stations \$2,000 for each indecent broadcast. For the Stern broadcast, it tripled the figure because of the three-station simulcast. Karmazin said the tripling could have dire consequences for syndicated TV shows such as *Geraldo*, which sometimes delve into sexual matters and are seen on scores of stations.

With the notice, Infinity becomes the first broadcaster to be slapped twice for indecency. It received a warning in April 1987 for another of Stern's broadcasts.

-NAJ

WESTERN CABLE SHOW: FIBER IS CABLE'S EDGE IN COMPETITIVE WORLD

Industry leaders Malone, Turner, Wussler and Staniar describe 100-200 channel world giving cable advantage over DBS and shot at revenues of home video and telephone

Cable will be the dominant delivery medium in the year 2000 because advances in fiber and compression technology will allow for cost efficient upgrades that will provide not only improved picture quality and reliability, but also greatly increased channel capacity. By using fiber to the fullest, cable will get a jump on its competitors—broadcasters, DBS distributors and even the telcos—toward the end of the century.

That assessment was articulated by Tele-Communications Inc. President and Chief Executive Officer John Malone at the opening session of the Western Cable Show last week in Anaheim, Calif., and was largely backed by the panel. Malone said advances in analog fiber in the past year have convinced him that cable, not satellite, will be the most efficient delivery mechanism in the future.

"Fiber technology appears to drive down the cost of channel expansion," said Malone. A fiber rebuild will cost less, percentage-wise, than it cost the

industry to go from 20 to 27 channels, he said. "Suddenly you have a massive change in technology that makes plant expansion cost effective," he said.

He said it makes sense for cable to upgrade with fiber for technical reasons alone—picture quality, reliability, reduced maintenance—because it is becoming so cost effective. The icing on the cake will be the capabilities inherent in fiber, allowing for a 200-channel system, all under existing long-term capital budget projections.

The expanded capacity will allow cable to offer 50 channels of PPV, thus

targeting the \$11 billion home video marketplace. Cable engineers are looking at personal communications network (PCN's) applications, "a poor man's cellular," as Malone calls it, which would put cable operators in the telephone business competing for the \$21 billion long-distance telephone market.

Satellite distribution will be relegated to "an ancillary role," said Malone, adequate for homes not passed by cable. But wider satellite distribution will be difficult because of several problems. First, he said, "is the absence of localism." Second is that every TV set in the house needs its own satellite receiver, a costly proposition. Third, satellite services cannot be interactive, and fourth, the piracy problem remains insoluble.

Robert Wussler, president and chief executive officer of Comsat Video Enterprises, said, "cable and DBS can live side by side" until they merge later in the 90's. But, he said, "a low cost, medium power DBS service will be able to get to the home video store pot of

"In a sense, you're in the best business to be in, in a lousy economy."

*—John Malone
TCI president-CEO*



Opening session of Western Cable Show featured panel including (above) John Malone, president-CEO, Tele-Communications, Inc., and Burt Staniar, chairman-CEO, Westinghouse Broadcasting.



Above: Ted Turner, chairman, Turner Broadcasting System, and Robert Wussler, president-CEO, Comsat Video Enterprises.

At left: Panel moderator Don West, managing editor, BROADCASTING magazine.

MALONE: CABLE IS GOOD BET IN DOWN ECONOMY

Cable is "the best business to be in, in a lousy economy," said TCI's John Malone, in his analysis of today's financial markets during the opening session of the Western Show. Malone, board member of the Bank of New York, said "no commercial bank in America was able to raise either debt or equity capital in the public markets in the month of October or so far in November," which is the first time that's happen in history, he said. "There is no financing for anybody to buy any of the assets that they are trying to liquidate."

He added: "The fact that Lew Wasserman... was willing to take the price that he did for MCA is a function of what he thinks about money and cash availability. That was not as much money as he wanted, but it was the best offer he had.... We're in for a very bad credit situation. The credit crunch is going to go from bad to worse, and I can't foresee a rapid turnaround."

The government has responded by increasing the money supply, Malone said, but what "we may well find ourselves in is trying to stimulate an economy and avoid a severe recession by printing money which will lead to rapid inflation. This is the balancing act we're going to go through. My best guess is that '91 is going to be a tough year. People are going to be cutting back. There is no credit available. Leveraged businesses like cable basically live and die on money and there is no money, so we're going to go through a lean period here. And the only thing that could possibly help is a redefinition of this highly leveraged transaction thing coming out of the government."

Malone said: "The advertiser-supported programers and the broadcasters, who are totally ad supported, are going to have, percentagewise, a harder time in a softer economy because their revenues are more volatile." But he added: "Typically, they are not highly leveraged, so all it means is lower profits."

gold quicker than cable." Small niches of 10,000 to 15,000 subscribers can support a multitude of PPV channels, he said.

Wussler said rising sports salaries will cause teams and leagues to look for new streams of revenue. "Outer market TV rights will become extremely valuable in the second half of the 90's," he said.

The broadcaster can be a major supplier of many services to the cable operator in this new era. Malone suggested several areas where both sides could share revenue: the delivery of an HDTV version of the over-the-air signal, the marketing of interactive games and targeted regional news as areas cable operators "would be willing to pay for."

Burt Staniar, chairman and chief executive officer of Westinghouse Broadcasting, pointed to Westinghouse's WBZ-TV Boston, which has produced separate election night coverage carried on a separate cable channel and the station's proposal to allow local operators a small part of the station's news inventory of areas where the broadcaster is joining with cable in mutually beneficial arrangements.

Staniar said he did not foresee broadcasters achieving must pay in the next few years. But by the year 2000, there may be cooperative ventures in which broadcaster and cable operators share in advertising revenue based "on sound businesses arrangements" rather than

government decree.

How cable would program those next 50 to 100 channels was a matter of debate. The easy answer is to make most of them PPV. Malone envisioned 50 PPV channels with 10 copy protected channels set aside for hits and 40 for library titles.

(Malone also suggested a block of channels could be set aside for educational interactive services. "It can make a major impact on education and is well worth pursuing," he said.)

Ted Turner, chairman, Turner Broadcasting System, said the era of launching mass services had plateaued. "There is not enough good programing to fill 50 more channels," he said, unless it is PPV or something that is "very, very targeted," such as Lifetime's Sunday medical lineup. And at \$20 per month for cable service, "we're banging up against what the market will bear," said Turner. Tiering does not represent much of a base for advertising, he added.

All the panelists agreed there would be more competition in the future, with Staniar allowing for a second wire into the home. Turner said there would be competition for the best programing. Still, said Turner, "I'd rather be in my position than one of the networks. They still have the most to lose. I'm a lot better off with four or more channels in a 50 channel environment," he said, than one channel.

NCTA WANTS FCC, NOT CONGRESS, TO REGULATE INDUSTRY

Jim Mooney says NCTA will 'discourage Congress' from going ahead on cable bill next year; thinks it's time to give FCC chance

The National Cable Television Association will try to stall expected federal legislation reregulating cable next year—at least until the FCC has had a chance to allay concerns about rising cable rates with a new regulatory scheme of its own, NCTA President James Mooney told cable operators at the Western Cable Show last week. "We think it's time to let the FCC have a crack at this," he said.

"[A] great many members of Congress tried very hard to get a reasonable cable bill this year," Mooney said. "But some things are just too sticky, and I know of no rule of acceptable political behavior [that requires] our industry to simply pick up in January where we left off in October and run the risk again of having a bad bill imposed on us."

"NCTA, then, will respectfully, but firmly, do everything it can to discourage Congress from going forward with a new cable bill next year," Mooney said. "The FCC is moving ahead; let's see what the commission does," he said. The agency may be able to "devise a solution...which satisfies members of Congress whose main concern revolves around basic rates," he said.

Congress's effort to pass cable legislation collapsed due to disagreement among senators over key provisions, most notably those regulating rates and access to cable programing by competitive media, and the opposition of the deregulatory-minded Bush Administration.

The FCC plans to propose at its Dec. 13 meeting new "effective competition" guidelines that would likely subject more cable systems to municipal rate regulation.

NCTA may be able to show legislation, but not stop it from being introduced. Several senators have vowed to

reintroduce legislation, possibly more onerous on cable, early in the next Congress. And at a Western Show panel, key congressional staffers confirmed that cable bills would reemerge quickly.

Outlining other aspects of the association's Washington strategy for 1991, Mooney said the industry has to get "serious" about public relations. "We need a heavy duty, seven-figure—conceivably eight-figure—professionally run, industry-wide effort to start telling our story," Mooney said. "And we need it now."

NCTA has already begun planning for such an effort. At the NCTA board meeting last month, Mooney outlined a \$5 million, 20-person expansion of the association's public relations operation. A board committee is now at work trying to flesh out the proposal in time for the next scheduled board meeting in January.

While improving public relations, Mooney said, cable operators have to adhere to the NCTA's customer service standards and go easy on raising rates. "Congress didn't invent our customer service problems and no amount of PR is going to cure adverse public perceptions of our industry formed as a result of people's daily living experience," he said. And "if we're not careful about rates, there will be a resurgence of consumer support for these bills," he said. "That would be a bad development for us."

Mooney also said the association would try to shift the debate in Washington from what to do about cable to what to do about all the electronic media. "We will strongly urge the Congress, the administration, the FCC and anyone who will listen that a broad and comprehensive look ought to be taken at all of the communications industries and their relationship to each other before undertaking a fundamental restructuring of any of them," he said.

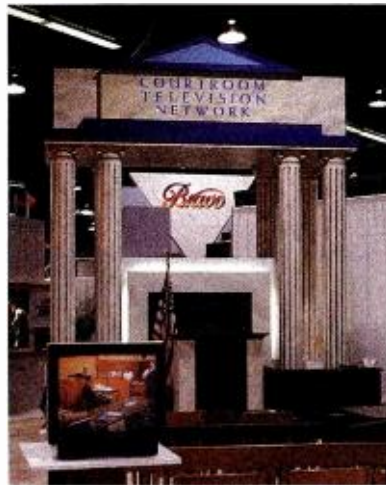
"NCTA's view is that if you want to make good communications policy, you can't go at it piecemeal," Mooney said. "Cable, DBS, broadcasting, MMDS, and, yes, even telephony have to be considered all as parts of an overall picture and some fundamental questions have to be asked."

Mooney's willingness to put the regulatory fate of cable in the hands of the FCC is apparently due to the report the agency sent to Congress last summer on the cable market. "[T]he report has balance," Mooney said. "It enumerates the claims made by our detractors, but it describes our accomplishments, too, and it relies on facts, dispassionate analysis and a reasonable sense of perspective in reaching its conclusions. It's objective. It's fair."

"Overall, the commission offered 16 findings touching virtually all of the cable issues which have arisen during the past few years, and 11 recommendations for congressional action," he added. "Yet the bottom line was that the commission...found 'no need to encumber the cable industry with a harsh new regulatory regime.' That, said the commission, 'could unnecessarily jeopardize the wealth of viewing choices fostered by the Cable Act and delivered by the cable industry.'"

The Cable Communications Policy Act of 1984 exempts from municipal regulation cable systems that are subject to "effective competition," but leaves the definition of "effective competition" to the FCC. The agency's original competition standard—three broadcast signals—put virtually all cable systems beyond the reach of local regulators. In the upcoming proceeding, the FCC is expected to make the standard somewhat tougher to meet.

According to FCC officials, the proposal will be similar to the "menu approach" described in the cable report, under which a cable system could elude municipal regulators by meeting any one of three or four different standards. One of the standards—the so-called "good actor test"—would exempt those systems that offer "a competitive package of basic cable service consisting of a minimum number of channels at or below a specified range of prices or price increases." —NAJ



Deciding to forego some hype by announcing a merger of their two court channels before the Western Cable Show, new partners Time Warner, Cablevision and NBC came to the conference prepared to show off their new creation, the Courtroom Television Network. When it launches in July 1991, the new service will be seen in the New York metropolitan area, made possible by the Cablevision and Time Warner-owned combined systems in Manhattan, Brooklyn, Queens and Long Island.

UNCLEAR AGENDA FOR CABLE BILL

Number of factors could affect progress and shape of legislation in next Congress, according to House staffers

House staffers said there will be renewed interest in moving a cable bill next year, but how far it will get in the process and the member's enthusiasm for a bill is uncertain. The FCC's effective competition rulemaking will have an effect on the discourse on the Hill, but the staffers believed Congress will still want to deal with cable issues, no matter what the FCC decides.

"Members spent a lot of personal political time" on the bill this year, said Larry Irving, senior counsel on the House Telecommunications Subcommittee, "and they are going to be back next year."

"Clearly, it's going to be a priority," said David Leach, staff member of the parent Energy and Commerce Committee, saying the House will pick up where it left off on Sept. 10 when it passed a cable bill. "Members intend to move a bill fast," Irving said. It is not so much that they are anti-cable, he said, but that "members want to get the issues behind them."

Leach reminded cable operators that the next session will begin a two-year legislative cycle, so a bill introduced in January may not be voted on until October 1992, weeks before the next presidential election.

Terry Haines, a minority party staffer of the parent committee, was less certain a bill would move this year, saying members would likely be more contemplative after the events of 1990. The FCC's action "may take a lot of steam out of legislation," he said. "It is far less certain things will move as quickly as last year." Although the Democratic staffers acknowledged the FCC might take some steam out, they say plenty of issues remain. The FCC won't address structural concerns such as telcos and C-band distribution, said Irving, and even the rate issue may not be fully addressed. "It's not going to be enough for my boss," he said, of the FCC's effective competition rulemaking.

Leach also pointed out there will be different political positions this time around. Broadcasters are shifting their focus from must carry to the compulsory

license and a payment scheme, he said. But to undue congressional must carry and put it in a different form, as the broadcasters want, is a 3-5 year proposal, he said.

Haines said the White House would veto any re-regulation bill that did not address the telco issue. But Leach and Irving painted a scenario in which a cable bill will reach the president's desk in the weeks before the 1992 election. Telco may not be in it, but it would be politically difficult for the president to veto a bill that will again be couched in pro-consumer terms, they said. If you're a Democrat, said

Irving, "You've got to love it." Asked Leach: "Will Bush veto a bill that affects the pocketbooks of 60% of consumers in October 1992?"

Haines said the administration is not without its resources, pointing to actions the FCC can take that can serve the administration's ends.

As for the telcos, Irving said that while they will be a part of the debate, "clearly there is no consensus on the telco issue on either side of the aisle." The telco issue will turn on the nature of a bill, the administration's position, what cable does, how persuasive Senator Conrad Burns (R-Mont.) is and the

lobbying of the telco industry.

Haines said he "didn't think [the telcos] did themselves a great deal of good," saying they weren't far along in convincing people what they'll do. "Members don't vote on concepts," he said. "Members vote on bills." Haines also said the telcos have to come to grips with cable getting into their business. Leach said the telcos have been asking Congress to do something positive for them since 1976 and have come up largely empty handed. If cable goes on the offensive, he said, "I suspect you may see diminution in their enthusiasm in moving ahead aggressively." —MS

LOCAL CABLE NEWS DEALS BUCK ECONOMY

Broadcasters and cable companies are still pursuing cable news business, despite poor financial climate

Although both broadcasters and cable companies seem to agree that there is little financial incentive to get into the local cable news business, that isn't stopping them from working together—and separately—on cable news ventures.

Tele-Communications Inc. has plans to create a two-to-three hour block of local news on its Washington, D.C. cable system. This is on the heels of Allbritton Communications' WJLA announcement several weeks ago that it will create a 24-hour news channel. It had signed carriage agreements with five of the area's eight cable operators, excluding TCI. But despite its initial refusal to carry the service and despite plans for its own news block, TCI is discussing with Allbritton the possibility of carrying the channel, said Ellen Spangler, managing director, TCI News Inc.

In a panel session at the Western Cable Show, Spangler also countered speculation that TCI will only do news deals if it has a financial stake. "TCI does not require equity in a news channel before carrying it," she said.

That's not the case, however, in Chicago, where Fox and TCI are creating a 24-hour news channel expected to launch next April. According to Preston Padden, Fox senior vice president, the companies are also taking a look at the other markets where Fox has owned and operated stations: KTTV(TV) Los Angeles; WTTG(TV) Washington; WFLD(TV) Chicago; WNYW(TV) New York; KSTU(TV) Salt Lake City; KDAF(TV) Dallas, and KRIV(TV) Houston.

NBC's plans for a sub-regionalized five-minute news insert on its O&O, WMAQ-TV Chicago, are also going

ahead, and an announcement is expected in the next three weeks. Tom Wolzien, senior vice president, NBC Cable, said the network won't go ahead with plans for other markets until it sees how the WMAQ-TV plan works out.

During the panel, Wolzien discussed his disillusionment with starting a 24-hour news service. "It didn't take a long time to realize" the current environment is not good for a 24-hour channel, he said. Subscriber fees would cover only one-third of costs; and, given the current advertising climate, ads cannot cover the other two-thirds of the costs, he said. Wolzien doesn't foresee a better atmosphere for launching a 24-hour channel till at least several years in the future. (Plans for a 24-hour service in New Jersey, in keeping with NBC and Cablevision's News 12 on Long Island, are essentially on hold, Wolzien said later.)

Wolzien said there are benefits for all involved with five minute inserts on broadcast newscasts. A cable operator

gets an exclusive service and the broadcast station differentiates its newscast and possibly improves ratings and viewer loyalty. And while such a project won't turn a profit, one minute of ad avails should cover the costs, said Wolzien.

However, he questioned the benefits of Group W's WBZ-TV Boston's plan to sell four daily advertising spots to cable operators. Michelle Gault, director of cable relations, Group W, explained that the move is not a monetary decision, although the station is essentially wholesaling cable operators ad inventory it could not sell given the difficult advertising climate. "Brokering to cable operators expands our reach in the market. Our focus is not a return on investment, but on expansion of our product line," said Gault. She stressed that WBZ-TV isn't giving up its exclusive broadcast franchise, but is expanding it. WBZ-TV currently has 250,000 subscribers under contract, and covers 65% of the ADI. —SDM

SETTING POLITICAL GOALS

Cable must set its own political agenda next year before it is set by others. William Cullen, chairman of the California Cable Television Association and senior vice president of United Artists' Southwest division, told opening session attendees. Cable has three priorities going into next year, said Cullen: To get a reasonable effective competition standard from the FCC; to prevent telco entry, and to present a single, unified voice "to insure a bill actually makes things better for our customers." Cullen urged cable operators to implement a seven-point "cable advantage" plan adopted by CCTA. One point is to be accountable at the local level. "We can't ask the National Cable Television Association to save us from the top," he said. Another is to build coalitions with broadcasters and newspapers. Cable must also promote itself, affect opinions, get involved in the political process, invest in technology and become competitive, he said.

WUSSLER SAYS PPV WILL STRENGTHEN DBS

During CTAM conference, Comsat Video Enterprises CEO spoke of PPV future focusing on niche sports, not only in hotels, but in movie theaters and other public arenas

Pay per view will change the face of television, making both cable and other technologies—including DBS—stronger in the process, said Robert Wussler, president and chief executive officer, Comsat Video Enterprises, at the CTAM 1990 PPV conference in Anaheim, Calif., last week.

DBS is not going to try to copy existing cable channels but should offer different fare. SkyPix, the 80-channel system in which Comsat is considering investing, should offer something along the lines of 30 movies at a time, or 30 sporting events, said Wussler. Discussions with SkyPix are continuing and Wussler said he thinks "at some point in the future the two [Comsat and SkyPix] will get together in some manner."

Responding to reports that Comsat and SkyPix discussions are moving apart ("Closed Circuit," Nov. 26), Wussler said later that "a few problems have cropped up," but he still believes a deal will be completed, with Comsat as involved in the SkyPix project as it had first anticipated. He stressed that his concerns had nothing to do with the technology. He said he is convinced the video compression will work and stressed: "I believe in the system."

Wussler spoke of a PPV future that focuses on niche sports—from bicycling to soccer—and PPV in places outside the home, not only in hotels, but in movie theaters and other public arenas, showing Broadway openings and college homecoming games. A PPV event could be anything "that can draw an audience of just a few thousand nationwide," he said.

The rising costs of player salaries could help bring major league sports to PPV, as it forces owners to find other forms of distribution for their product, said Wussler. He envisioned displaced fans living in one city able to get a season's worth of hometown teams' games via PPV.

As he has in the past, Wussler spoke critically of NBC and Cablevision's PPV Olympics, saying the \$100 million spent to secure that event could have been better spent on bringing baseball or the NFL to pay per view. He also stressed that he does want to see it succeed and expects to carry it on Comsat's hotel PPV channels.



Robert Wussler

Susan Greene, NBC vice president, business development, countered Wussler's criticisms, saying the Olympics on PPV encountered no political issues and created no problems regarding siphoning from broadcasting, as taking major league sports would do. She also said that since NBC is going after a niche audience with the PPV Olympics, "I think this is something you'd applaud," given Wussler's approval of niche PPV events.

DBS won't competitively hurt cable for the next three to seven years, said Wussler. "What happens beyond that is hard to say." But if the technology is strong, as he believes cable is, then the industry should remain intact. "Things last if the technology is any good," he said. The telcos will eventually enter the video business, Wussler said, but he doesn't envision that happening until five, 10, or even 15 years down the road.

-SDM

PPV NETWORKS, STANDALONES: NOTING DIFFERENCES

The differences between pay per view networks and cable systems that use standalone PPV channels came across loud and clear at the Cable Television Administration and Marketing Society's 1990 PPV conference in Anaheim, Calif., last week. From programming to promotion, one successful standalone PPV system demonstrated how it differs from the PPV networks, who themselves stressed their own differences.

MSO KBLCOM, which programs three standalone channels in five systems covering 500,000 subscribers (half

of whom have addressable systems), averages a 60% buy rate a month. According to Mark Cutten, vice president, programming, Request Television and Reiss Media Enterprises: "You can't do better with the big titles than by using the networks," but KBLCOM seems to think it can.

Constant studio contact is one of the aspects KBLCOM likes about its standalone channels. KBLCOM can work with those studios truly interested in PPV and experiment to improve the category, said Ellen Notbohm, KBLCOM corporate director, PPV. And because of con-



CTAM PPV panel featured (l-r) Scott Kurnit, Jim English, Hilda Chazanovitz, Mark Cutten, Kathleen Canavan, Phil Laxar, Ellen Notbohm.

stant studio contact, "we can change virtually overnight what we want to. We'd be restricted if we were a network," said Phil Laxar, KBLCOM vice president, programming and PPV.

But both Viewer's Choice and Request representatives stressed that their affiliates do have contact with the studios, and that it is a system's choice as to how much contact they have.

KBLCOM is able to do certain activities locally that cannot be done nationally, for example, marketing two events together that both have local appeal, according to Laxar. But the main advantage of a standalone system is its ability to command local commitment, he said.

The corporate structures of Request, with its studio slot holders, and Viewer's Choice, with its studio and MSO ownerships, make the networks beholden to others in terms of how they program, suggested moderator Scott Kurnit, president, Showtime Event Television. "We are unshackled because we are beholden to no one for slots or exhibition," said KBLCOM's Notbohm.

But Cutten stressed that Request's formula for its main channel is box-office revenue, with titles earning more than \$10 million airing on Request 1. Notbohm agreed that KBLCOM's three PPV channels show essentially the same movies, but stressed that the scheduling is freer, and done to meet the demands of consumers—no one else.

KBLCOM uses what Notbohm called a modified multiplex, showing two titles a day on each channel. The movies,

however, are not rotated, with one shown continuously in the early part of the day and the other shown later and in

prime time. The three channels average 15 titles a month, compared with the 15 to 18 on Request's two channels, and 14 on the two channels of Viewer's Choice.

Jim English, Viewer's Choice senior vice president, programming, said the network also employs flexibility and editorial judgment in its programming and isn't bound to show a certain amount of programming. He cited the first two weeks of November, in which Request aired seven titles and Viewer's Choice aired four.

Whereas the two networks have given each of their two channels their own identity, with the second channel assigned smaller movies, Notbohm said KBLCOM's three channels are weighted evenly, stressing consumers aren't interested in the channels' identity, but view them all as PPV.

Laxar doesn't rule out KBLCOM using a PPV network (it already uses Request in two small systems), but rules out large scale use of either Request or Viewer's Choice. KBLCOM, if it considered adding a network, would look to the niche services, such as Graff or Action Pay Per View, since they offer a product more difficult for KBLCOM to secure on its own, said Laxar. **-SDM**



HBO HELPING HAND

Cox Cable San Diego and HBO teamed up in a sales incentive program that culminated in the donation of \$10,000 to Phoenix Academy, a drug treatment program.

HBO donated \$1 for each new HBO subscriber signed between Oct. 8 and Nov. 4. Because of the response, HBO increased the incentive to \$1.50 for the last two weeks of the program. On hand to present the check were Jim Noonan, vice president, HBO corporate affairs; Lupe Valdez, the Cox CSR who sold the most HBO units; Robert McRann, Cox general manager, and Carol Kirkendall, Phoenix resident.

PROGRAMING

PBS "UNFUNDS" FOUR SHOWS UNDER NEW SYSTEM

In its first round of decisionmaking, Public Broadcasting Service's newly centralized National Programing Service has opted no longer to fund its critically acclaimed *Wonderworks* and three other series currently on the air.

NPS is continuing to fund shows considered essential to member stations, such as *The MacNeill/Lehrer NewsHour* and *Sesame Street*, while cutting off other shows to allow more funds for development, according to John Grant, vice president, national program service scheduling and administration, PBS. "We had to make what were some very difficult decisions that enabled us to have a sufficient level of funds to commit somewhere down the road to new programing initiatives," said Grant.

The NPS funding decisions are the culmination of a two-year process to replace a complicated station voting system with a more centralized management and funding approach. Under the new system, chief programing executive Jennifer Lawson, with committee ap-



James Earl Jones on 'Long Ago & Far Away'

proval, decides whether or not to renew continuing series.

Program proposals not funded for

fiscal year 1992 include *Wonderworks*, produced by a station consortium headed by WQED(TV) Pittsburgh, now in its seventh season; the Emmy Award-winning children's show, *Newton's Apple*, produced by KTCA-TV Minneapolis-St. Paul, now in its eighth season; WNET(TV) New York's *Travels*, now in its second season, and WGBH-TV Boston's *Long Ago & Far Away*. *Travels* and *Wonderworks* will continue into 1991-92 with funding provided by earlier station commitments. The rejected proposals do not necessarily mean the end of those series on PBS, said Grant, pointing out that they could obtain funding elsewhere.

The 26 programs approved for NPS funding include such PBS standards as *Frontline*, *American Masters* and *Mister Rogers' Neighborhood*. Other rejected program proposals included a number of shows not currently on the air, including *Environmental Quarterly*; *Legacy*; *Rais-*

Continues on page 48.

NBC NEWS IS 'READY FOR PRIME TIME' PLAYER

"Real Life" and "Exposé" are first prime time series offerings from news division since short-lived '1986'

In its first prime time series initiative in four years, NBC News in January will deliver two separate vehicles featuring network mainstay Jane Pauley and the hard-hitting investigative team of correspondent Brian Ross and producer Ira Silverman. Both series follow successful pilot runs on the network.

NBC News on Jan. 6, 1991, will launch the two back-to-back, prime time series *Real Life with Jane Pauley* and *Exposé*, scheduled for the 8 p.m. to 9 p.m. slot currently occupied by *Lifestories*. That hour-long drama series will become a once-a-month special beginning Dec. 18.

Real Life will air from 8 p.m. to 8:30 p.m. and *Exposé* will air from 8:30 p.m. to 9 p.m. for three consecutive weeks each month. Every fourth week will feature one full hour of *Real Life* in the slot.

During its five-show test run last summer, *Real Life with Jane Pauley* averaged an 11.1 rating/21 share. The show won its 10 p.m. timeslot in all but one of its five outings, frequently topping *thirtysomething* reruns on ABC and movies on CBS. Ratings for two earlier broadcasts of *Exposé* showed a 5.7/9 on May 20 and a 10.2/19 on Aug. 6.

Both series are likely to be more timely and responsive to current events than the earlier outings, according to Jeff Gaspin, NBC News programming development and planning director. "*Exposé* will be so current that we probably won't even know what the pieces look like until Saturday before they air," said Gaspin.

Featured on the *Exposé* series will be NBC News anchor Tom Brokaw along with the Ross-Silverman investigative

team. The team has been credited with breaking several top stories during their 15 years together, including the 1980 ABSCAM scandal, mob infiltration of gasoline distribution and drug-related corruption in the United States Coast Guard.

Exposé executive producer Paul W. Greenberg will be joined by award-winning senior producer Marion Golden, whose experience includes positions at *60 Minutes* and *20/20*. Contributing correspondents on the series will include Michelle Gillen and Noah Nelson. *Real Life*, a look at American lifestyles, will have David Browning as executive producer and Shelley Lewis as senior producer.

The success of the two shows is im-

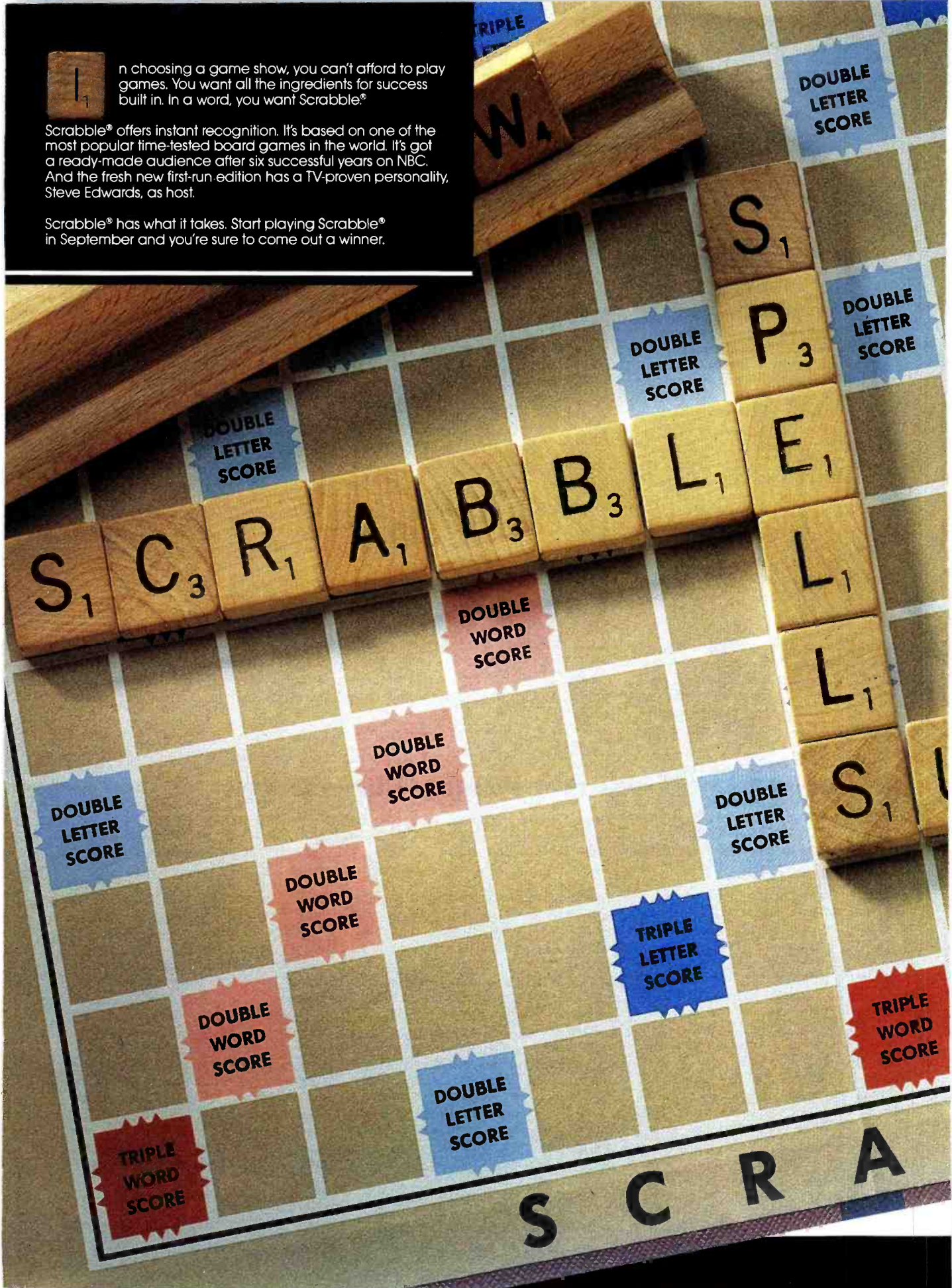
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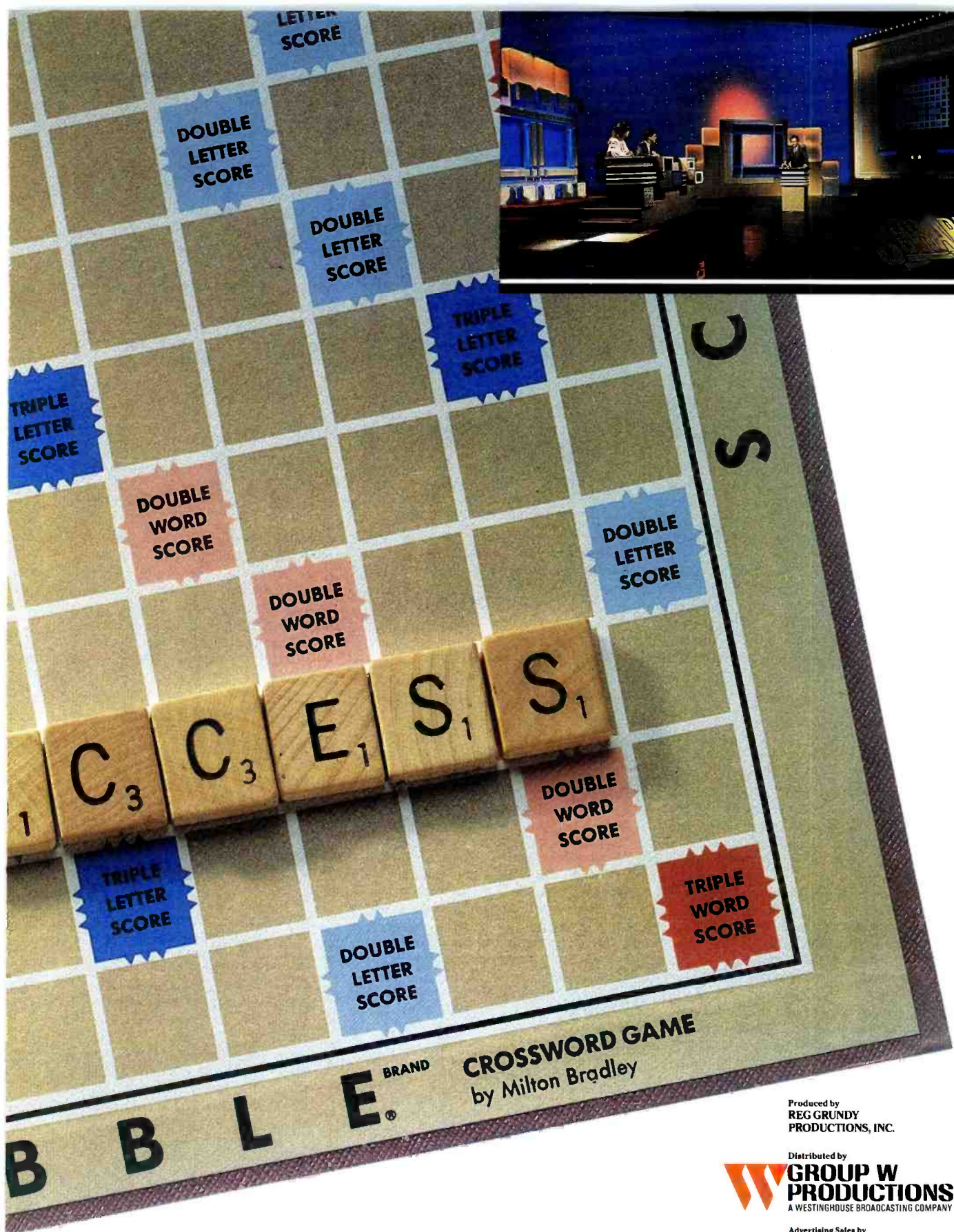
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PBS

Continued from page 45
ing Kids; Turning Points: Technology and Change and Terrific Trips.

Three series have been funded for fall 1991 delivery with the understanding that future NPS funding is unlikely: *The Collectors*, *Motorweek* and *Woodwright's Shop*. In other developments, *American Playhouse*, which has aired as a weekly series on PBS, is likely to become a series of monthly specials beginning in fall 1991.

PBS member stations are currently reviewing the new funding decisions, all of which are contingent upon successful aggregation of a \$78 million funding commitment from the stations by Dec. 14, the transfer of \$22.5 million from the Corporation for Public Broadcasting to PBS, and satisfactory contractual agreements with the producers. Grant said station support for the NPS funding decisions is likely, based on their long-standing support of a centralized system.

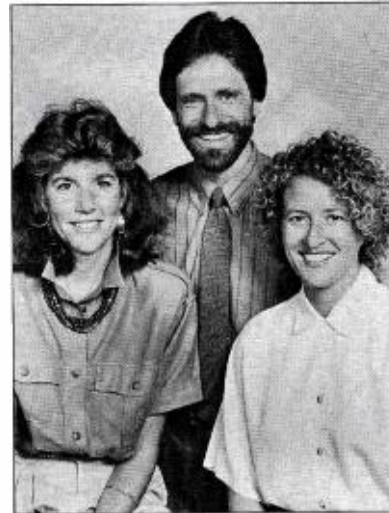
The NPS, which provides about 1,600 original broadcast hours to PBS member stations each year, is the primary source of public TV programming. The remaining sources of program production dol-



Joanna Cassidy in 'Wonderworks'

lars include a number of public and private sources, with some series, such as *National Geographic Specials* or *Masterpiece Theatre*, being fully underwritten by corporations, foundations, government agencies and other groups and individuals.

Grant said it was not yet clear just



'Newton's Apple'

how much of the \$105.5 million NPS pool would be left over for development, but the service has already identified several new areas to be explored in the near future. "We've negotiated in a broad sense, but now we're in the process of negotiating with the producers on specific dollar amounts," he said. -RB

NBC

Continued from page 45

portant to NBC News, which seeks to have weekly prime time vehicles like those of competitors CBS (*60 Minutes*, *48 Hours*) and ABC (*Primetime Live*, *20/20*).

"Having a news presence in many different dayparts allows you to continually promote the image of the division as well as promote the next news show coming up," said Gaspin. "You're constantly reinforcing with the audience the news presence and it gives the illusion that you're getting news product almost 24 hours a day. That's one of the reasons ABC News has been so successful."

NBC News has not aired a prime time series since 1986, the Washington-based weekly newsmagazine cancelled just six months after its debut. That show, with co-anchors Connie Chung and Roger Mudd, averaged 10.1/18 on 20 outings. The division in 1989 presented three pilot episodes of *Yesterday*, *Today* and *Tomorrow*, which was aborted following a storm of controversy over its use of news recreations.

Along with *Real Life* and *Exposé*, NBC News prime time efforts this year have included two outings with Maria Shriver, *Cutting Edge with Maria Shriver*. The Shriver specials scored 9.1/16

and 12.5/23 nationally. Gaspin said current plans call for four, or possibly six, Shriver specials a year, depending on her schedule and audience reaction to the shows. The next Shriver installment is scheduled for Dec. 23.

"If the opportunity arose, we would consider turning it into a weekly show," Gaspin said of *Cutting Edge*. "But a lot of things have to happen in order for that to come about. Right now, there are no plans for that."

Gaspin said other unnamed prime time ideas are in the works at NBC News, but there are no immediate plans for further expansion. The division is not only busy with its existing news efforts, but also with the upcoming Faith Daniels-hosted news discussion program for daytime, *A Closer Look* (BROADCASTING, Nov. 26).

"Before we jump, we want to see how these shows do," said Gaspin. "Obviously, every time an opportunity comes up from the entertainment division for the news division, we'll consider it and we'll come up with a proposal for them."

"What you want to do is focus your attentions on the products you have, do what you can for them and when they're successful, use that as a stepping stone to bring some other product in there," said Gaspin. -RB

EXTENDED FAMILY

BS Communications said last week it was renewing its game show *Family Feud* for the 1991-92 season. The show, hosted by Ray Combs, will enter its fourth season in syndication next fall. Many stations had downgraded the program or shelved it coming into this season to make room for new game shows that debuted this fall. But none of those new game shows worked, and some stations brought back *Feud* with improved results. WXIA-TV Atlanta doubled its rating when it replaced the new *Quiz Kids Challenge* with *Feud* in October. "*Family Feud* is an underused asset," said Dick Kurlander, vice president, programming, Petry Television. "It has proved to be a solid performer where stations let it stay in a time period and find an audience." Other recent upgrades for the show include: WCAU(TV) Philadelphia, which put it at 7:30 p.m. in place of *Quiz Kids*; WBZ(TV) Boston, which put it at 4:30 p.m. in place of the new *Joker's Wild* and WSVN-TV Miami, which replaced *Preview* with *Feud* at 7:30 p.m. -SM

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Sale of 2,046,400 Shares
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A subsidiary of


Pacific Telesis Group
*has agreed to form a joint venture and
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Cellular Communications, Inc.
(Pending)

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Tele-Communications, Inc.

Sale of 3,000,000 Shares of
 Class A Common Stock

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Viacom Inc.

Financial Advice
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**WestMarc
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**First Ideas,
 Then Results.**

NBC WINS SWEEPS IN TIGHT RACE

ABC is second and CBS third as regular programming leads specials in ratings performance

The just-completed November sweeps mirrored the regular season to date by being a much tighter race than in seasons past.

NBC was first, but 13% off last year's rating with a 13.1/22. ABC was second, but down 2% with a 12.8/21. CBS was third, and roughly flat, with a 12.1/20.

For the third consecutive November, combined network ratings and total television viewing (HUT) were down in prime time.

The 1.1 rating point difference between third-place CBS and first-place NBC was in sharp contrast to last season's first sweeps period, when NBC scored a 15/25 to ABC's 13.1/22 and CBS's 12/20.

Of the three networks, only CBS showed an improvement this November over last year's regularly scheduled programming during the November sweeps. This is important to the networks be-

cause all three have recently begun emphasizing their series during sweeps periods over specials and event type programming which has been traditional sweeps fare. This year CBS averaged a 12.1/20 in regularly scheduled programs against a 12/20 last year. ABC dropped two-tenths of a rating point in going from a 13/22 last year to a 12.8/21 this year. NBC saw the biggest drop by averaging a 13.6/23 this year compared to last November's 15.1/25.

In fact, regular series were the strongest draw during the sweeps, with a four-week average for *Cheers* of (24/38) and *60 Minutes* (21.8/35) out-scoring any special programming. However, *Cheers*'s number was boosted by an hour-long special celebrating the show's 200th episode. That broadcast scored the sweeps period's biggest rating. The top 10 series during the November sweeps were, *Cheers* (NBC), *60 Minutes*

(CBS), *Murder, She Wrote* (CBS, 18.2/27), *Roseanne* (ABC, 18.2/27), *America's Funniest Home Videos* (ABC, 18.0/27), *America's Funniest People* (ABC, 18.0/27), *Murphy Brown* (CBS, 17.8/26), *Designing Women* (CBS, 17.7/26), *Empty Nest* (NBC, 17.631) *The Cosby Show* (NBC, 17.528). *The Cosby Show*, ranked tenth, was hurt by the numbers for its Thanksgiving broadcast on Nov. 22.

ABC had the two highest rated specialty programs during November, with the four-hour, two-part *IT*, adapted from a Stephen King novel, averaging a 19.6/31 on Sunday and Tuesday, November 18 and 20. ABC's Barbara Walters special on Wednesday, Nov. 14, at 10-11 p.m., scored an 18.4/32.

NBC's *The Big One: The Great Los Angeles Earthquake*, the only other multi-part movie during November, also was highly rated, averaging an 18.3/28 on Sunday and Monday, November 11 and 12.

CBS's highest rated special was *The Honeymooners Anniversary Special* celebrating the 35th anniversary of the series. The special generated a 13.5/22 from 10-11 on Monday, November 12. -sc

Another season.

It's a fact. *Three's Company** is one of only two sitcoms to remain in the top ten among syndicated sitcoms for 28 consecutive sweeps.

How does it do it? Simple. Every season, the *Three's Company* audience **re-generates** itself!

For millions and millions of teenagers, it's "this season's" newest hit.

For each new generation of kids, every episode is first run.

For millions of adults, it's still their all-time favorite program.

And for stations across the country it's 222 half hours of pure, audience-grabbing laughter!

NETWORK SHUFFLE

All three networks chose the end of the November sweeps to make schedule changes last week, with NBC doing the most restructuring. Gone from the prime time schedules are ABC's *China Beach*, CBS's *Bagdad Cafe* and NBC's *Parenthood*.

As of last Saturday night (Nov. 24), *Amen* has returned to NBC's prime time schedule in the 8-8:30 time slot, replacing *Parenthood* which has been cancelled after 10 airings. *Parenthood* averaged an 8.5 rating and 16 share in its eight Saturday night broadcasts (excluding one Monday night airing and the one-hour series premiere). *Amen*, which returns for its fifth season, stars Sherman Hemsley and is produced by the Carson Productions Group.

Also, *The Fanelli Boys* (Wednesday, 9:30-10) and *Working It Out* (Saturday, 8:30-9) have switched time periods, with the change effective last Saturday, Dec. 1. At ABC, the network has decided to cancel Emmy-winner *China Beach* midway through its third-season. A network spokesman said the series would come off the schedule "sometime in December," and that 16 episodes have been ordered and ABC will not order more. He said 10 episodes have been produced and the other six will be produced and all will air. In its seven airings on Saturday at 9-10 p.m., the show averaged a 7/13. The spokesman said no decision has been made as to what will replace the series after its last broadcast.

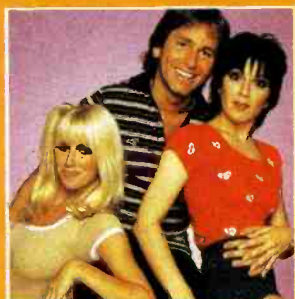
CBS's *Bagdad Cafe* has been cancelled, apparently after star Whoopi Goldberg decided to leave the show. Averaging an 8.7/15 in seven airings this season, the show—also starring Jean Stapleton—ranked 73rd out of 106 regularly scheduled series. A CBS spokeswoman said the network has not decided yet what will replace the series on a regular basis, but that specials will be used to program the Friday 8:30-9 time period.

SATURDAY MORNING IS A HOBBY-HORSE RACE

On Nov. 3, for the first time in more than two years, CBS was the top-ranked network in households for Saturday morning. The network's performance on that Saturday and a strong season-to-date showing thus far signal the most competitive Saturday morning season in more than two seasons.

As of Saturday, Nov. 17, ABC and CBS are tied for first among children 2-11 with a 7.2 rating. In households, ABC holds a slight lead of 4.0/16 to CBS's 3.9/16. NBC is third with a 4.7 in the first category and a 3.0/12 in the second. CBS's Judy Price, vice president, children's programs and daytime specials, is pleased with the network's performance thus far especially in light of the fact that CBS's Saturday morning lineup has had numerous pre-emptions

Another reason.



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due to sporting events, and started the season a week after the other two networks launched their Saturday morning schedules. The delayed launch came as a result of CBS's coverage of the U.S. Open Tennis Championship. "It's [CBS's performance to date] surprising to us because of the heavy sports pre-emptions," she said. "The pre-emptions are especially heavy on the West Coast where we're off the air a lot of the time at 9 a.m., 10 a.m. or 11 a.m. ABC has also had some pre-emptions but not as many as we've had," she said. Price said the shows hit the hardest are *Garfield and Friends*, *Bill and Ted's Excellent Adventures* and *Pee-Wee's Playhouse*. "So we have a zero averaged in to the national numbers when those shows are pre-empted."

CBS's rise on Saturday morning can be attributed to mainly two shows, the two-hour block of *Teenage Mutant Ninja Turtles* (10-11 a.m.) and *Garfield and Friends* (9-10 a.m.). *Turtles* especially has helped to boost CBS into a virtual tie with NBC. The popularity of the characters in the show, which took off after a theatrical movie was released last year, has not waned on television.

The series is in its second year in syndication and in its first on CBS. Already, the series ranks second during its first half-hour and finishes first in its second half-hour.

Because of the strength of the show, CBS has already renewed it for next season, a move designed to insure the creative team on the project will be in place for future episodes. "Our early pick-up of the show is evidence that we have confidence in the show and we consider it a long-term property," said Price.

One show that will probably not be back on the schedule next year is Emmy-winner *Pee-Wee's Playhouse*. Paul Reubens, creator of the show and the character has indicated this will be his last season. "The fate of *Pee-Wee* has not been determined, but I doubt he'll return," she said.

Although Price says no one is celebrating over this season's performance to date, she is encouraged about next season's prospects. "Our strength this year puts us in a better position next year when we have fewer sports packages and, as a result, fewer pre-emptions." -sc

'GRUDGE MATCH' STEPS INTO 'CRASH TV' RING

Touted as a cross between *American Gladiators*, *People's Court* and *WWF Wrestling*, Genesis Entertainment's *Grudge Match* is officially on the market.

The hour-long weekly features battles with plastic police sticks and exploding balloons full of grease, among other things. Samuel Goldwyn Television's *American Gladiators*' success in the "crash TV" niche in weekend early fringe and late night time slots over the last two seasons has Genesis officials believing its 1991-92 projected companion piece can tap into that market.

Phil Oldham, Genesis's executive vice president of domestic sales, described a three-phase launch and marketing plan for *Grudge Match*: a possible on-air test; a June 1991, one-time-only special to air as a tease campaign in hopes of building viewer interest;

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Now you can give them what they want by playing 111 fresh-as-a-daisy half-hours (including

10 brand new ones), ten hour-long Benny Hill Specials, and one outrageous two-hour extravaganza, *The Crazy World of Benny Hill*.

And when that's done, simply start all over again!

and a fall 1991 launch that will be geared toward enticing local advertisers into "package buys," including co-op promotions and recruitment campaigns for on-air combatants.

Grudge Match borrows elements from several programs but the result is something, to borrow from Monty Python, completely different. For example, the pilot features a "main event" bout featuring Mr. T (of *A-Team* fame) battling a boxing promoter who failed to get him his "promised" shot at former heavyweight champion Mike Tyson. The two other "undercard" bouts that precede the "main event" included two college students battling over the sharing of vacation expenses and an engaged couple duking it out over who covers the replacement cost of a stolen VCR.

Combatants pummel each other with oversized boxing gloves, greased medicine balls, plates of spaghetti, chocolate pudding, fire extinguishers and balloons full of vegetable oil. Viewers will be kept abreast of who scores "hits" on a "Compubox" computer system, and a panel of three celebrity judges will decide the winner and in what fashion the

loser will rectify the grievance. Offering color commentary is former football star Lyle Alzado and wrestler Jesse "The Body" Ventura, joined by ESPN sports anchor Tim Brando with the play-by-play.

Oldham said he anticipates *Grudge Match* to be produced at \$120,000 per episode. With 26 original weekly episodes planned, first-year production costs will exceed \$3 million. However, Oldham said the *Grudge* franchise could be expanded to daily stripping as a half-hour program in 1992-93 if ratings and advertiser support are strong enough to merit such a move.

Offering the hour weekly on a seven-minute national/seven-minute local barter split. Oldham says Genesis' key approach—as taken with its current off-network *Highway To Heaven* offering—is to convince national advertisers to buy local spot time. Genesis salespeople, according to Oldham, will accompany client station sales executives to local retailer presentations, where they will pitch those ad buyers on packages offering on-air billboards, print promotions and other tie-ins in addition to spot buys.

58th VARIETY FOR HEINZ: SYNDICATED PACKAGE

With a \$10 million co-venture commitment from Heinz U.S.A., the Pittsburgh-based packaged goods producer, Hearst Entertainment will produce (through WCVB-TV Boston) and distribute a package of dramas, documentaries, and vignettes under the banner *Family Works!*.

The package, Hearst officials said, is the first public affairs-oriented program package to receive the kind of marketing and advertising support being provided by Heinz.

The package will become available in September 1991 with a required two-year commitment from stations. The package, being offered on a straight bar-

Continues on page 78

ugh Benny? Never!



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XETRA JOINS ALL-SPORTS TEAM

Station fills lineup with football, basketball, soccer and more

In the arena of sports broadcasting, XETRA(AM) Tijuana (San Diego) has entered the decathlon with its switch to all sports programming (in early October). Following the lead set by Emmis Broadcasting's WFAN(AM) New York and subsequently WIP(AM) Philadelphia and KYBG(AM) Denver, Noble Broadcasting is targeting the adult male listener in Southern California with play-by-play coverage of the San Diego Chargers and the Los Angeles Kings, among others.

"It is impossible to talk about our rationale and thinking without crediting WFAN(AM)," says Judy Carlough, vice president and general manager, XETRA(AM), "their current success, which they have earned at the expense of great labor, talent, and tenacity, has encouraged other stations to go ahead and make the jump into a sports-dominated format," she said.

Morning drive, a big success for



Ronald Jamison

WFAN(AM) with Don Imus, is another area where Noble is taking its cue from its predecessors. Morning drive for XE-

TRA is handled by Randy Miller. "He is very much an irreverent, topical jock," said Carlough, "we pair him up with a sports guy—it is a very sports-oriented show but it is a general purpose, high entertainment, topical show."

"One of the things that we have learned is that in morning drive time, the listener's needs are greater than all-sports can fulfill," said Ron Jamison, general manager and program director, KYBG(AM) Denver. "While you can have a sports presence, with sports scores and some stories, you really need to have a general interest program in A.M. drive," he said.

As with KYBG, the format decision for XETRA evolved over a period of time, said Carlough. "We had the essentials," she said, "a well-established station that had been in the marketplace for a very long time, a very well known slogan and one of the all-time great radio signals that just booms from Baja (California) to the Canadian Rockies on clear nights." The station also had the rights to the Chargers and had recently signed the Los Angeles Kings. The lineup now includes the San Diego soccer team and PAC 10 football. Nonsports programming is limited to the "sports-oriented" morning talk show, with carriage of Larry King and Rush Limbaugh broadcasts as well.

Although the format takes time and money to develop, the payoff is there for the survivors, says Jamison. Emmis reportedly lost \$7 million or \$8 million before turning WFAN around, but the station now bills over \$20 million a year, according to industry sources. Jamison added that advertising community response to KYBG was initially slow. "As it has evolved," he added, "it has been tremendous. We outbilled our audience share by almost 3 to 1 in the fourth quarter," he said.

The Denver radio revenue pie is approximately \$70 million with 42 stations competing for dollars in the market. "We are in the top 10 local billing radio stations with our AM," said Jamison, "It is niche marketing at its finest."

Another unique feature of KYBG, says Jamison, is that the station is the only sports/talk station that does not have ma-

RICK DEES LEAVES UNISTAR

The *Rick Dees Weekly Top 40* will not be a part of the Unistar program lineup next year. Los Angeles-based Wally Clark Productions will sell and market the weekly countdown program beginning in January, 1991 ("Closed Circuit," Nov. 26).

According to Wally Clark, former vice president and general manager, KHS-AM-FM Los Angeles, and producer of Dees' weekly program, in essence not too much has changed. "We have always produced the show ourselves," Clark said, "and as far as the affiliates are concerned, nothing has changed."

As of January, CD Media, a joint venture between Wally Clark and Rick Dees, will be the sales and public relations company for *Rick Dees Weekly Top 40*, said Clark. In addition, Clark expects to acquire other programs from other producers for distribution by CD Media. "I have been approached by a number of producers already," said Clark.

Unistar executives could not be reached for comment last week. A spokesperson for the company said, "As far as Unistar is concerned, we are still in the negotiating process for the *Rick Dees Weekly Top 40*." Clark, on the other hand, maintains that the move is a done deal. "As far as we are concerned," he said, "we are moving on. We've hired a staff and we are out on the streets right now selling the program." Future plans for the production company call for distributing the program on compact disk, said Clark.

The Rick Dees countdown show was carried from 1983-86 by the then United Stations (now Unistar). In 1986, the television and film producer Lorimar Telepictures purchased radio syndicator DIR Broadcasting, which in turn, later that year, acquired the rights to the Dees show for a reported \$10 million to \$12 million. Earlier this year, Unistar repurchased the rights to the countdown show (BROADCASTING, Jan. 29) but, according to an industry source, has been unable to come to terms with the weekly program producer for 1991.

-10

major league play-by-play. It does carry University of Colorado basketball and a number of network packages. The lineup includes "Public Interest Affiliates' All-State Football Game of the Week," packages from Mutual Broadcasting and CBS Baseball. The station broadcasts live reports from events such as the French Open, the Master's Golf Classic and the Indianapolis 500. "We do about 300 play-by-play games a year," said Jamison, "and we carry about 100 games of the Chicago Cubs."

KYBG is entering its third year of programming sports. Generally, Jamison explained, the format takes two to three years to fully develop. Looking ahead, Jamison believes the station is reaching the point where its marketing and promotional departments are fully developed. "We are entering our third year doing this and it should just be a barn burner for us," he said.

Noble has a larger market pie to slice. The signal covers the combined markets of Los Angeles and San Diego—\$600 million. The station plans to exploit its position as a "Southern California" station said Carlough. "It is incumbent upon us to make sure that we get a feel of what the marketplace wants and then deliver it," she said.

Noble will continuously assess the development of the station, said Carlough. The group operator has set no time or money limits: "Nobody would make this type of change unless they were planning to make a major commitment," she said.

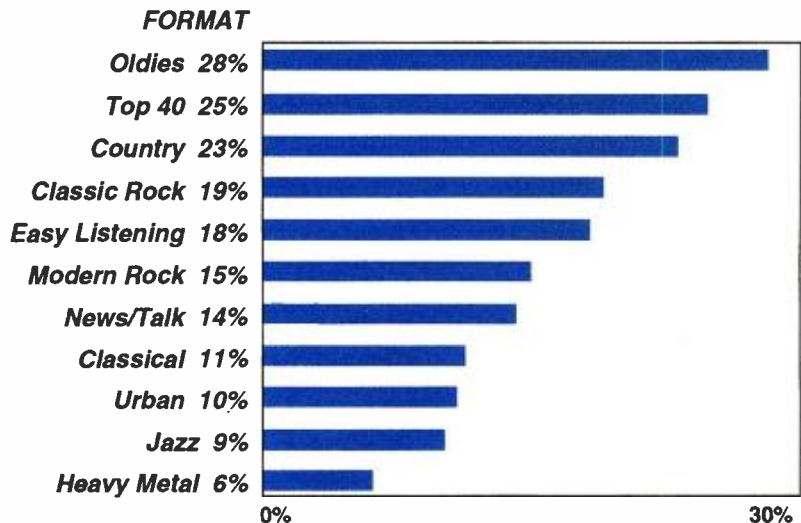
The station is getting ready to roll out an extensive promotion and advertising campaign in 1991. "I have no doubts that the company is completely committed to the radio station," Carlough said, "because this is what we do for a living." —C

STUDY SHOWS OLDIES MOST POPULAR FORMAT

Indicating the strength of the 25-54 demographic, Oldies has emerged as the most-listened-to format in the U.S., according to a nationwide study conducted by Washington-based Broadcast Investment Analysts and Strategic Radio Research in Chicago. In a national telephone survey of some 1,000 radio listeners aged 15-64, 28% said they listened to some form of Oldies-based radio station, followed by 25% who most frequently listened to Top 40 and 23% who listened to Country. Some respondents indicated that they listened to more than one format most frequently, so total of percentages adds up to more than 100.

The survey also indicated that 70% of all radio listeners preferred programming on FM over that on AM, and 54% of those who spend more than 10 hours a week in their cars would prefer a greater choice of radio formats from which to choose. The study, which is available through BIA in Washington, also classifies radio listening habits by age, sex, market size, and income level.

THE PICK OF RADIO FORMATS



Based on survey by Strategic Radio Research and Broadcast Investment Analysts Inc.

YEAR WRAPS UP WITH HOLIDAY FEATURES

Year-end programming from networks, syndicators offers 1990 retrospectives, sports wrap-ups, best-of countdowns, variety of Christmas music

December traditionally is the month of year-end news round-ups, projections for the coming year, lists of ins and outs and best and worst and a host of holiday-oriented music. In keeping with that tradition, many radio networks and program distributors are taking the opportunity to look back at the events and issues that shaped the last 12 months. Add to that a variety of Christmas music packages, myriad music countdowns covering virtually all formats, and a spate of live New Year's

Eve parties, and virtually every radio station can find something to give to everyone except the chief engineer a few hours home with the kids.

The ABC Radio Networks have scheduled year-end special editions of its three weekly music programs, *American Top 40 with Shadoe Stevens*, *American Country Countdown with Bob Kingsley* and *Hot Mix*. *AT 40's* year-end special will feature the top 40 artists and songs of 1990, plus holiday greetings from such artists as Phil Collins, Paul

McCartney and Wilson Phillips. *ACC* will count down the top 100 country hits of the year, while *Hot Mix* will feature four hours of 1990's top dance hits.

Each of ABC's adult and young adult networks is also offering programming elements to affiliates so stations can custom design their own year-end special features. Program elements will be fed to adult network affiliates in 60-second news stories, reported by the various ABC correspondents who originally covered them in 1990. Young adult pro-

gram elements will feature correspondent Nick Alexander looking back at news, music, sports and entertainment programming. Several hundred individual cuts will be included in these program elements, which will be fed in several separate feeds. Also, each of the networks is producing a 55-minute 1990 year-end news call, featuring actualities and sound bites from major news events of the year.

The ABC Networks also are offering a variety of special Christmas programming elements from which stations can develop their own holiday programming. These elements include a package of *Holiday Production Elements*, *Pop and Soul Christmas Music Collection*, a *Very Elvis Christmas Collection*, *Timeless Music Collection* and *A Motown Christmas*. Adult network stations also will have a package of country-oriented music from which to choose, including *Country Christmas Collection*, *Country Celebrity Greetings*, *Country Christmas Stingers and Jingles*, *Country Christmas Song Parodies* and a four-hour country music feed.

The CBS Radio Networks have scheduled a variety of news and enter-

tainment-oriented programming for holiday and year-end broadcasts. *Crisis and Change: The New World Order* is a series of 15 three-and-a-half minute reports anchored by Walter Cronkite that analyze some of the top international stories of the past year. The series will focus primarily on the current Gulf crisis, with other segments looking at the changes in Germany and the Soviet Union, historic developments in South Africa, and economic changes in Japan and Asia.

Sports Year '90 with John Madden is a 15-part special that looks at the top athletes and sporting events of the last year, including repeat championship performances by the NFL's San Francisco 49ers and the NBA's Detroit Pistons. Also, CBS is airing its 64th annual *Cavalcade of Christmas Music*, eight individual 24-minute daily programs featuring classic and traditional Christmas music performed by orchestras from eight different U.S. universities.

Additionally, the CBS Hispanic Radio Network is marking its first venture into entertainment with *A Magical Christmas at Disneyland*, a four-hour program including music by such artists as Gloria

Estefan, Julio Iglesias, Mijares and Jose Luis Rodriguez.

New York-based Media America and Los Angeles-based James Paul Brown Entertainment are producing and distributing *Christmas in the Country*, featuring holiday music. The four-hour program is scheduled to air the week before Christmas.

The Nashville Network Radio is planning a 10-hour country music wrap-up hosted by TNN entertainment reporters Lorianne Crook and Charlie Chase. *Year-End Nashville Record Review* features a countdown of the top 100 country hits of 1990, plus interviews with the stars and a review of the year's country music events. The special feature is scheduled to air live Dec. 29 from 2 p.m. to midnight (ET).

Olympia Broadcasting of St. Louis has scheduled two, two-hour special editions of its *Comedy Show with Roy Firestone*, "Christmas 1" and "Christmas 2," slated to air Dec. 10 and Dec. 17, respectively.

Premiere Radio Networks is scheduling holiday-oriented and year-end radio programming, including expanded versions of *Dave Sholin's Insider* and the *Plain-Rap Countdown*, each of which will feature "The Top 90 of '90."

The Sheridan Broadcasting Network is offering stations affiliated with its Starz Entertainment its annual three-hour *Christmas Party* mix of modern and traditional holiday music presented by contemporary artists. Also, on New Year's Eve, Starz is presenting a special edition of *Top 30 USA*, featuring top R&B hits from 1990.

Unistar Radio Networks is scheduling special holiday editions of all its regular entertainment programming, as well as Christmas and New Year's versions of its annual *Country Six Pack* series. "Christmas Around The Country," hosted by Mike Brophrey, features top country artists sharing Christmas stories and holiday greetings, and performing cover versions of Christmas songs. The New Year's edition of *Country Six Pack* looks at "Ricky Skaggs' Golden Decade" with three hours of music and interviews, again hosted by Brophrey. Also, the final 1990 edition of *Super Gold Saturday with Mike Harvey* features a countdown of the "top 60 hits of the 1960's," broadcast live from studios at Disney World in Orlando, Fla.

Additionally, Unistar's news department is feeding a special year-end *News Encore 1990* to affiliates for broadcast Dec. 28 through January. The two-hour retrospective is hosted by Rich Rieman and features reports from other members



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of Unistar's news team. *News Encore 1990* features events and highlights of the year, interspersed with music, actualities and sound bites.

In addition to year-end editions of regular entertainment programming such as the *Top 100 of 1990 with Casey Kasem* and *Dr. Demento's New Year's Countdown*, the Westwood One Radio Networks have slated seven special programs that recap the year's news and newsmakers. Drawn from Westwood One's entertainment programming and its NBC and Mutual Radio Networks, these specials (scheduled to air the last week of the year) take a closer look at significant news and sporting events as well as major

trends in music, television and film.

Mutual Broadcasting is feeding its affiliate stations three specials: *The Year In Review: The Big Stories*, hosted by senior correspondent Dick Rosse; *The Year In Review: People, Sports, & Entertainment*, with host Jim Bohannon, and *Mutual Sports '90*, hosted by Bill Rosinski.

The NBC Radio Networks are offering similar year-end recaps with *1990: A Look Back*, hosted by NBC anchor Dirk Van and *A Look Back—The Sports Year 1990*, hosted by sportscaster Bob Berger. The Source is producing *1990 In Review: Nasty As You Wanna Be*, a young-adult-oriented look at social issues and challenges of 1990. —REB

BIRCH STUDY EXAMINES HISPANIC SURVEY PERCEPTIONS

Birch/Scarborough Research in Coral Springs, Fla., has released the results of a two-market focus study designed to identify problem areas in the Birch radio questionnaire and to better understand Hispanic respondents' perceptions of the interview process. The report, "A Case Study of the Hispanic Market and Media Use," also examined similarities and differences between the demographic subgroups of primary language, telephone availability, income and educational levels and radio listening results obtained from face-to-face interviews versus results obtained by telephone.

Among the findings of the study, compiled from one-on-one interviews with some 200 Hispanics in Miami and San Antonio, Tex. and authored by Birch Hispanic Market specialist Patricia Gawle, were a strong relationship between education level and primary language in both markets and a link between telephone availability and primary language in San Antonio. No statistically significant relationship was found between telephone availability and primary language in Miami, which Gawle said may be due to a generally higher income status in that market. Additionally, non-telephone households were more likely to be found made up of lower educational, primary Spanish speaking Hispanics

aged 18-34.

Radio listening levels reported in the face-to-face interviews were considerably lower in both markets than in Birch's regular random sample telephone survey. Respondents questioned in the focus study reported 5.94 average quarter hours of listening versus 16.2 AQH in the Birch Hispanic 18-plus data in San Antonio and 8 AQH vs. 11.72 in Miami, respectively. Gawle told BROADCASTING that Birch is intrigued but not concerned about this discrepancy, since the focus study is being used "simply to enhance the interview itself."

The report also suggests that the language in which the telephone survey is conducted is influential in retrieving full and accurate listening information; in fact, more than 25% of the respondents in San Antonio said that such language would influence which stations they reported. However, in seeking to determine whether primary Spanish speaking respondents had difficulty understanding the radio questionnaire when worded in Spanish, Birch determined that primary English speaking respondents reported more difficulties when the interview was conducted in English.

The focus study consisted of 104 interviews conducted in San Antonio (47 male and 57 female), and 95 in Miami (40 male and 55 female). —REB

NPR GULF CRISIS COVERAGE

National Public Radio has begun providing its stations with "gavel-to-gavel" live coverage of the Senate Armed Services Committee hearing, anchored by correspondents Brian Naylor and Vicky O'Hara, and the U.N. Security Council debate, anchored by NPR acting managing news editor Neal Conan and correspondent Anne Garrels.

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RIDING GAIN

TOP NEW YORK ADVERTISERS ON RADIO

The New York Market Radio Broadcasters Association (NYMRAD) has released figures for the top advertisers in radio January-June, 1990. The biggest increase came from Chrysler Corp., with a 234.9% increase in spending. The top 10 radio advertisers, and the percent change over the same period in 1989: WCBS-TV \$1.87 million, up 54.2%; Seaman's Furniture, \$1.6 million, up 37.9%; New York State Lottery, \$1.5 million, up 41.6%; McDonald's, \$1.37 million, up 30.1%; American Airlines, \$1.19 million, up 50.1%; WABC-TV \$1.14 million, up 31.9%; Chrysler Corp., \$1.07 million, up 234.9%; WNBC-TV \$1.06 million, up 54.0%; Nutri System, \$910,000, up 95.9%, and Citibank, \$872,628, up 12.2%.

The top five advertisers, by category, and the percent change over the same period in 1989:

food and beverage, \$18.04 million, up 45.6%; automotive, \$15.74 million, up 24.6%; publishing and media, \$13.6 million, up 20.3%; travel and resorts, \$13.6 million, up 0.7%, and banks and financial services, \$12.34 million, up 16.8%.

In the food and beverage category, the biggest gain in spending came from 7-Eleven, increasing 430.6% over its 1989 spending level of \$89,560. The top 10 food and beverage advertisers, and the percent change over the same period in 1989 were Anheuser-Busch, \$764,230, up 1.7%; Maxwell House, \$685,000, up 41.6%; Pepsi-Cola Bottling, \$591,478, up 40.9%; Shoprite Supermarkets, \$587,677, up 19.3%; Falstaff Brewing, \$544,057, did not advertise last year; Campbell Soup, \$540,830, up 140.6%; 7-Eleven, \$475,235, up 430.6%; Coca-Cola Bottling, \$448,684, up 35.1%; Perrier, \$424,620, up 61.8%, and Folgers, \$434,020, down 27.5%.

All data is based on numbers provided by the New York Market Radio Advertiser Revenue Report, a research report from Radio Expenditure Reports. Data is based on billings from individual stations.

NEW OWNER

Near Media began handling all marketing and support for Rantel Research Corp.'s Arbitron ratings analysis computer program, "The Extrapolator" late last month.

The program provides estimates of individual Arbitron monthly audience data for radio stations, said Rantel.

FOLLOWING THE EAGLES

Spectacor Broadcasting's WIP(AM) Philadelphia is supplying Armed Forces Radio and Television Services (AFRTS) with coverage of Philadelphia Eagles' games. Since Nov. 18, when the Eagles met the Atlanta Falcons, WIP has provided play-by-play coverage by Merrill Reese and Stan Walters, and will continue throughout the end of the season.

The arrangement with AFRTS includes providing play-by-play coverage of certain Philadelphia Flyers and 76ers games, as well as a selection of other sporting events

covered by the station. AFRTS is heard by over one million listeners daily over 400 affiliates, including the Persian Gulf.

ABC EXPANDS A.M. SERVICE

ABC Radio Networks has expanded its morning show service by adding a "produced comedy" package. The satellite-delivered comedy programming is written and produced on a daily basis so stations can incorporate "topical, late-breaking humor" in their morning drive programs. Included in the service are song parodies, commercial spoofs and fake newscasts. The comedy package is targeted to CHR stations and is available on a market exclusive basis.

COUNTRY PROGRAM EXPRESSLY INTERNATIONAL

Los Angeles-based Radio Express has begun production of a weekly country-oriented series developed primarily for the international market. *Lee Arnold's Classic Country* is a two-hour program of predominantly traditional country music from the 1950's, '60s and '70s, mixed with a sample of current songs if a contemporary artist is featured as a guest disk jockey. Additionally, the show will feature personality interviews, "all star tributes," musical salutes to specific years in country music and spotlight salutes focusing on particular country sounds. *Classic Country* debuts throughout Europe, Canada and the U.S. Jan. 1.

MATTESON NEW WESCOM PRESIDENT

New York-based Wescom Media Group has appointed Dale Matteson its president. Matteson, 33, joins Wescom from Clear Channel Communications, where he has been regional vice president since 1988. Aside from building Wescom's core businesses, Matteson will look for new stations for the company to purchase. He also has taken an equity stake in Wescom.

Matteson succeeds Dan Forth, who helped establish Wescom in 1988. The company owns WGXX(FM) Atmore, Ala., and

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KRLV(FM) Las Vegas, and a programming services division, The Media Services Group. Media Services is headed by consultant Alan Sneed and most recently helped direct Evergreen Media's KKBT(FM) Los Angeles' ratings climb.

Wescom Media Group is headed by Michael J. Connelly, chairman, who is also president of the New York-based investment firm, Lepercq Capital Management. Wescom is financed by Lepercq.

HISPANIC RADIO GOES TO DISNEYLAND, TAPS ANNOUNCERS FOR NFL

The CBS Hispanic Radio Network will offer its first venture into entertainment programming with "A Magical Christmas at Disneyland." The four-hour special, also Disneyland's first radio Christmas special, CBS said, will be hosted by KTNQ(AM) Los Angeles Spanish radio personality Humberto Luna.

The special is designed to take listeners through Disneyland, with celebrity guests conveying Christmas wishes and recalling holiday memories, intermingled with musical selections. Featured guests include Gloria Estefan, Julio Iglesias, Mijares, Jose Luis Rodriguez, Daniela Romo and Yuri. The broadcast window for the program is Dec. 21 through Dec. 25.

In other news, the CBS Hispanic Radio Network has tapped four announcers to call the action for the network's inaugural NFL broadcast schedule, which begins with the first round of play-offs Jan. 6, 1991.

On board for the broadcast are Rene Giraldo, announcer, Miami Dolphins; Armando Quintero, announcer, Dallas Cowboys; Ricardo Salazar, announcer, Los Angeles Raiders, and Jessi Losada, former Los Angeles Rams sportscaster. The five-game series will be produced by Armando Talavera, producer of the network's baseball coverage.

NEA AUDIO HONOR

Soundprint, the weekly half-hour documentary produced at Johns

Hopkins University's WJHU(FM) Baltimore, is being bestowed with an honor while setting precedent in international broadcasting. The National Endowment for the Arts has awarded the program a \$50,000 grant. The NEA grant will provide opportunities for collaboration among producers, writers and sound designers "to bring new dimensions to contemporary radio documentary work."

The British Broadcasting Corp. has signed a three-year contract with *Soundprint* for 31 programs which it will air over Radio 5, the BBC's new national network, Britain's first in 23 years. The sale is the largest purchase of U.S. produced programs by the BBC, according to the station. *Soundprint* has won national and international awards including the Prix Italia, a Peabody, a National Education Association Award for the Advancement of Learning through Broadcast and first place awards from the International Radio Festival of New York and the Corporation for Public Broadcasting for public affairs, cultural programs and technological innovation. *Soundprint* is distributed nationally by American Public Radio.

CATCHING UP

A radio series highlighting African-American contributions to American history is being produced for Black History Month, February 1991. *Contributions: African-Americans and the American Mosaic*, produced by Washington-based Radio America, will explore such areas as the arts and literature, the sciences,

communications, business and entrepreneurship. The six half-hour programs are being offered free of charge by tape or satellite and are underwritten by Philip Morris Companies Inc.

RAB DISCOUNTS AIR RATES

The Radio Advertising Bureau has arranged special discount fares on American and Delta airlines for broadcasters attending the association's Managing Sales Conference in Nashville Jan. 24-27, 1991. Both airlines are offering 40% discounts from regular full-fare coach rates and up to 45% off economy fares. By booking early and using these discounts, an MSC registrant could reduce round-trip coach airfare from Chicago to Nashville by \$709 to \$160, according to RAB Executive Vice president George Hyde.

JINGLE BELL WALSH

RBM Productions is producing a "pre-Christmas radio party" hosted by veteran rock 'n' roll artist Joe Walsh. The satellite-delivered *Radio Free Walsh Pre-Christmas Special* will feature three hours of live and recorded performances by Walsh and other rock artists. Walsh's personal anecdotes, guitar lessons, a live call-in listener segment and guest appearances by Tom Petty, Bruce Springsteen, Jack Nicholson, Ringo Starr and Father Guido Sarducci. The *Pre-Christmas Party* will air Dec. 7 at 9 p.m. ET.

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INTERNATIONAL

SUPER CHANNEL BUYS MGM-PATHE PROGRAM PACKAGE

London entertainment channel shown in 20 European countries acquires program rights for \$59 million; two may co-produce

London's Super Channel, a general interest entertainment channel distributed to more than 20 European nations, has signed a £30 million agreement (\$59.1 million) with MGM-Pathe for the rights to an MGM program package that would include films from that portion of the MGM library controlled by Pathe, as well as original telefilms and series.

The deal also contemplates co-productions between MGM-Pathe and Super Channel. In addition, according to Super Channel managing director Mariolina Marcucci, discussions are taking place about Pathe taking an equity interest in Super Channel.

Word of those talks came shortly after Super Channel confirmed that similar discussions with Denver-based United Artists Entertainment, the cable MSO, terminated without an agreement. Marcucci said the talks with United Artists failed because the parties could not agree on the direction of the network.

It is also understood that United Artists wanted to acquire a controlling interest in Super Channel, something that Beta Television, the Marcucci family-owned media company, which owns 58% of Super Channel, did not want to give up.

"We are looking for a strategic partner," said Marcucci, at a press conference in New York two weeks ago. "...someone who can contribute money, managerial expertise and programming. We don't need another passive investor," said Marcucci, referring to the Virgin Group, which holds a 42% passive stake in Super Channel.

Since its debut in 1987, Super Channel has focused on attaining distribution throughout Europe. It now has access to more than 40 million homes across Europe (about 22 million cable homes in Western Europe and 18.5 million broadcast homes in Eastern Europe).

Beta bought control of Super Channel from ITV in 1989. Company officials admit that spending on programming has been kept to a minimum as part of an

overall effort to keep costs down. But according to Marcucci, the rights deal with MGM-Pathe is a first step toward dramatically increasing program expenditures and development. "We are now at the point of reaching critical mass in terms of audience," said Marcucci. "We now need to grow in a programming sense."

In addition to some theatrical films, the MGM-Pathe agreement would give Super Channel rights to some original telefilms and possibly series from the

U.S.-based studio. Specific titles have yet to be determined, although Marcucci said the channel has secured the rights to use the MGM name on the air as a film club franchise. The agreement is effective starting in March of 1991 and runs for two years.

Super Channel will double its program budget from about £7 million in 1990 to about £15 million next year. The channel's revenues have grown from about £3 million in 1989 to an estimated £12 million for 1990. -SM

CBS TO CO-PRODUCE WITH GRANADA

CBS TV, in an ongoing search for overseas program sources, last week tapped British independent broadcaster Granada TV to develop and produce as many as six TV movies over the next three years. Three projects are already in joint development and the first should reach the air by late 1991.

Over the last several months, CBS has closed a comedy development deal with the British Broadcasting Corp. and a co-operative news arrangement with Tokyo Broadcasting System, both of which it hopes will expand to include other program forms. CBS Entertainment is also using internationally co-produced hours to fill its new late-night checkerboard slot.

For Granada the arrangement represents a new entry point into the U.S. market following an eight-movie co-production deal with Home Box Office earlier this year and long-term dealings with Arts & Entertainment and public television. Granada TV Chairman David Plowright said the broadcaster is also talking with Fox Broadcasting network about TV movie co-ventures.

"There is a cry from Europe for creative involvement [in co-productions]," said Plowright. "This [deal] is a recognition that the European market wants to

have some say in network projects beyond financing."

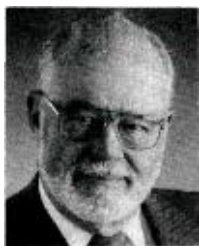
Plowright said that essential to the co-venture is the role of Dighton Spooner, former director of mini-series for CBS Entertainment, hired six months ago by Granada to build a TV movie division and now acting as creative liaison with CBS.

The two companies had already cooperated in two other projects, the co-production *Crossing to Freedom*, starring Peter O'Toole and airing last season on the network, and a prime time special now in production, *7 Up in America*, based on Hollywood director Michael Apted's Granada documentary series on four seven-year-olds.

Although the current movie deal is primarily a joint venture with CBS, Plowright said Granada will seek other potential participants, including its own partners in a separate co-production grouping, German broadcaster NDR and France's Hachette International Television.

Distribution rights to the resulting programs will be handled in North America by CBS, in Europe by Granada and will be shared throughout the rest of the international market by the two companies, alternating by project, said Jim Warner, president, CBS Enterprises. -AAG

Scripps Howard Foundation National Journalism Awards For Service in Support of Literacy



America can't afford to lose its battle against illiteracy. Technological growth, social progress and democracy itself depend on informed, literate citizens.

The Charles E. Scripps Awards, named for the chairman of The E. W. Scripps Company, will recognize 1990's outstanding contributions to this struggle for our future. And they will help underwrite the winner's continued efforts in 1991.

Entries will be accepted in two categories, newspaper and TV/radio/cable. The winner in each category will receive a cash award of \$2,500. In addition, the foundation will grant \$5,000 to a local literacy project or program designated by each winner.

Judges are Mrs. Scott McGehee, vice president and general manager, Lexington Herald-Leader; Byron White, editorial page editor, The Cincinnati Post; and a third judge to be selected.

For entry forms and information, write to Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202. The deadline for entries is February 18, 1991.

AWARDS AND DEADLINES:

- The Charles M. Schulz Award for College Cartoonists: Jan. 7, 1991
- The Jack R. Howard Awards for Broadcast/Cable Journalism: Jan. 18, 1991
- The Ernie Pyle Award for Writing: Jan. 21, 1991
- The Walker Stone Award for Editorial Writing: Jan. 28, 1991
- The Edward J. Meeman Awards for Environmental Journalism: Feb. 4, 1991
- The Roy W. Howard Newspaper Awards for Public Service: Feb. 11, 1991
- The Edward Willis Scripps Award for Service to the First Amendment: Feb. 11, 1991
- The Charles E. Scripps Awards for Service in Support of Literacy: Feb. 18, 1991



**SCRIPPS HOWARD
FOUNDATION**

SATELLITE

All but official. Although unofficial until a report and order is issued, word last week had it that all FCC commissioners had approved Stanley S. Hubbard's request for the remaining five high-power direct broadcast satellite (DBS) channels at 101 degrees west longitude—home of Sky Cable's 27 channels and considered the most optimal orbital position to reach all 50 United States. Hubbard and Sky Cable principals have acknowledged holding preliminary discussions toward allowing Hubbard's United States Satellite Broadcasting to use capacity aboard Sky Cable's DBS birds. USSB retains a contract with GE AstroSpace to construct and launch its own satellites.

Link stink. A 24-inch receive antenna would be "impractically small" to receive SkyPix programming, even without considering the negative effects of rain, according to link budget and interference analyses commissioned by United States Satellite Broadcasting, Stanley S. Hubbard's high-power DBS permittee. It is the second study obtained by BROADCASTING which questions SkyPix's claim that its mid-power Ku-band service will reach 24- to 36-inch home dishes when launched next summer (BROADCASTING, Oct. 15).

Rain and the potential for adjacent satellite interference were the key elements in W.L. Pritchard & Co.'s conclusion that there would be "the need for a larger antenna than currently envisioned by SkyPix." Based on technological parameters including SkyPix delivery of eight, three-millibits-per-second digital video signals per transponder via the 41 watt SBS 6 satellite (aboard which SkyPix has leased 10 transponders) to a 24-inch and to a 36-inch parabolic dish (the range proposed by SkyPix), each at an elevation angle of 60.8 degrees, the analyses concluded that "a dish diameter of one meter is desirable if adequate rain and other margins are to be provided for the link."

Finding that the 24-inch dish suffered a negative link margin of -0.7 db, Pritchard added, "these calculations are generous inasmuch as rain attenuation, atmospheric absorption, pointing loss and scintillation are not included, nor is the increased system temperature due to rain." And, said the study, without cross polarization between SBS 6 and a neighboring bird, "even the larger antenna (36 inches) would give unsatisfactory results." If the 7/8 coded modulation rate were changed to 1/2, said the study, "a minimum of a 1 to 1.5 meter dish" would still be "suggested for the receive sites."

Enter the fat lady. A year and two months after its GStar III satellite failed to reach geostationary orbit despite a flawless launch (BROADCASTING, Jan. 16, 1989), GTE Spacenet enjoyed encouraging news last week about GStar IV. Following ArianeSpace's successful Nov. 20 launch of both GStar IV and GE Americom's Satcom C-1 birds, Spacenet reported that apogee kick motor firings—sending GStar IV on its way to final positioning at 125 degrees West Longitude—and deployments of solar array and antennas had all been completed without trouble. GTE expects the all-Ku-band bird to be available to clients, including full-time leasor Turner

Broadcasting and other TV newsgatherers, by Jan. 1, 1990. GE Americom also reported no deployment hitches.

Upgrade by market segment. General Instrument announced a milestone on its journey toward replacing the much pirated VideoCipher II data stream, moving Graff Pay Per View's three PPV channels exclusively to VideoCipher II Plus delivery to home satellite subscribers—first fruits of GI's initial push to replace VC-II with VC-II Plus specifically in the PPV market. According to Esther Rodriguez, general manager of GI's Satellite Video Center (SVC), most of the approximately 14,000 owners of its Videopal PPV order-recorders will retain access to Graff's services because they have traded in their VC-II's for Plus units at no cost to them. To speed completion of the changeover to exclusive VC-II Plus delivery of all GI encrypted PPV services, GI also launched a promotion last month through which the SVC pays dealers 10 cents each time their customers order a PPV movie or event via Videopal. And, through Jan. 31, 1991, SVC will offer \$106 in PPV program discount coupons to first-time buyers of Plus-equipped Videopals.

Courting appeals. As it awaits action on its appeal to reverse the federal court dismissal of its antitrust suit against Communications Satellite Corp. (Comsat), Pan American Satellite has also appealed to other authorities outside the judiciary. "The time has come for a thorough review of the legal and regulatory framework for U.S. international satellite communications," said PanAmSat attorney Henry Goldberg in a letter sent last month to FCC Chairman Al Sikes, National Telecommunications and Information Agency Assistant Secretary Janice Obuchowski and to State Department Director of International Communications Policy Bradley Holmes—as well as to eight congressmen.

Among those on Capitol Hill whom PAS has asked to consider Comsat's theoretical antitrust liability are Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), Senate Judiciary Committee Chairman Joseph Biden (D-Del.), Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio), House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and House Telecommunications and Finance Subcommittee Chairman Ed Markey (D-Mass.).

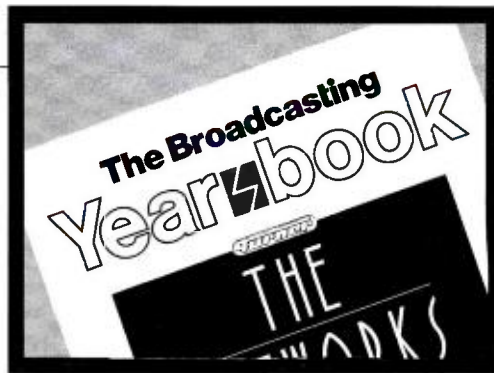
On Sept. 13, Judge John Keenan of the U.S. District Court for the Southern District of New York dismissed the \$500 million to \$1.5 billion PAS suit which alleged Comsat had engaged in anticompetitive behavior and predatory pricing. PAS's subsequent appeal is pending in the U.S. Court of Appeals for the Second Circuit. Arguing that Judge Keenan's ruling will "return the U.S. international satellite industry to the rigid monopoly framework that existed prior to 1985," when the Reagan administration adopted a policy encouraging commercial competition to Intelsat, Goldberg asks the congressmen to review U.S. law, under which, he says, "competitors are invited in but Comsat has immunity from normal commercial law constraints."

-PDL

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TECHNOLOGY

HDTV, DAB INTERESTS WAGE WAR OF WORDS OVER UHF

MSTV opposes Strother Communications request to test DAB over UHF frequencies in Washington and Boston; parties argue their cases for scarce spectrum space

There is a growing conflict between the groups that are working for broadcasting sharper, larger television pictures by the mid-1990's and those who would like to begin broadcasting compact disk-quality digital audio at about the same time. Both interests want the same spectrum.

The Association for Maximum Service Television (MSTV) is preparing to challenge a request by Strother Communications Inc. (SCI), Hammond, La., to test digital audio broadcasting over UHF-TV frequencies. The FCC is currently considering SCI's request for one-year experimental licenses for channels 14 and 40 in Washington and channels 15 and 32 in Boston for field tests of the European-developed Eureka/EBU DAB transmission system (BROADCASTING, Aug. 6). MSTV says UHF spectrum must be reserved for high-definition television and none of it can be spared for DAB.

DAB and HDTV advocates have been in conflict since the FCC asked for comments on the use of UHF frequencies for digital audio in its second inquiry on issues to be covered at the 1992 World Administrative Radio Conference (WARC) in Spain (BROADCASTING, Oct. 1). The conflict is expected to intensify with MSTV's opposition to the SCI tests.

The association will claim that results of UHF tests will serve no purpose since it is not likely to be the band for eventual DAB service. Allocations of UHF channels are currently frozen pending the selection of a high-definition television transmission standard in 1993. "It would just be fruitless for the commission to go ahead with experimental licenses in light of the case we've made of the dearth of spectrum in the UHF band once HDTV is built in," Julian Shepard, MSTV general counsel, said.

Shepard told BROADCASTING that there is also concern about interference to Boston and Washington television stations should the experimental licenses be granted.

As of last week, MSTV had not yet

filed its opposition to the SCI test proposal because the association's staff was concentrating on its comments for the WARC inquiry, which are due today (Dec. 3). Word from the FCC's Mass Media Bureau last week was that consideration of the SCI petition is a high-priority item but that approval of the



DAB proponent Ron Strother

experimental licenses is not expected within the next two weeks.

SCI President Ron Strother took MSTV's criticisms in stride. Whenever there is a new technology that demands use of radio spectrum, there is opposition from the established users of the spectrum, he said. "It's only natural that they would be apprehensive about it.... It would be unusual if we didn't meet that kind of opposition," Strother added. "We simply believe the technology itself is strong enough to force a resolution of these issues."

"I intend to generate as relevant data as we possibly can," Strother said in reply to MSTV's claim that test results in the UHF band will not be valid for consideration of DAB testing in other bands. "We certainly realize that DAB has potentially three or four different places where it can end up." Those frequencies are being examined by SCI in computer testing that should be considered together with the Boston/Washington field tests, he said.

So far, the SCI's studies suggest that a terrestrial DAB system would perform best in a band somewhere below 1500 mhz. "Ideally the DAB technology should be implemented terrestrially in as low a frequency as possible. It's just a simple law of propagation that everyone is familiar with," Strother said. At high frequencies DAB is broadcast at higher powers and larger antennas and towers are needed. "Anything above 1500 mhz terrestrially I think will be a propagation nightmare," Strother said. However, he said that SCI will eventually ask the FCC for permission to test at about 1500 mhz as well.

As far as the claim that the experimental Boston and Washington stations will cause interference, Strother replied that "experimental licenses carry with them some stringent language. One simply cannot interfere with [established licensees] on a frequency or [the FCC] will simply shut you down and they can do that very quickly."

MSTV's fears about DAB encroachment began last September when the FCC asked for comments on the feasibility of three bands for DAB service in its WARC inquiry. Included among the proposals was 728-788 mhz, UHF channels 57-66. The current users of the other two proposed bands, 1493-1525 mhz (aeronautical telemetry) and 2390-2450 mhz (industrial, scientific and medical non-communications microwave users), are also expected to mount strenuous objections in comments on the WARC inquiry.

In comments to the FCC's DAB inquiry, MSTV began building its case against HDTV and digital audio sharing (BROADCASTING, Nov. 19). The FCC's own computerized studies and studies performed by the commission's advisory committee on advanced television service show that in some of the largest TV markets, there may not be enough room for every current full-power station to receive a second HDTV channel, the association said.

"Whether or not there is adequate spectrum precisely to replicate the exist-

ing terrestrial television broadcast system, it is now certain that terrestrial ATV (advanced television) will require every last remaining piece of the UHF band in major markets for many years to come," MSTV said.

MSTV also urged the commission to oppose international use of UHF frequencies for terrestrial or satellite DAB. "Any DAB terrestrial allocation in Canada or Mexico could significantly reduce the availability of unused, unassigned channels that could be used in the U.S., significantly impairing the viability of a terrestrial ATV service." MSTV listed Los Angeles, San Diego, Detroit, Cleveland and Buffalo as markets that could be most severely affected.

International satellite DAB allocation over UHF could be even more damaging. A Canadian or Mexican based satellite network could create "swaths of terrestrial broadcast interference 1,000 kilometers [620 miles] wide, precluding the assignment of ATV operations on those frequencies in as many as half of all U.S. markets," MSTV claimed.

"If the commission had to make a decision tomorrow whether the United States was going to get HDTV or DAB—improved video or improved audio—I think audio would come in second," Strother said. But he questioned whether the FCC will ever have to face that dilemma. Advances in data compression are currently making great strides in spectrum efficiency for both audio and video delivery, he said. And if that technology progresses, by the time HDTV and DAB are ready for implementation, "it's not unreasonable to think that some limited amount of spectrum could be found in UHF," said Strother.

He went on to predict that the apparent conflict between DAB and HDTV will subside as soon as broadcasters have more information on spectrum availability. Last week Strother was putting the finishing touches on an SCI study analyzing the feasibility of digital audio in UHF and the frequencies around 1500 mhz. The National Association of Broadcasters has commissioned a \$40,000 DAB spectrum study from Jules Cohen & Associates, Washington, which is expected to be completed by early January.

Once the reports are released, "I think the broadcaster can then take an intelligent look at what his options would be," Strother said. "The technology will become far less threatening and [broadcasters] become far more informed as to the various approaches."

Some broadcasters have been con-

cerned that the drive toward DAB implementation is moving at a much quicker pace than other new broadcast technologies have moved. DAB proponents, in encouraging speed, "are not being irresponsible in pursuit of this technology," Strother said. Rather, a rapid pace will insure that the U.S. plays a major role in the type of DAB system that will eventually be used by broadcasters worldwide, he said.

"The United States is no longer leading in research and development," Strother said. "While we have done marvelous things through our universities and the Defense Department, we seem to have a very hard time getting technology to the marketplace." The Eureka/EBU system Strother intends to test was invented and built in Europe over the past 12 years.

MSTV, in its DAB comments, proposed that the FCC examine competitiveness issues through an advisory committee on DAB, similar to its advisory commit-

tee on advanced television service.

"While many of [the competitiveness issues] are as yet both undeveloped and unclear, it appears that all the proposed DAB systems now before the commission rely on technologies developed in Europe. As in the case of ATV, an advisory committee process could serve the function of eliciting system designs uniquely appropriate for conditions in the U.S.," it said.

An advisory committee would also gather several types of information for the commission, MSTV said, including: system evaluations; additional spectrum studies; consumer acceptance surveys for competing DAB systems; assessments of the impact on existing AM and FM services; and regulatory implications.

"I think the last thing that America needs in emerging technologies is more committees and more advisory groups," Strother said. "We're falling far behind globally already." -RMS

IN SYNC

WHAT'S NEWS

Odetics Broadcast, Wayne, N.J., has introduced the TLC2400, a \$4,000 time-lapse VTR. Odetics' Gyyr Division has already sold 65,000 of the decks for security applications over the last seven years. It is now being modified for use as a TV station logging system. Time-lapse pictures are recorded along with digitally compressed audio that plays back in real time. Up to 10 days of programming can be stored on a conventional two-hour VHS cassette. However, it is recommended that the system be operated in the 24-hour mode in which five frames per second are recorded, according to Ray Baldock, Odetics director, product development.

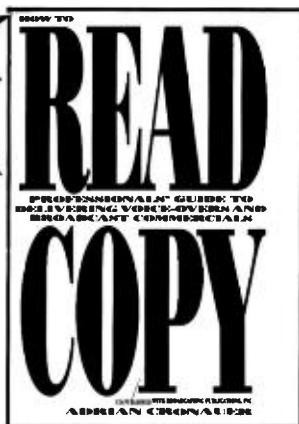
The most high-profile item among a number of new products and prototypes displayed by Tektronix, Beaverton, Ore., at the recent Society of Motion Picture and Television Engineers convention (BROADCASTING, Oct. 29) was the SPG-1000 HDTV Sync Generator. It provides test signals for monitor setups in the 1,125/60 and 10.50/59.94 interlaced and 787/59.94 progressive formats as

well as 525- and 625-line progressive. The unit can also be used with the TSG-1000 HDTV generators as an external clock source.

Tektronix also announced that it is now offering white phosphors in its 1700 series cathode ray tube monitors and vectorscopes rather than the usual green. Besides being easier to look at over long periods, it will, according to the company, make judging color quality on picture monitors easier—"nice for some, a must for others," said Tektronix spokesman Jeff Noah.

CHANGE OF VENUE

The HDTV World Conference and Exhibition to be held next spring in Las Vegas by the National Association of Broadcasters will not be held at the Sands Expo and Convention Center as originally announced (BROADCASTING, Oct. 15). The site will be the Hilton Center, adjacent to the Las Vegas Convention Center where the main NAB convention will be held concurrently. NAB decided that the new Sands facility was too far away for the convenience of attendees wishing to visit both events.



"Adrian has written a comprehensive guide. In fact, everything you've ever wanted to know about how to read copy is contained in this book."

Ed McMahon

"Stimulating for the novice, and I'd like to recommend some parts to several highly paid pros."

Peter Allen

Voice of the Texaco Metropolitan Opera Broadcasts

Adrian Cronauer is one of the most famous broadcasters around today, thanks in part to Robin Williams' award-winning portrayal of him in the movie *Good Morning Vietnam*. Cronauer now has written a book for both professional announcers and aspiring broadcasters: *How to Read Copy: Professionals' Guide to Delivering Voice-Overs and Broadcast Commercials*. This book, Cronauer states, "points out in great detail the most important aspect of DJ work (and almost all kinds of broadcasting): how to do a good job reading copy and sounding natural on the air."

Cronauer focuses on:

- Working with recording studios*
- Using your voice to its best advantage*
- Words to stress and not to stress*
- What common mistakes mark an amateur from a professional*

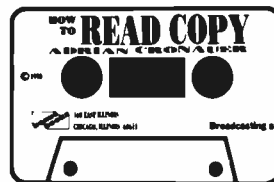
He offers dozens of tips to help an announcer in his or her career:

Marketing yourself

The truth about agents and casting directors
Performers unions: Are they right for you?
How to audition
Tips on starting out, and what to do when you get a real job

Based on a broadcasting course Cronauer taught for five years at the New School for Social Research in Manhattan, this book and audio tape companion is essential for aspiring broadcasters and actors alike. It teaches something that is primarily an acting skill: how to take another person's words and convey them as though they were your own.

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Cronauer gained world fame as an Armed Forces DJ in Vietnam. He has also worked as an anchorman (WIMA-TV), operations manager and program director (WFRT-TV), and station manager (WPVR-FM). Mr. Cronauer spent many years in New York City with station WQXR and as a freelancer.

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BUSINESS

AD AGENCIES BRACE FOR RECESSION

Agencies, analysts lower projections citing Middle East and soft retail market; layoffs possible

Like the networks, advertising agencies are not looking forward to the fourth quarter. Uncertainty about how the crisis in the Middle East will be resolved and fear of recession at home as well as a soft retail market has caused both analysts and agencies to downgrade their fourth quarter projections.

In the last few weeks, WPP Group—owners of J. Walter Thompson Co. and Ogilvy & Mather Worldwide—and Foote, Cone & Belding Communications Inc. (FCB Inc.) announced that earnings for the fourth quarter would be off. In a release, WPP said that “while results for the final two months of the year normally contribute significantly to profits, the group feels it prudent to lower its expectations for this period and therefore for the full year because of the general economic downturn.”

On the news of the lowered earnings, WPP stock went down 67% in two days. Coincidentally, CBS made its announcement of a fourth quarter loss the same day (Nov. 19), but its stock drop was only 5%.

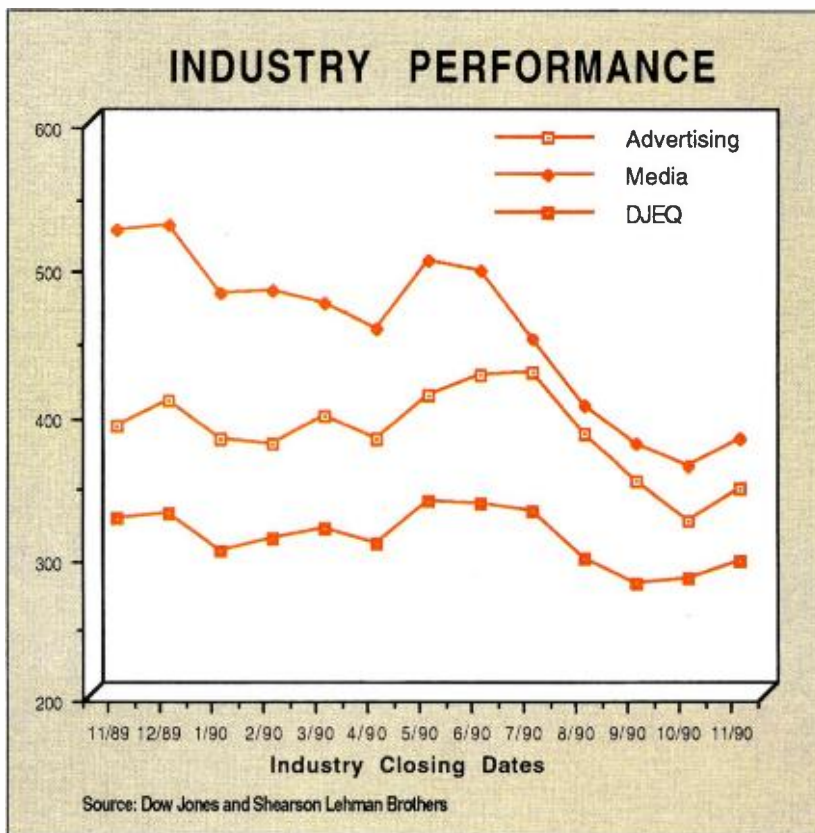
FCB Inc., coming off a third quarter that saw net income increase 22% to \$3,097,000 compared to a year ago, said “since our last report there has

been a great deal of turbulence in the financial markets, reflecting economic uncertainties and concern over the Gulf crisis.” FCB Chairman and Chief Executive Officer Norman Brown said that along with other factors, “this has resulted in a number of reductions in client spending. Brown went on to say the agency has “implemented cost containment measures to mitigate the reductions

to the extent possible.”

Fred Meyer, chief financial officer, The Omnicom Group, told BROADCASTING the fourth quarter is not a disaster for the group and that he is looking for about 7% growth in advertising revenue compared with 5.5% for the rest of the industry. Said Meyer: “There may be some slowing down, but nowhere near a collapse.”

The Interpublic Group of Companies, which comprises McCann-Erickson Worldwide, Lintas:Worldwide, Dailey & Associates and has interests in the Lowe Group, reported gross income for the third quarter was up almost 12% to \$316,033,000 from \$283,270,000 for third quarter 1989. Much of the increase came from abroad as gross income for the U.S. was only up 1.8% to \$93,342,000 for the third quarter 1990 compared to \$91,669,000 for third quarter 1989. For the nine months ended Sept. 30, 1990, gross income for the U.S. is at \$278,827,000, a 9.7% drop from \$309,789,000 for the nine months ended Sept. 30, 1989. Interpublic Chairman Philip Geier Jr. said “continuing cost containment efforts kept costs at appropriate levels in light of



Advertising index comprises FCB, Grey, Interpublic, Omnicom and Mickel Berry.

Media index comprises Affiliated Publications, A.H. Belo Co., Cablevision Systems, CBS, Capital Cities, Dow Jones, Gannett, Harcourt Brace, Knight-Ridder, Lee Enterprises, McGraw-Hill, Multimedia, New York Times, TCI Inc., Times Mirror, Tribune Co. and The Washington Post Co.

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general economic conditions."

Also reporting positive third quarter results was Grey Advertising. Revenue increased 19% to \$771,406,000 compared to the same period a year ago. Net income was also up 10% to \$2,648,000 compared to third quarter of 1989.

Third quarter results, according to Paine Webber analyst Alan Gottesman, are seasonally light and are "usually safe to ignore." Gottesman said the third quarter is not necessarily indicative of what lies ahead. Said Gottesman: "The fourth quarter is the part of the year that is different. You could almost hear the shattering of teeth when advertisers ran into the wall on Oct. 3."

That month, the Paine Webber analyst lowered his ratings for both Omnicom and WPP Group from buy and attractive, respectively, to neutral. He attributed the ratings change to the sluggish economy here and abroad. Said Gottesman: "The agencies will certainly be affected. They are one notch further up on the food chain than the networks." Unlike the networks, said Gottesman, the agencies have "a wider menu" including sales promotion and business abroad. Business abroad is off in some parts. WPP announced last week that J. Walter Thompson was letting 50 people go from its London office. "Ad economies in Europe are retrenching," said Gottesman, adding, "[B]usiness has been soft in Britain for almost a year, and there are signs of a slowdown elsewhere."

Besides the United Kingdom, there has also been a slowdown in Germany, Japan and Australia, according to Goldman Sachs analyst Gregory Ostroff.

What surprised Ostroff is how long it took agencies to admit it was time to change their projections. Said Ostroff: "Certain companies that maintained that their business would not be affected all of a sudden gave in and said that the business is not there." Ostroff looks for low single digit growth domestically for agencies in the next year. "The stocks have been beaten down over the course of the year which is not unusual given the cycle. It has not hit bottom yet."

If revenue growth for the agencies does decline it would be continuing a trend. According to the Veronis, Suhler & Associates Communications Industry Report for 1990, revenue of publicly reporting agencies rose to \$7 billion in 1989. The 7.3% increase over 1988 was the lowest annual growth rate in the last five years. The report went on to say that after reaching a five-year peak in 1988, advertising agencies' profit margins—when compared with communications industry averages—fell in 1989 as did operating income margins which dropped to 9.4% and cash flow margins which dropped 1.2% and 1.0% lower than 1988.

As for next year, it appears no one is predicting a sudden turnaround and some look for both the first and second quarter to be sluggish before things pick up in the second half of 1991. If business does pick up, it may benefit the 1991 network upfront which will be just getting under way. However, even if business does pick up, advertisers may be reluctant to spend upfront in light of the fact that the 1990 fourth quarter scatter market was heavily discounted. —JF

CHANGING HANDS

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

WDFX(FM) Detroit ■ Sold by WDTX Inc. to WDFX Ltd. for \$10.9 million assumption of debt owed to BancBoston. Station was purchased in 1988 for \$12 million ("Changing Hands" March 21, 1988). Seller is headed by Jay Hoker, Eric C. Neuman, Alyce C. Welch, Frederick G. Currey and James O'Donnell, is a subsidiary of Hoker Broadcasting, and has interests (through Radio Holdings Inc.) in WOFX(FM) Fairfield, Ohio; WMLX(AM) Florence, Ky.; WCRJ(FM) and WRXJ(AM), both Jacksonville, Fla., and KCFX(FM) Harrisonville, Mo. Neuman also has interest in

KFMX-AM-FM Lubbock, Tex. Buyer is headed by WDFX Inc., BancBoston Capital Inc., Sherman Broadcasting Corp., Robert B. Sherman, Harris Andrew Decker, Edward J. Dupre and Emanuel S. Chorney. Sherman, Decker and Dupree have interests in KKR(FM) Wichita, Kan., and KZKX(FM) Seward, Neb. WDFX has CHR format on 99.5 mhz with 21 kw and antenna 755 ft.

WLAX(TV) Lacrosse and WGBA(TV) Green Bay, both Wisconsin ■ Sold by Family Group Ltd. III to Aries Telecommunication Corp. for \$7.6 million. Price includes

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$615,000 □ 2

FM's □ \$11,150,000 □ 2

AM-FM's □ \$375,000 □ 1

TV's □ \$8,000,000 □ 3

Total □ \$20,140,000 □ 8

Year to Date:

AM's □ \$95,443,905 □ 351

FM's □ \$473,717,261 □ 227

AM-FM's □ \$350,900,227 □ 203

TV's □ \$827,676,900 □ 88

Total □ \$1,747,738,293 □ 769

For 1989 total see Feb. 5, 1990 BROADCASTING.

\$6.85 million cash at closing and \$750,000 escrow deposit. **Seller** is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wotitzky and Don Clark, and is permittee of WEUX(TV) Chippewa Falls, Wis. **Buyer** is headed by Mitchell A. Labert, Gordon F. Van Dreef, Floyd L. Meyer, James L. Schneider, and has no other broadcast interests. WLAX is independent on ch. 25 with 501 kw visual, 50.1 kw aural and antenna 1,000 feet above average terrain. WGBA is independent on ch. 26 with 2.510 kw visual, 251 aural and ant. 1,229 ft.

WINM(TV) Angola, Ind. ■ Sold by Tri-State Broadcasting Corp. to Tri-State Christian TV for \$400,000 cash at closing. **Seller** is headed by Paul E. Paino, and Paul C. and Phillip C. Paino, his sons, and has no other broadcast interests. **Buyer** is headed by Garth W. and Christina Coonce, husband and wife, and is licensee of WTCT(TV) Marion, Ill.; WAQP(TV) Saginaw, Mich., and WNYB-TV Buffalo, N.Y. WINM(TV) is independent on ch. 63 with 5,000 kw visual, 500 kw aural and ant. 499 ft.

WJDB-AM-FM Thomasville, Ala. ■ Sold by WJDB Radio Inc. to Griffin Broadcasting Corp. for \$375,000. Price includes \$95,000 cash at closing, \$5,000 deposit and \$275,000 10-year promissory note at 10%, of which \$125,000 is for five-year noncompete covenant. **Seller** is headed by Cecil E. and Percy T. Goodreau, husband and wife, and has no other broadcast interests. **Buyer** is headed by W. Ivey Griffin. WJDB(AM) has country format on 630 khz with 1 kw day. WJDB-FM has country format on 95.3 mhz with 3 kw and ant. 300 ft.

KBYE(AM) Oklahoma City ■ Sold by L. Win Holbrook to SCI Inc. for \$315,000. Price includes \$280,000 cash at closing and \$35,000 deposit. **Seller** is bankruptcy trustee, and has no other broadcast interests.

Buyer is headed by Charles C. Freeny III and James P. Freeny, brothers, and Jeffrey Bodley, and have interests in KT7OX, an LPTV in Oklahoma City. KBYE has religious format on 890 khz with 1 kw day.

KRGE(AM) Weslaco, Tex. ■ Sold by Sunbelt Radio Group Inc. to Christian Ministries of the Valley for \$300,000. Price includes \$100,000 earnest money deposit and \$200,000 seven-year promissory note at 2%. **Seller** is headed by Richard N. Lea, Dain Schult, Martin T. Gatins and Jo Ann Waddell and is licensee of KRRG(FM) Laredo, Tex. **Buyer** is headed by Elias. Eli and Enrique Garza, all brothers, and Andrea Garza, wife of Elias, and have no other broadcast interests. KRGE is fulltimer and has oldies format on 1290 khz with 5 kw.

KOZN(FM) Imperial, Calif. ■ Sold by KOZN FM 99 Ltd. to Acacia Amusement Corp. for \$250,000. Price includes \$215,000 cash at closing and \$35,000 escrow deposit. **Seller** is headed by Richard M. Kipperman, bankruptcy trustee, and has no other broadcast interests. **Buyer** is headed by Alfonso C. Pena and Aaron Berger, and has interests in Pueblo Broadcasting Corp., licensee of KXLN-TV Rosenberg, Tex. KOZN adult contemporary format on 99.3 mhz with 3 kw and ant. 200 ft.

FLOW CHARTED

The average cash flow margin for a TV network affiliate was 38.1%, according to the 1990 *Television Financial Report* prepared by the National Association of Broadcasters and the Broadcast Cable Financial Management Association. The study also found that the average margin for affiliates was more than twice that for independent stations (13.6%).

CANADIAN BUYS

Heritage Media Corp. subsidiary, ActMedia, said it purchased last week Something Else Marketing Ltd., a Toronto-based in-store advertising firm. Heritage also said ActMedia made an investment "to potentially obtain a controlling interest" in Supermarket Visions Ltd., an in-store U.K.-based firm. The consideration was not disclosed for either transaction.

FOR SALE

Southwestern AM/FM with Cash Flow
\$13.5 Million

Central Pennsylvania AM/FM
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Ohio AM/FM
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FOCUS ON FINANCE

Media stock performances were mixed against a backdrop of slightly higher market indices. Final Matsushita offer for MCA disappointed stock market, as latter's stock was off 2%, to 65 $\frac{7}{8}$ as of last Wednesday. One arbitrageur was placing value on WWOR-TV stock of about 2 $\frac{3}{4}$ which added to \$66 cash and 17 cents dividend implied profit on closing of about 5%. Depending on when closing takes place annualized rate-of-return could approach 30%. Number of cable MSO stocks were noticeably up, including Adelphia, up 30% to 7 $\frac{1}{2}$;

American Television & Communications, up 11% to 36 $\frac{1}{4}$, and TCA Cable, up 9% to 12 $\frac{1}{2}$. Burnup & Sims gained 25%, to 9 $\frac{3}{8}$. Viacom was up 12%, to 21 $\frac{3}{4}$, and Time Warner increased 8%. Most agency stocks were down, while group owner/publishing stocks were mixed. Media General declined 5%, to 15 $\frac{1}{2}$, while Multimedia gained same, to \$58. News Corp. American depository receipts gained 12%, to 10 $\frac{7}{8}$, while short interest in stock also increased 29% in November, to 6.2 million shares.

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

	Closing Wed Nov 28	Closing Tue Nov 20	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING

A (BHC) BHC Comm.	43	3/4	44	-	1/4	-00.56	10	1,281	
N (CCB) Cap. Cities/ABC	403	1/2	397	6	1/2	01.63	14	6,993	
N (CRS) CBS Inc.	160	7/8	156	1/8	4	03.04	12	3,808	
A (CCU) Clear Channel	10	1/2	10	5/8	-	1/8	-01.17	-116	60
O (JCOR) Jacor Commun.	2	1	7/8	1/8	06.66	-1	19		
O (OSBN) Osborn Commun.	6	1/2	6	1/4	1/4	04.00	-9	45	
O (OCOMA) Outlet Comm.	9	1/4	9	1/4	02.77	11	60		
A (PR) Price Commun.	3/8	1/2	-	1/8	-25.00	3			
O (SAGB) Sage Bcsg.	1	1/8	1	1/8	00.00	-1	4		
O (SCRIP) Scripps Howard	35	35	3/8	-	3/8	-01.06	12	361	
O (SUNNC) SunGroup Inc.	3/4	3/4	-	-	00.00	-1	5		
O (TLMG) Telemundo	3	3	1/2	-	1/2	-14.28	-1	68	
O (TVXGC) TVX Group	9	1/4	9	3/16	1/16	00.68	67		
O (UTVI) United Television	29	29	1/4	-	1/4	-00.85	3	315	

PROGRAMING

O (IATV) ACTV Inc.	2	7/8	2	7/8	00.00	2			
O (ALLT) All American TV	2	1/8	2	1/8	00.00	4			
N (CRC) Carolco Pictures	6	3/8	5	1/4	1	1/8	21.42	10	192
O (DCPI) dick clark prod.	3	1/2	3	1/2	16.66	21	28		
N (DIS) Disney	97	3/8	97	3/4	-	3/8	-00.38	16	12,949
O (FNNIE) FNN	2	7/8	2	3/8	1/2	21.05	8	52	
A (FE) Fries Entertain.	1/2	9/16	-	1/16	-	11.11	2		
A (HHH) Heritage Ent.	1	1	00.00	-1	8				
N (HSN) Home Shop. Net.	4	1/4	3	7/8	3/8	09.67	12	383	
O (IBTVA) IBS	1	1/4	1	1/4	00.00	15	4		
N (KWP) King World	23	22	1/2	02.22	10	874			
O (KREN) Kings Road Ent.	1/8	-	1/32	-20.00	0				
N (MCA) MCA	65	7/8	67	1/4	-	1/8	-02.04	24	4,953
A (NNH) Nelson Holdings	3	7/8	2	7/8	1	34.78	-2	16	
O (NNET) Nostalgia Net.	9/16	1/2	1/16	12.50	3				
N (OPC) Orion Pictures	13	3/8	13	1/8	1/4	01.90	33	300	
N (PCI) Paramount Comm.	39	1/2	39	1/4	1/4	00.63	26	4,657	
N (PLA) Playboy Ent.	3	1/2	3	3/8	1/8	03.70	18	65	
O (QNTXQ) Quintex Ent.	1/8	1/8	00.00	26					
O (QVCN) QVC Network	4	5/8	4	1/2	1/8	02.77	-12	80	
O (RVCC) Reeves Commun.	6	3/4	6	3/4	00.00	-16	85		
O (RPICA) Republic Pic. 'A'	5	1/2	5	1/4	1/4	04.76	30	23	
A (SP) Spelling Ent.	3	5/8	3	5/8	00.00	24	120		
O (JUKE) Video Jukebox	4	7/8	5	1/8	-	1/4	-04.87	-37	46
O (WONE) Westwood One	2	5/16	2	1/16	-	3/8	-13.95	-1	33

	Closing Wed Nov 28	Closing Tue Nov 20	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	28	5/8	29	-	3/8	-01.29	22	534		
A (AK) Ackerly Comm.	2	5/8	2	3/8	1/4	10.52	-3	40		
N (AFL) American Family	16	3/4	16	1/4	1/2	03.07	12	1,363		
O (ACCMA) Assoc. Comm.	23	23	1/2	-	1/2	-02.12	58	429		
N (CCN) Chris-Craft	27	1/8	27	1/8	00.46	2	691			
O (DUCO) Durham Corp.	25	1/2	27	-	1	1/2	-05.55	13	215	
N (GCI) Gannett Co.	34	1/4	33	1	1/4	03.78	14	5,411		
N (GE) General Electric	52	5/8	53	1/8	-	1/2	-00.94	11	46,763	
O (GACC) Great American	2	1/2	2	5/8	-	1/8	-04.76	87		
A (HTG) Heritage Media	3	1/8	3	1/4	-	1/8	-03.84	-4	141	
N (JPI) Jefferson-Pilot	36	1/8	35	3/8	3/4	02.12	8	1,291		
N (LEE) Lee Enterprises	21	3/8	22	-	5/8	-02.84	12	498		
N (LC) Liberty	42	40	1/2	1	1/2	03.70	9	328		
O (LINB) LIN	56	1/4	53	1/4	3	05.63	-15	2,890		
N (MHP) McGraw-Hill	48	1/4	48	1/8	1/8	00.25	102	2,348		
A (MEGA) Media General	15	1/2	16	1/4	-	3/4	-04.61	18	392	
N (MDP) Meredith Corp.	22	1/2	21	1/2	1	04.65	-18	405		
O (MMEDC) Multimedia	58	55	1/4	2	3/4	04.97	15	656		
A (NYTA) New York Times	18	18	1/8	-	1/8	-00.68	40	1,371		
N (NWS) News Corp. Ltd.	10	7/8	9	3/4	1	1/8	11.53	6	2,919	
O (PARC) Park Commun.	12	3/4	12	3/4	00.00	14	263			
O (PLTZ) Pulitzer Pub.	18	17	1	05.88	7	188				
O (STAUF) Stauffer Comm.	130	130	00.00	48	144					
N (TMC) Times Mirror	24	5/8	23	1/2	1	1/8	04.78	15	3,164	
N (TRB) Tribune Co.	37	1/2	37	1/2	01.35	14	2,470			
A (TBSA) Turner Bcstg. 'A'	11	7/8	11	7/8	00.00	-79	1,771			
N (WPO) Washington Post	173	175	-	2	-	01.14	11	2,082		
N (WX) Westinghouse	25	3/4	27	1/2	-	1	3/4	-06.36	7	7,495

CABLE

A (ATN) Acton Corp.	5	1/4	5	1/8	1/8	02.43	-4	8	
O (ATCMA) ATC	36	1/4	32	3/4	3	1/2	10.68	34	3,953
A (CVC) Cablevision Sys. 'A'	14	14	00.00	-1	310				
A (CTY) Century Comm.	5	3/8	5	1/8	1/4	04.87	5	351	
O (CMCSA) Comcast	10	7/8	10	7/8	08.75	-7	1,227		
A (FAL) Falcon Cable	9	1/8	9	1/8	01.38	-6	58		
O (JOIN) Jones Intercable	6	1/4	6	1/4	00.00	-4	78		
N (KRI) Knight-Ridder	38	7/8	38	1/2	3/8	00.97	11	1,950	
T (RCL) Rogers 'A'	8	1/2	8	1/2	00.00	-17	349		
O (TCAT) TCA Cable TV	12	1/2	11	1/2	1	08.69	54	302	
O (TCOMA) TCI	12	1/8	11	3/4	3/8	03.19	-17	4,316	
N (TWX) Time Warner	85	3/8	80	5/8	4	3/4	05.89	-5	4,906
O (UAECA) United Art. 'A'	12	11	1/8	7/8	07.86	-17	1,685		
A (VIA) Viacom	21	3/4	19	1/2	2	1/4	11.53	-72	2,321

STOCK INDEX (CONT.)

Closing Closing Net Percent P/E Market
Wed Tue Change Change Ratio Capitali-
Nov 28 Nov 20 (000,000)

Closing Closing Net Percent P/E Market
Wed Tue Change Change Ratio Capitali-
Nov 28 Nov 20 (000,000)

EQUIPMENT & MANUFACTURING

N	(MMM) 3M	80	3/8	80	5/8	-	1/4	-00.31	13	17,840
N	(ARV) Arvin Industries	15	5/8	16		-	3/8	-02.34	14	293
O	(CCBL) C-Cor Electronics	4	1/4	4	1/2	-	1/4	-05.55	4	18
O	(CTEX) C-Tec Corp.	14		14				00.00	-26	230
N	(CHY) Chyron		1/2		9/16	-	1/16	-11.11	-1	5
A	(COH) Cohu	8	7/8	8	7/8			00.00	6	17
N	(EK) Eastman Kodak	42	5/8	42	3/4	-	1/8	-00.29	43	13,829
N	(HRS) Harris Corp.	19	1/4	19			1/4	01.31	6	771
N	(IV) Mark IV Indus.	7	1/2	7	7/8	-	3/8	-04.76	1	101
O	(MATT) Matthews Equip.	1	9/16	1	5/8	-	1/16	-03.84	78	9
O	(MCDY) Microdyne	3	1/4	3	1/8		3/8	04.00	46	13
O	(MCOM) Midwest Comm.	1	1/2	1	1/2			00.00	4	4
N	(MOT) Motorola	54		51	3/8	2	5/8	05.10	13	7,102
A	(PPI) Pico Products		1/2		1/2			00.00		1
N	(SFA) Sci-Atlanta	12	1/4	11	3/4		1/2	04.25	6	275
N	(SNE) Sony Corp.	44	3/4	44	7/8	-	1/8	-00.27	24	14,853
N	(TEK) Tektronix	17	1/8	16	3/4		3/8	02.23	-6	497
N	(VAR) Varian Assoc.	31		29	1/2	1	1/2	05.08	-147	593
O	(WGNR) Wegener		9/16		3/4	-	3/16	-25.00	-3	4
N	(ZE) Zenith	6	1/8	6	3/8	-	1/4	-03.92	-2	163

SERVICE

O	(AFTI) Am. Film Tech.	4		3	3/4		1/4	06.66	13	39
O	(BSIM) Burnup & Sims	9	3/8	7	1/2	1	7/8	25.00	104	118
A	(CLR) Color Systems	1	3/4	1	1/2		1/4	16.66	-1	16
N	(CQ) Comsat	20	3/8	20	7/8	-	1/2	-02.39	6	381
N	(CDA) Control Data	10		11	1/8	-	1/8	-10.11	-2	425
N	(DNB) Dun & Bradstreet	38	1/4	41	3/4	-	3/2	-08.38	13	6,979
N	(FCB) Foote Cone & B.	19		19	1/2	-	1/2	-02.56	10	205
O	(GREY) Grey Advertising	122	1/4	127		-	4/3	-03.74	11	137
O	(IDBX) IDB Commun.	7	1/4	7	1/4			00.00	80	45
N	(IPG) Interpublic Group	30	3/4	31	1/4	-	1/2	-01.60	13	1,051
N	(OMC) Omnicom	20	7/8	22	1/4	-	1/3	-06.17	10	547
O	(RTRSY) Reuters	36	7/8	35	7/8	1		02.78	17	15,896
N	(SAA) Saatchi & Saatchi	2	1/8	2	1/8			00.00	-1	336
O	(TLMT) Telemation		3/8		1/2	-	1/8	-25.00		1
O	(TMCI) TM Commun.		1/4		1/4			00.00	-1	5
A	(UNV) Unitel Video	6	3/8	5	3/4		5/8	10.86	-10	9
O	(WPPGY) WPP Group	5	1/4	11	3/8	-	6/8	-53.84	1	215

Standard & Poor's 400 372.84 369.66 +3.18 +0.9%



NATIONAL HEADLINER AWARDS

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TV & RADIO PHOTOGRAPHY

The National Headliner Awards, the oldest and largest annual recognition of journalistic merit in the communications industry, is now accepting nominations for the 57th annual National Headliner Awards program.

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or by calling Chuck Reynolds, 609-272-7141.

Deadline for entries is Jan. 25, 1991.

WASHINGTON

COMMENTS BACK STATUS QUO ON SATELLITE STATIONS

Case-by-case review is favored over presumptive rules

The FCC's desire to set criteria establishing when a satellite television station is serving the public interest has been greeted with little enthusiasm. In fact, most of those who filed comments at the FCC last week were in favor of the FCC maintaining its current ad hoc approach.

In August, the FCC sought comments on its proposal to adopt rules that would "presume" a certain class of satellite stations (full powered stations that re-broadcast programming of other [parent] stations in underserved markets) serve the public interest when the market cannot support the station as a full service or when the market itself is underserved (BROADCASTING, Aug. 6). In other classifications, (i.e. larger markets), the commission would still decide each request individually. The Further Notice sought comments on the type and relative weight of factors the FCC should consider in granting requests and on how to define "underserved."

Previously, the FCC decided all requests on a case-by-case basis using such factors as market size, the market's ability to support the full service operation of the station, the owner's inability to find buyers willing to continue full service, limited signal overlap between the parent and the satellite station, service to underserved areas and whether denying the satellite request would eliminate local service altogether.

Although the FCC has been reviewing the satellite issue since 1987, it was not until June of this year that the issue came back into the spotlight when the FCC denied WLOS Inc.'s (a subsidiary of Anchor Media) application for transfer of license of WAXA-TV Anderson, S.C., from Mary R. Kupris, executrix, to the estate of Anthony C. Kupris for \$2 million ("Changing Hands," June 5, 1989). WLOS Inc. is the licensee of WLOS-TV Asheville, N.C. The primary factor in denying the request, the commission said at the time, was the signal overlap of the two stations ("In Brief," April 2). WAXA is now dark.

In its comments to the FCC, Anchor Media said the Greenville-Spartanburg-

Asheville ADI is "not a natural linkage of three independent communities, it is an artificial market, created for advertising purposes by combining three cities, each of which was home to one network affiliate. The market is dominated by Greenville-Spartanburg, placing television stations licensed to the outlying communities at a disadvantage. At least two of those stations, WLOS-TV and WAXA-TV, are unable to cover significant portions of the market."

CBS weighed in on the side of WLOS-TV, an ABC affiliate. WAXA, said CBS, "would have brought first over-the-air ABC network service to 22,939 persons within an area of 470 square miles who do not receive a usable signal from WLOS-TV due to distance and mountainous terrain. This increase in WLOS-TV's potential audience would have removed the competitive disadvantage it suffers with respect to the other stations in the market whose transmitters are located elsewhere and, therefore, are not adversely affected by the terrain."

DIRECTIONAL REQUEST

The National Association of Broadcasters has filed comments in support of a petition by Hammett & Edison Inc., a broadcast technical consulting firm, asking for a more specific definition of FM directional antennas ("In Brief," Oct. 22). Hammett & Edison claimed that current commission FM directional antenna rules are ambiguous concerning the environment in which they may be operated. NAB concurred, claiming that "FM [omnidirectional] antenna radiation patterns change drastically from design parameters," depending on how they are placed on towers. "Until FM antenna pattern distortion can be predicted with certainty, NAB agrees that FM directional antennas cannot be relied upon to guarantee prevention of interference."

More importantly, the grant of the application would have brought commercial viability to WAXA-TV, the only television station specifically licensed to serve Anderson.... There is less service to Anderson as a result of the commission's action rather than more."

Even though the FCC ruled against Anchor (the ruling is being appealed), Anchor has faith in the procedure, if not always its result. It said the FCC's desire to adopt a "presumptions approach and prioritization of factors would hinder flexibility without adding measurably to certainty." The "case-by-case approach has been refined by decades of experience and has served the public interest well in that time." Anchor said "the case-by-case approach is old by commission standards, it is not outmoded because it has not been static." He added "as the Commission adds more and more factors to the presumption, the presumption rapidly becomes a case-by-case consideration by another name." The FCC "should not now try to conform these diverse factors into a neat little package that has little or no practical application."

Likewise, the National Association of Broadcasters supports the status quo, saying: "Apart from an increase in the number of requests for satellite authorization, the Further Notice identifies no problems with the current system of case-by-case evaluation of these applications nor any difficulty which the creation of a system of presumptions would likely resolve. Absent such a predicate, the Commission should be wary of embarking on a project of formulating standards which may in practice turn out to have little practical application."

The NAB said the current system is flexible and can therefore better respond to unforeseeable changes in the marketplace. One example, it said, was that "the development of the Fox television network demonstrates that the factors which may affect a decision to authorize satellite operations are fluid. A market which could not earlier have supported an independent full service television

station may now be able to support a fourth station affiliated with Fox. Conversely, the Commission might now conclude that a market without access to Fox programming should be considered underserved."

The Association of Independent Television Stations, like the NAB, cast its lot for case-by-case. "[N]o presumption should be made in any case (including cases involving underserved areas or lack of support for a full service station) that satellite operation would serve the public interest," INTV said.

But aside from that, INTV was concerned that increased use of satellite stations in urban areas was a poor use of scarce spectrum, especially in light of new spectrum demands by HDTV. INTV said that "satellite operations are inherently inefficient users of spectrum."

Another concern of INTV's was "that determinations made in this proceeding not undermine other fundamental policies relating to translators, LPTV stations, and cable television." LPTV and

translator stations are treated as secondary services by the FCC, and INTV believes that considering them when determining whether an area is adequately served would be "misplaced" because it "improperly would accord them an attribute of a primary, full-service broadcast facility."

NAB also said that cable systems should not be considered in determining whether a market is adequately served either, because cable is "free of any obligations to carry the signals of local television stations...[and] thus provides no assurance that the needs of the public for local programming will be met."

Another circumstance the FCC sought comments on was the role of noncommercial educational stations. The Association for Public Broadcasting said that "the presence of noncommercial educational television services has no bearing on the resolution of this economic issue...[they] are distinct from commercial stations in purpose, in their source of revenue and the manner in which they

serve their communities."

At least one Washington financial consulting firm believes the current FCC policy is too vague and recommends the establishment of more concrete standards for determining "economic viability." Harrison, Bond and Pecaro (HB&P) said that "whether the Commission retains the case-by-case approach or defines a fixed class of circumstances where satellite operations would be presumptively permissible, it should still require an applicant to demonstrate that it could not viably operate as a stand-alone station." A station's economic viability as a stand-alone should be the Commission's primary consideration, HB&P said, and by adopting a "standard methodology" the FCC "will simplify the processing of satellite waiver applications and enhance the ability of applicants to assess the likelihood of success prior to filing, which may reduce the number of applications the Commission is called upon to consider."

-PJS

REGULATION MUST PASS 'REALITY TEST,' SAYS MARSHALL

Due to the rapid pace of marketplace changes, rigid content and structural regulations of broadcasting and cable must give way to flexible "reality-test" regulation, according to FCC Commissioner Sherrie Marshall.

In a speech prepared for delivery last Thursday at a conference on Australian broadcast regulation in Sydney, Marshall said reality-test regulation requires regulators to pay "diligent attention to the competitive facts of an industry and the crafting of regulation that is attuned to these facts." The conference was sponsored by the Australian Broadcasting Tribunal:

Like the other approaches, Marshall said, reality-test regulation's goal is to "insure fairness both for existing players and new entrants."

The new approach "rejects the 'we-know-beforehand-what-is-best-for-you' attitude," she said. "But it is not an abdication to what the market says. It is, instead, listening to the market as carefully as we can and then, and only then, crafting appropriate policies."

(FCC Chairman Alfred Sikes has come up with his own name for the ad hoc approach to policymaking—"adaptive regulation." It, too, calls for a close look at markets and regulating accordingly.)

According to Marshall, reality test or



Commissioner Sherrie Marshall

adaptive regulation is being applied in the FCC review of the financial interest and syndication rules, structural regulation that puts barriers between broadcast networks and the programming and syndication businesses.

"The competing interests in this debate are too complex and interrelated for simple strict structural regulation," Marshall said. "Indeed, it is the structural convergence of American video markets—with cable creating its own programming networks, independent television stations being formed into at least one emerging network (Fox) and potentially more ad hoc networks, as well as the potential of new programming networks through DBS—that have raised questions about the fin-syn rules. The public interest in this debate is clear:

preserving and promoting diversity in video programming.

"Thus, the commission's role in the fin-syn battle is not to serve as a sort of referee in a pie-eating contest with only one pie," Marshall said. "Our role, which we are proceeding with quite deliberately, is instead to determine the extent to which there remain valid concerns about network market power or other potential threats to diversity in programming and the extent to which our rules (or modifications thereof) could effectively safeguard against any such remaining threats."

-MAJ

CONSENT OK'D

Following a public comment period, the Federal Trade Commission gave final approval to its consent agreement with Twin Star Productions and six of the company's officers. The agreement settles charges that Twin Star represented program-length television commercials as other than paid commercial advertising and that in them made false and unsubstantiated claims about weight loss, a baldness cure and impotence cure products.

NAB UNVEILS NEW PERSONAL VIEWING DIARY

Although both Nielsen and Arbitron ratings show that viewership of the Big Three networks has declined, at times hovering just above 50%, the National Association of Broadcasters says that number is misleading because many viewers outside the home, or watching on second or third sets within the home, are not being properly counted. As part of its efforts to include those missing viewers—as many as 1 million during prime time, NAB says—it unveiled its new personal viewing diary last Wednesday (Nov. 28) at its headquarters in Washington. NAB hopes the diary will become the primary source for ratings information.

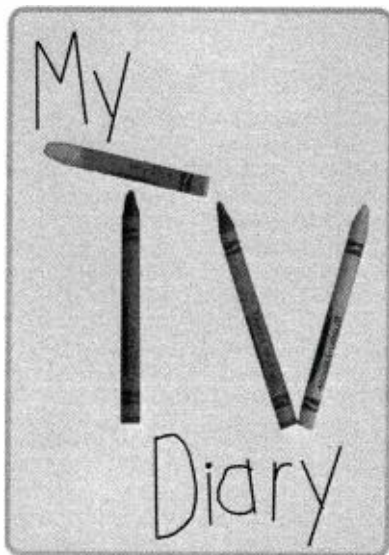
Earlier in the day, the NAB presented its diary to representatives of both Nielsen and Arbitron, and may begin testing the diary as early as May. The NAB hopes that both national ratings services will assist in the testing. The diary is the result of a three-year University of Michigan study sponsored by NAB's Committee on Local Television Audience Measurement (COLTAM), which is headed by Gary Chapman, president, LIN Broadcasting.

Chapman said the "Television industry is being unfairly measured" by Nielsen and Arbitron, but he said both companies were "impressed" and "appreciative" of NAB's efforts.

The NAB will test two versions of both an adult and children's diary, said Gerry Hartshorn, NAB director of audience measurement and policy research. The children's diary is essentially the same, but with a different cover. The sole difference in the two versions being tested, said Chapman, is that one version has six instructions while the other has five. The extra instruction calls on the respondent to list the title of the show just watched. The other version only requires time and channel entries. Chapman said that research shows if "you eliminate program titles you get a much better sample return."

According to Chapman, the personal diary is the only "portable" method that can record viewing both in and out of the home. The problem in the current system is "the basic methodology," because they assign diaries to TV sets and VCR's and not to individual viewers. Chapman said the diary is "designed to better capture demographic viewership wherever it occurs," including "out-of-market."

A recent Nielsen study in association with Capcites/ABC and NBC showed that as many as 20 million people watch



Brief," Nov. 19). The NAB research shows that most out of home viewing takes place at work. Sports programers may be the big winners from improved ratings, said Chapman, who said that ABC's *Monday Night Football* had at

least 10% of its viewing audience outside the home. Chapman said the new diary should count many of those, and may increase viewer totals by 2%-3%.

The diary represents the first industry-wide research in over two decades, said Rich Ducey, senior vice president, research and planning. He said the new diary is primarily a research tool designed to give stations a better picture of who's watching what, when. Ducey said that the new diaries should be a big improvement for local stations and those stations not in the top markets because they rely solely on diaries.

Chapman said that current diaries need respondents with at least an "eighth or ninth grade education level." The NAB diary he said needs only a fifth grade level: "almost an illiterate can fill it out," Chapman said.

In 1974, Chapman said, the response rate for all diary systems was about 50%. In some sections today, he said, that percentage has dropped "into the low 30's." There is "not a lot of confidence in the" present system, which was developed "when everybody sat there in front of the Philco." Chapman hopes the new system will bring the return rate back above 50%. **-PJS**

TELCOMSUBCOM ASKS FCC ADVICE ON 900 SERVICES

House Telecommunications Subcommittee last week asked the FCC for recommendations on how Congress might clean up the long-distance audiotext or so-called "900 services" business.

"Although most providers of 900 services are legitimate, responsible businesses, some providers are utilizing the telephone network to mislead and deceive consumers," said Subcommittee Chairman Edward Markey (D-Mass.) and ranking republican Matthew Rinaldo (R-N.J.) in a Nov. 27 letter to FCC Chairman Alfred Sikes.

To access the audiotext services, consumers call a 900-number. They are charged for each call on their monthly phone bills. Many of the services are marketed via broadcasting and cable.

Given consumer complaints about some services aired at a Sept. 27 subcommittee hearing, Markey and Rinaldo said, the subcommittee is planning fur-

ther hearings next year and possibly corrective legislation. "Some of these concerns are issues of privacy, fraud and consumer protection."

"Complaints abound about marketing pitches directed at children, encouraging them to call 900 service numbers to which they subsequently incur up to hundreds of dollars on their parents' phone bills; 'easy' or 'guaranteed' credit that turns out to be neither or 'double calls' where consumers call one 900 service for information only to receive a higher cost," they said. "Also disturbing is the fact that some information providers and interexchange carriers are capturing personal demographic data from callers to 900 services and in turn selling this information to other parties without the consumers' permission or knowledge."

The subcommittee asked the FCC to supply its "analysis and recommendations" by Jan. 1, 1991.

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Heinz

Continued from page 55.

ter basis, will consist of 14 hours of programs as well as vignettes and support material, including public service announcements, all produced at WCVB-TV, the Hearst flagship station.

The programs will include a lead-off one-hour special, followed by two one-hour and three half-hour dramas, a one hour *American Family Quiz*, three one-hour documentaries exploring family issues and 12 half-hour *Family Portraits* examining the diversity of the American family.

According to William Kunkel, senior vice president, Hearst Entertainment Distribution, Heinz will buy all of the available national barter time in the package, which includes four minutes in the hour programs and three minutes in the half-hour programs. In addition, sta-

tions will be required to carry a certain amount of 30-second vignettes per week, about half of which Heinz will sponsor nationally and half which stations can sell locally.

The package is similar to one Hearst launched a year ago called *Great Expectations*, which focuses on education. The main difference is that *Expectations*, cleared in about half the country, was sold for cash. All six Hearst stations, covering about 8% of the country, will carry the *Family Works* package.

The *Family Works* project will be a priority for Hearst at NATPE in January, said Kunkel. In addition, the company will be selling a new package of made-for-TV movies produced by Hearst Entertainment Productions (formerly King-Phoenix Entertainment). The package will include 10 or 12 titles, including *Prince of Bel Air*, and *Thompson's Last*

Run.

Each title in the new package will have a single run over a one-month window, said Kunkel, with an 8 minute national, 16 minute local barter split. "There's a lot of barter in the market, which is why we've reduced the national portion in this package," said Kunkel. "We're saying, let's let the station be creative in how they make their money. We owe stations the opportunity to make the best return they can."

Kunkel also said Hearst would decide in the next few weeks whether or not to launch a proposed new strip and a new weekly program for syndication next fall. Hearst will continue to sell the first 26-episode cycle of *Neon Rider*, a weekly drama, at NATPE. In the October Nielsens, the show averaged a 1.9 household rating and a four share. No word yet on whether the show will be renewed. -SM

Week 10

RATINGS ROUNDUP

Nov. 19-Nov. 26

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

1	▲	22.5/36	C	60 Minutes
2		20.6/33	A	Movie Spec.: 'IT', Pt.2
3	▲	18.2/30	A	Monday Night Football
4	▲	18.1/27	A	Amer. Funniest People
5	▲	17.9/26	A	Amer. Funniest Videos
6	▲	17.8/26	C	Murder, She Wrote
7	▲	17.7/26	C	Murphy Brown
8	▲	17.6/26	C	Designing Women
9	▲	17.5/31	N	Golden Girls
10	▼	17.4/31	N	Empty Nest
11		16.1/27	A	Movie Spec.: C. Dundee
12	▼	16.0/31	N	Cheers
12	▲	16.0/25	N	Matlock
14	▲	15.3/27	A	Full House
15	▲	15.2/24	A	Who's the Boss?
16	▲	15.1/23	C	Major Dad
17	▲	15.0/23	A	Head Of The Class
17	▲	15.0/23	N	Heat Of The Night
17	▼	15.0/25	N	Unsolved Mysteries
20	▲	14.9/26	A	Family Matters
21	▲	14.6/23	N	Movie: In The Line/Duty
21	▲	14.6/23	C	Rescue: 911
23	▲	14.5/21	F	Married...With Children
24	▲	14.1/27	N	Carol & Company
25	▲	13.2/20	N	Fresh Prince Of Bel Air
26	▼	13.1/21	A	Movie: I'll Take Romance
27		12.9/20	C	Evening Shade

27		12.9/24	N	Super Bloopers/Jokes
29	▲	12.8/21	A	Macgyver
29		12.8/20	F	Married/Children Spec.
31		12.6/22	N	Movie: Perry Mason
31	▲	12.6/24	A	20/20
33	▲	12.5/20	C	Planes, Trains and Autos
33	▲	12.5/22	A	Perfect Strangers
35	▼	12.3/25	N	A Different World
36	▲	12.1/18	F	In Living Color
37	▼	11.9/24	F	The Simpsons
37		11.9/21	C	Trials Of Rosie O'Neill
39	▼	11.6/23	N	Cosby Show
40		11.3/18	C	Motown 30
41		11.2/20	C	Circus Of The Stars XV
42	▼	10.9/17	N	Movie:Thanksgiving Day
43	▼	10.8/21	N	Grand
44	▲	10.7/18	N	Law And Order
45		10.6/21	N	American Dreamer
45	▲	10.6/20	C	Dallas
47	▲	10.5/19	A	Going Places
48	▲	10.2/18	N	Night Court
49		10.1/19	A	College Football Spec.
50	▲	9.7/15	A	Life Goes On
51		9.5/20	C	Face To Face w/ C. Chung
52	■	9.1/16	C	Broken Badges
52	▲	9.1/18	A	Father Dowling
52		9.1/14	N	Parenthood Spec.
55	▼	9.0/19	N	L.A. Law

56	▲	8.7/16	N	Wings
57		8.6/16	N	Main Event
57		8.6/14	C	Muppets Clbrt Henson
59	▲	8.5/13	F	Get A Life
59		8.5/15	N	Penn & Teller:Don't Try
61		8.2/15	C	Over My Dead Body
61	▲	8.2/17	A	Primetime Live
63	▲	7.9/14	F	America's Most Wanted
64	▲	6.9/12	C	Bagdad Cafe
64	▲	6.9/14	C	Wiseguy
66		6.7/11	F	Comic Strip Live
66	▼	6.7/13	C	Flash
68	▲	6.3/10	F	Parker Lewis
69		6.2/13	C	Primetime Pets Spec.
69	▲	6.2/10	F	True Colors
71	▼	6.1/12	C	Doctor, Doctor
72		6.0/12	F	Babes
72		6.0/9	F	Movie: Hairspray
74		5.9/11	A	Cop Rock
75	▲	5.8/10	F	Cops
75		5.8/10	F	Cops Spec.
75	▲	5.8/10	C	Uncle Buck
78		5.4/8	N	Movie:Pigeons Go To Die
79		5.3/10	F	Totally Hidden Video
80	▲	4.1/8	F	Beverly Hills, 90210
81	▲	3.8/7	F	Against The Law
81		3.8/7	F	Haywire

FOR THE RECORD

As compiled by BROADCASTING from Nov 22 through Nov 28 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

■ **WJHO(AM) Opelika, AL (BAL901113EA; 1410 khz; 1 kw-U)**—Seeks assignment of license from Opelika-Auburn Broadcasting Co. Inc. to Sun Broadcasting Co. Inc. for \$50,000. Seller is headed by John E. Smollon; Helen Ferguson Zachry and Miles Ferguson Jr., sister and brother; Thomas D. Sarnford III, William Sarnford and Aileen Sarnford Wapole, brothers and sister, and Yetta G. Sarnford (a distant cousin) and C.C. Torbert, who has no other broadcast interests. Buyer is headed by John W. Rice and Stephen D. Benson. Filed Nov. 13.

■ **WJDB-AM-FM Thomasville, AL (AM: BAL901113HP; 630 khz; 1 kw-D; FM: BALH901113HQ; 95.3 mhz; 3 kw; ant. 300 ft.)**—Seeks assignment of license from WJDB Radio Inc. to Griffin Broadcasting Corp. for \$375,000. Seller is headed by Cecil E. and Percy T. Goodreau, husband and wife, and has no other broadcast interests. Buyer is headed by W. Ivey Griffin. Filed Nov. 13.

■ **KYAX(FM) Alturas, CA (BTCH901030EB; 94.5 mhz; 100 kw; ant. 106 ft.)**—Seeks assignment of license from Robert W. Hansen to Richard L. Hansen for \$1 in transfer of stock, and includes KCNO(AM) Alturas, CA. Seller and buyer are brothers and have interests in KCNO Inc., the licensee. Filed Oct. 30.

■ **KOZN(FM) Imperial, CA (BALH901030GR; 99.3 mhz; 3 kw; ant. 200 ft.)**—Seeks assignment of license from KOZN-FM 99 Ltd. to Acacia Amusement Corp. for \$250,000. Seller is headed by Richard M. Kipperman, bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Alfonso C. Pena and Aaron Berger, and has interests in Pueblo Broadcasting Corp., licensee of KXLN-TV Rosenberg, TX. Filed Oct. 30.

■ **WCNU(AM) Crestview, FL (BAL901102EF; 1010 khz; 10 kw-D 84 w-N)**—Seeks assignment of license from Gulf Shores Broadcasting Co. to Ashley Norman Davis Jr. for \$150,000. Seller is headed by Jerry W. Milligan Sr., Carroll D. Caldwell and Janice A. Milligan, and has no other broadcast interests. Buyer owns LPTV W24AM Defuniak Springs, FL and CP for LPTV ch. 14, Luverne, AL. Filed Nov. 2.

■ **WINM(TV) Angola, IN (BALCT901109KG; ch. 63; 5000 kw-V; ant. 499 ft.)**—Seeks assignment of license from Tri-State Broadcasting Corp. to Tri-State

Christian TV for \$400,000. Seller is headed by Paul E. Paino, and Paul C. and Phillip C. Paino, his sons, and has no other broadcast interests. Buyer is headed by Garth W. and Christina Cooce, husband and wife, and Julie A. Nolan and Victoria M. Clark, their daughters, and is licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI, and WNYB-TV Buffalo, NY. Filed Nov. 9.

■ **KKLO(AM) Leavenworth, KS (BAL901109EA; 1410 khz; 5 kw-D, 500 w-N)**—Seeks assignment of license from KKLO Inc. to Mark L. Wodlinger for \$10 and assumption of seller's liabilities. Seller is headed by Kevin M. Wodlinger, Stephen R. Wodlinger and

Michael H. Wodlinger, all brothers, and it owns Wodlinger Broadcasting Co. of Naples Inc., licensee of WIXI(FM) Naples Park, FL. Kevin M. Wodlinger owns all stock of Monett Communications Inc., licensee of KRMO(AM)-KKBL(FM) Monett, MO, and is permittee of new FM in Cassville, MO. Buyer has no other broadcast interests. Filed Nov. 9.

■ **WQXY(AM) Hazard, KY (BTC901113EB; 1560 khz; 5000 kw-V; ant. 499 ft.)**—Seeks assignment of license from Black Gold Broadcasting Partnership to Black Gold Broadcasting Inc. in transfer of stock. Transferor is headed by John E. Edwards and has no other broadcast interests. Transferee is headed Ed-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's ¹	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

wards, Colin K. Cox, William D. Gorman Jr. and Kenneth R. Finmission. Last has interests in Hazard TV Co., cable system of approximately 800 subscribers serving part of Hazard, KY. Filed Nov. 13.

■ **WDFX(FM) Detroit** (BTCH901029GU; 99.5 mhz; 21 kw; ant. 755 ft.)—Seeks assignment of license from WDTX Inc. to WDFX Ltd. for \$10.9 million. Seller is headed by Jay Hoker, Eric C. Neuman, Alyce C. Welch, Frederick G. Currey and James O'Donnell, and is subsidiary of Hoker Broadcasting, and has interests (through Radio Holdings Inc.) in WLLI Inc. (100% of stock), licensee of WOFX(FM) Fairfield, OH; WMLX Inc., licensee of WMLX(AM) Florence, KY; WCRJ Inc., licensee of WCRJ(FM) Jacksonville, FL; WRXJ Inc., licensee of WRXJ(AM) Jacksonville, FL, and KCFX Radio Inc., licensee of KCFX(FM) Harrisonville, MO. Neuman has interests in DeLier Broadcasting Ltd., licensee of KFMY-AM-FM Lubbock, TX. Buyer is headed by WDFX Inc., BancBoston Capital Inc., Sherman Broadcasting Corp., Robert B. Sherman, Harris Andrew Decker, Edward J. Dupre and Emanuel S. Cherny. Sherman, Decker and Dupre have interests in KKRDFM) Wichita, KS and KZKX(FM) Seward, NE. Filed Oct. 29.

■ **WAST(AM) Ashtabula, OH** (BAL901113ED; 1600 khz; 1 kw-D)—Seeks assignment of license from Quests Inc. to Phillip J. Cantagallo for \$5,000. Seller is headed by Arthur W. Cervi. Buyer holds 65% of stock of WAQI Inc., which has interests in Quests Inc. Filed Nov. 13.

■ **WYBZ(FM) Crooksville, OH** (BTCH90106HE; 107.3 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from Y Bridge Broadcasting Inc. to Rick N. Sabine, Walter D. Winner, Edgar Davis and David A. Ringer for \$60,000. Seller is headed by Arthur V. Belendiuk, Jeffrey Busch, Darrell Bauguess, Rick N. Sabine, Walter D. Winner, Edgar Davis and David A. Ringer. Belendiuk is 51% stockholder of Ohio Valley Broadcasting Inc., permittee of WZTX(FM) Coal Grove, OH, and 51% stockholder of Adventure Three Inc., permittee of WEEL(FM) Shadyside, OH. Buyers have interests in Y Bridge Broadcasting Inc., the licensee. Filed Nov. 6.

■ **KBYE(AM) Oklahoma City** (BAL901031EG; 890 khz; 1 kw-D)—Seeks assignment of license from L. Win Holbrook, bankruptcy trustee, to SCI Inc. for \$315,000. Seller has no other broadcast interests. Buyer is headed by Charles C. Freeny III, James P. Freeny and Jeffrey Bodley. Filed Oct. 31.

■ **WSOL(AM) San German, PR** (BAL901108EC; 1090 khz; 250 w-D, 730 w-N)—Seeks assignment of license from Gauthier & Rodriguez Radio Associates to Aerco Broadcasting Corp. for \$90,000. Seller is headed by Frederick Gauthier de Castro and Juan B. Rodriguez, and has no other broadcast interests. Buyer is headed by Angel E. Roman and Angel O. Roman Lopez, licensee of WZOL-FM Luquillo, PR and permittee of WFAB(AM) Ceiba, PR. Filed Nov. 8.

■ **KBJM(AM) Lemmon, SD** (BTC90109EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Lois Peterson to Michael J. Schweitzer for \$108,420 in sale of stock. Seller has no other broadcast interests. Buyer is headed by Schweitzer, Robert P. Kelley, Lois Peterson and Jean E. Kelley, and has no other broadcast interests. Filed Nov. 9.

■ **KRGE(AM) Weslaco, TX** (BAL901113EC; 5 kw-U)—Seeks assignment of license from Sunbelt Radio Group Inc. to Christian Ministries of the Valley for \$300,000. Seller is headed by Richard N. Lea, Dain Schult, Martin T. Gatins and Jo Ann Waddell and is licensee of KRRG(FM) Laredo, TX. Buyer is headed by Elias Garza, Eli Garza, Enrique Garza and Andrea Garza, and has no other broadcast interests. Filed Nov. 13.

■ **WLAX(TV) Lacrosse and WBGA(TV) Green Bay, both Wisconsin** (WLAX: BALCT90113KE; ch. 25; 501 kw-V; ant. 1,000 ft.; WBGA: BALCT901113KF; ch. 26; 2,510 kw-V; ant. 1,229 ft.)—Seeks assignment of license from Family Group Ltd. III to Aries Telecommunication Corp. for \$7.6 million. Seller is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Woltzky and Don Clark and is permittee of WEUX(TV) Chippewa Falls, WI. Buyer is headed by Mitchell A. Labert, Gordon F. Van Dreef, Floyd L. Meyer, James L. Schneider and Thomas M.

Olejniczak, and has no other broadcast interests. Filed Nov. 13.

Actions

■ **WIGO(AM) Atlanta and WEBB(AM) Baltimore** (WIGO: BAL901002EC; 1340 khz; 1 kw-U; WEBB: BAL901002EB; 1360 khz; 5 kw-D, 1.7 kw-N)—Granted app. of assignment of license from Brunson Broadcasting Co. of Georgia and Maryland to Allied Media of Maryland Inc. for \$3.65 million. Seller is headed by Dorothy E. Brunson, Naomi Porter Camper and Clyde Porter Jr., and has interests in Brunson Communications Inc., licensee of WGTW(TV) Burlington, NJ, and Brunson Broadcasting of North Carolina. Buyer is headed by Jeffrey J. Brown and Roger Amato, and has interests in Allied Media of Georgia Inc. Action Nov. 14.

■ **KJLA(AM) Kansas City, MO** (BAL900926ED; 1190 khz; 5 kw-D; 225 w-N)—Granted app. of assignment of license from Osborn Communications Corp. to The Great Age Radio Inc. for \$200,000. Seller is headed by Wilton R. Osborn II, Carol D. Osborn and Stanley H. Durwood. Buyer, headed by L. Robert McLaughlin, owns 100% of stock and has no other broadcast interests. Action Nov. 14.

■ **WBMS(AM) Wilmington, NC** (BAL900928ED; 1340 khz; 1 kw-U)—Granted app. of assignment of license from Brunson Broadcasting Co. of North Carolina to S. Frank and Helen F. McNeil for \$148,000. Seller is headed by Dorothy E. Brunson, Naomi Porter Camper and Clyde Porter Jr., and has interests in Brunson Communications, Inc., licensee of WEBB(AM) Baltimore, WIGO(AM) Atlanta and WGTW(TV) Burlington, NJ. Buyer is headed S. Frank and Helen F. McNeil, and has no other broadcast interests. Action Nov. 14.

■ **WAGS(AM) Bishopville, SC** (BAL901004EA; 1380 khz; 1 kw-D)—Seeks assignment of license from Lee County Broadcasting Co. Inc. to Carr Radio Inc. for \$1,000. Seller is headed by Emory H. Bedenbaugh, James F. Coggins and Edward L. B. Osborne. Coggins and Osborne each own 50% of WBCU(AM) Union, SC. Coggins also owns 100% of WKDK(AM) Newberry, SC. Buyer is headed by Sheryl B. Carr, and has no other broadcast interests. Action Nov. 16.

■ **KTFS(AM) Texarkana, TX** (BAL900621EE; 1400 khz; 1 kw-U)—Seeks assignment of license from KTFS Radio Inc. and KMLA Radio to Waller Broadcasting Inc. for \$250,000. Seller is headed by John David Crow and David C. Crow. Buyer is headed by William D. Waller, Dorothy Reid Waller and William D. Waller Jr., and recently sold KEBE(AM)-KOOF-FM Jacksonville, TX to Broad Based Communications Inc. Action Nov. 15.

■ **WKBY(AM) Chatham, VA** (BAL901002EA; 1080 khz; 1 kw-D)—Seeks assignment of license from Estate of Pittsylvania County William L. Bonner for \$250,000. Seller, Henry G. Bennet Jr., is bankruptcy trustee, and has no other broadcast interests. Action Nov. 13.

■ **WPUV(AM) Pulaski, VA** (BAL901001EB; 1580 khz; 5 kw-D; 1 kw-CH)—Granted app. of assignment of license from Lester L. Williams to Billy G. Hale for \$93,000. Seller is 100% stockholder of Scotts Radio Enterprises Inc., licensee of WFIC(AM) Collinsville, VA. Buyer has no other broadcast interests. Action Nov. 13.

NEW STATIONS

Actions

■ **Clarendon, AR** (BPH891002MN)—Granted app. of B&H Broadcasting Co. for 107.3 mhz; 3 kw; ant. 459 ft. Address: 4004 Clay Dr., Jonesboro, AR 72401. Principal is headed by O.L. Bayless and Earl N. Hodges. Action Nov. 8.

■ **Chico, CA** (BPED900501MG)—Returned app. of KXOL Inc. for 88.1 mhz; .109 kw; ant. 367 ft. Address: 1252 E 10th St., Chico, CA 95928. Principal is headed by Marcus A. Smith, Matthews D. Jackson and Robert L. Sherrard, and has no other broadcast interests. Action Nov. 13.

■ **Bremen, IN** (BPH880722MH)—Granted app. of

WMRI Inc. for 96.9 mhz; 3 kw H&V; ant. 328 ft. Address: P.O. Box 1538, Marion, IN 46952. Principal is headed by Frank Bove, Salvatore Mangia, Fred Lostutter, Michael Day, James C. Marcuccilli, Joyce Frederick, Thomas M. Marcuccilli, Anthony Bove Sr., Guy F. Bove, Robert L. Wright, Enrico Bove and Elizabeth Marcuccilli, and is licensee of WGM(AM)-WMRI(FM) Marion, IN. Action Nov. 7.

■ **Bethlehem Township, PA** (BPED900202MC)—Returned app. of Northampton Community College for 89.5 mhz; .004 kw-H, 1 kw-V; ant. 66 ft. Address: 3835 Green Pond Rd., Bethlehem, PA. Principal is headed by David A. Reed, Karl A. Stackhouse, Michael Yamnicky, John W. Amts, Robert J. Kopecek and Robert T. Mundenk, and has no other broadcast interests. Action Nov. 13.

■ **Vinton, VA** (BPH880427MA)—Granted app. of Michael Scott Copeland for 106.1 mhz; 3 kw H&V; ant. 154 ft. Address: 6070 Newport Point, Norfolk, VA 23505. Principal has no other broadcast interests. Action Nov. 8.

■ **Fort Bridger, WY** (BPH890922MC)—Granted app. of James R. Dunker for 99.3 mhz; 3 kw; ant. 154 ft. Address: P.O. Box 34, Fort Bridger, WY 82933. Principal has no other broadcast interests. Action Nov. 9.

■ **Winchester, NH** (BPH880126MY)—Granted app. of Radio Keen Inc. for 98.7 mhz; 3 kw H&V; ant. 328 ft. Address: 1500 Worcester Rd. Apt. 828-E, Framingham, MA 01701. Principal is headed by Harold H. Segal and Miriam Segal, husband and wife, Talbot Hood and Eleanor Hood, husband and wife, and Peter Segal, son of Harold and Miriam, and has no other broadcast interests. Action August 15.

FACILITIES CHANGES

Applications

TV's

■ **Key West, FL** WEYS(TV) ch. 22—Nov. 9 application for mod. of CP (BPCT8703319K) to change ERP: 11.16 kw (vis); change ant.: 203 ft.; ant.: Scala SL-8; (24 33 18N 81 48 08W).

■ **St. Petersburg, FL** WTSP-TV ch. 10—Nov. 8 application for CP to change ERP: 316 kw (vis); ant.: 1,502 ft.; TL: 4217 Stewart Ave., Holiday, FL; ant.: Andrew ATW12V3-ETCI-10, (DA)BT.

■ **Corning, NY** WYDC(TV) ch. 48—Nov. 8 application for mod. of CP (BPCT870610KM) to change ERP: 136 kw (vis); ant.: 423 ft.; TL: Hamilton Rd., 6.05 km E from Borden, NY; ant.: Lindsay Specialty Products 4ZZT2-80 degrees, (DA); 42 02 29N 77 15 18W.

■ **Coos Bay, OR** (no call letters) ch. 23—Nov. 13 application for mod. of CP (BPCT881028KE) to change ERP: 12.43 kw (vis); 12.43 kw; ant.: 623 ft.; TL: atop Noah Butte, 7.7 km E of Coos Bay at 90 degrees true; ant.: Andrew ATW8L1-HSB-23(DA); 43 23 39N 124 07 56W.

FM's

■ **Arizona City, AZ** KONZ(FM) 106.3 mhz—Nov. 2 application for CP to change ERP: 1.334 kw H&V; ant.: 426 ft.; change TL: 1 210 mi S of interstate 10 on Sunshine Rd.

■ **Russellville, AR** KAIO-FM 100.9 mhz—Nov. 1 application for CP to change ERP: 6.0 kw H&V; ant.: 295 ft.

■ **Barstow, CA** KDUC(FM) 94.3 mhz—Nov. 1 application for CP to change ERP: 4.6 kw H&V; ant.: 783 ft.; change class to 232A per (R&O RM 7134).

■ **Goulds, FL** WRTO(FM) 98.3 mhz—Nov. 2 application for CP to change ERP: 100 kw H&V; ant.: 1,627 ft.; change class: 252C.

■ **Tallahassee, FL** WTMG(FM) 95.9 mhz—Nov. 6 application for CP to change freq: 96.1 mhz; ERP: 50 kw H&V; ant.: 458 ft.; TL: TBA; class: C2 (per docket #89-23).

■ **Forsyth, GA** WFXM-FM 100.1 mhz—Oct. 29 application for mod. of CP (BPH880404IG) to change ERP: 2.0 kw H&V; change ant.: 574 ft.; TL: near Shi Rd., approximately 4 km E of intersection of Ofshi Rd. and King Rd.; 6 km S of Smart, GA.

■ Decatur, IL (no call letters) 93.1 mhz—Nov. 6 application for mod. of CP (BPH880407MU) to change ERP: 6 kw H&V.

■ Medicine Lodge, KS KREJ(FM) 95.9 mhz—Oct. 29 application for mod. of CP (BPH880218MB as mod.) to change ERP: 6 kw H&V.

■ Paducah, KY WKYQ(FM) 93.3 mhz—Oct. 29 application for CP to change ERP: 100 kw H&V; ant.: 981 ft.; change TL: W end of Tiger Rd., 2.2 km SW of Palma, KY.

■ Bunkie, LA KRBG(FM) 104.3 mhz—Nov. 2 application for mod. of CP (BPH880803MD) to change ERP: 25 kw H&V; change TL: .4 mi S of State Hwy. 457, 2.6 mi E of Lecompte, in Rapides Parish, LA; change from 282A to 282C3 (per docket #89-419).

■ Boston WERS(FM) 88.9 mhz—Nov. 5 application for mod. of CP (BPED8906091A) to change ERP: 3.68 kw H&V; change ant.: 636 ft. H&V.

■ Waite Park, MN KXSS-FM 103.7 mhz—Oct. 30 application for CP to change ERP: 25 kw H&V; TL: 1.5 km from Saint Augusta, MN, at a bearing of 246.4 degrees, and to change class: C3 (per docket #89-377).

■ Bonne Terre, MO KDBB(FM) 104.3 mhz—Nov. 5 application for CP to change ERP: 750 kw H&V; ant.: 649 ft.; change TL: 3 mi NE of Bismark, MO on an existing tower, near the top of Bimms mountain.

■ Belgrade, MT KGVW-FM 96.7 mhz—Oct. 25 application for CP to change ant.: 697 ft.; change transmitter to High Flat, 11 mi. WSW of Bozeman, MT.

■ Nashua, NH WHOB(FM) 106.3 mhz—Nov. 7 application for CP to change ERP: .95 kw H&V; ant.: 541 ft.

■ Homer, NY (no call letters) 101.5 mhz—Oct. 29 application for mod. of CP (BPH880406MG) to change ERP: 1.316 kw H&V; ant.: 489 ft.; TL: intersection of Rice Rd. & Grange Rd., Homer, NY.

■ Kingston, NY WAMK(FM) 90.9 mhz—Nov. 9 application for CP to change ant. supporting-structure height, change ant.: 1,486 ft.; TL: Overlook Mt., Woodstock (Ulster), NY, 4.0 km from Woodstock, bearing 11 degrees.

■ Fargo, ND KSMM(FM) 107.9 mhz—Nov. 1 application for mod. of CP (BPH850712M6) to change ant.: 764 ft.; change TL: SW 1/4 of SE 1/4, section 21, T. 139 N, R. 44W, 4.9 km SE of Hawley, MN, change from class C to class C1.

■ Dayton, OH WGXM(FM) 97.3 mhz—Nov. 11 application for CP to change freq: 98.1 mhz.

■ Oberlin, OH WOBC-FM 91.5 mhz—Oct. 29 application for CP to change freq: 88.3 mhz; change ERP: 3.5 kw H&V.

■ Sallisaw, OK KKID-FM, 95.9 mhz—Nov. 7 application for mod. of CP (BPH870724IG as Mod) to change ERP: 30 kw H&V.

■ Erie, PA WEFM(FM) 88.1 mhz—Nov. 7 application for mod. of CP (BPED840302CC) to change ERP: .63 kw H&V; ant.: 430 ft.; TL: .74 km N of E Stancliff Rd., .28 km E of Oliver Rd., & 4.27 km SE of Middleboro, Erie, PA.

■ Marietta, PA WRHF(FM) 88.7 mhz—Oct. 30 application for mod. of CP (BPED870720MB) to change ERP: 4.1 kw H&V change DA pattern.

■ Bristol, RI WQRI(FM) 88.3 mhz—Oct. 23 application for CP to change ERP: 0.200 kw H&V.

■ Plainview, TX KKYN-FM 103.9 mhz—Nov. 13 application for CP to change ERP: 25 kw H&V; ant.: 108 ft.; change class to C2.

■ Galax, VA WPRH(FM) 91.1 mhz—Oct. 5 application for mod. of CP (BPED861229MB) to change ERP: 0.34 kw H&V; change ant.: 1,601 ft. H&V; TL: Fisher Peak, NC, 8 mi SE of Galax.

Actions

FM's

■ Rosenberg, TX KMIA(FM) 104.9 mhz—Nov. 2 application (BPH9008281B) returned for CP to change ERP: 1.35 kw H&V; change ant.: 505 ft.; TL: .4 mi N of Morton Rd. on Skinner Rd.

■ Derby Center, VT (no call letters) 92.1 mhz—Oct. 31 application (BMPH9006191A) granted for mod. of CP (BPH870724MC) to change TL: Moving ant structure 90 mi W of the site previously specified.

■ Charlottesville, VA WQMZ(FM) 95.3 mhz—Oct. 30 application (BMLH891222KG) granted for mod. of license to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ Cheney, WA KEYF-FM 101.1 mhz—Sept. 10 application (BPH9009101B) granted for mod. of CP (BPH8702241R) to change ant.: 1,965 ft.

■ Ravenswood, WV WRZZ(FM) 102.3 mhz—Oct. 29 application (BPH9003231E) dismissed for CP to change ERP: 1.84 kw H&V.

■ Portage, WI WDDC(FM) 100.1 mhz—Nov. 5 application (BMLH891215KD) granted for mod. of license to increase ERP: 3.30 kw H&V.

■ Waupaca, WI WDUX-FM 92.7 mhz—Nov. 2 application (BPH9006011E) granted for CP to change ERP: 6.0 kw H&V; change ant.: 243 ft.; Other: replace existing 2-bay ant With a 4-bay ant.

TV's

■ Paradise, CA KBCP ch. 46—Oct. 31 application (BMPCT900807LT) granted for mod. of CP (BPCT840627KE) to change ERP: 2510 kw (vis); ant.: 1,443 ft.; ant: Andrew CorporationATW24G3-HSS-30 (DA)(BT).

■ Denver KRMA-TV ch. 6—Oct. 31 application (BPET900116KF) granted for CP to change ERP: 100 kw (vis); ant.: 1,230 ft.; TL: on Colorow Hill, 4.0 km SW of Golden, CO; ant: Harris TAC-6L(DA)(BT); 39 43 48N 105 15 00W.

■ Cocoa, FL WRES(TV) ch. 18—Oct. 31 application (BPET900413KF) granted for CP to change ant.: 941 ft.; change ant: Bogner BUH32. (DA)(BT).

■ Naples, FL WNPL-TV ch. 46—Oct. 31 application (BMPCT901022KG) granted for mod. of CP (BPCT-RC1104PM) to change ERP: 5,000 kw (vis); ant.: 1,014 ft.; TL: 21990 Carter Rd., Estero, FL 33928; ant: DielectricTFU-23JDAS(DA)(BT); 26 25 22N 81 37 49W.

■ Missoula, MT KTMF(TV) ch. 23—Oct. 31 application (BMPCT901019KF) granted for mod. of CP (BPCT881130KG) to change ERP: 1,808 kw (vis); ant.: 2,106 ft.; ant: RCATFU-28DAS(DA)(BT).

ACTIONS

■ Phoenix, AZ Dismissed as moot motion by Maricopa County Community College District seeking dismissal of application of Sun Health Corporation in this proceeding for new noncommercial FM station at Phoenix. (MM docket 88-442 by Order [FCC 90R-111] adopted November 13 by Review Board).

■ Monroeville and Thomasville, both Alabama Dismissed two separate petitions to substitute Channel 244C2 for Channel 237A at Thomasville, and modify license of WJDB(FM); and to allot Channel 237C3 to Monroeville as its second FM service. (MM docket 89-362 by R&O [DA 90-1617] adopted October 30 by assistant chief, Policy and Rules Division, Mass Media Bureau).

■ Inverness, FL Reversed Review Board decision granting application of licensee of Orlando, FL TV station for permit to build satellite station in Inverness and granted competing proposal to establish a conventional UHF station in Inverness. (MM docket 85-395, by MO&O [FCC 90-368] adopted November 5 by Commission).

■ Eden Prairie, MN Deleted, sua sponte, the last six lines of paragraph 2 in the MO&O, FCC 90R-93, released October 16; and dismissed petition by N. Walter Goins for Extraordinary Relief and Expedited Action in this proceeding for new FM station on Channel 289A in Eden Prairie. (MM docket 89-387 by MO&O [FCC 90R-112] adopted November 13 by Review Board).

■ Southern Pines, NC Granted request by Richardson Broadcasting Group for extension of time to file a reply and upheld October 31, 1990 ruling denying reconsid-

eration in the matter involving three competing applications for new FM station at Southern Pines. (MM docket 88-407, by MO&O [FCC 90R-108] adopted November 8 by Review Board).

■ Pawley's Island, SC Granted motion by Audrey R. Morris for stay action on pending appeal before Review Board; deferred until further order action on the appeal in proceeding involving three competing applications for new FM station at Pawley's Island. (MM docket 90-305, by Order [FCC 90R-109] adopted November 9 by Review Board).

ALLOCATIONS

■ Ozark, AL Effective January 7 substituted channel 280C3 for channel 280A at Ozark, and conditionally modified the license of WNER(FM) accordingly. (MM docket 89-439 by R&O [DA 90-1623] adopted October 31 by assistant chief, Policy and Rules Division, Mass Media Bureau).

■ Healdsburg, CA Effective January 10 allotted channel 240A to Healdsburg as its second FM service. Filing window opens January 11, closes February 10, 1991. (MM docket 90-228 by R&O [DA 90-1616] adopted October 30 by assistant chief, Policy and Rules Division).

■ Thousand Palms, CA Effective January 10 allotted channel 234A to Thousand Palms as its first FM service. Filing window opens January 11, closes February 10, 1991. (MM docket 90-12 by R&O [DA 90-1665] adopted November 8 by assistant chief, Policy and Rules Division).

■ Riviera Beach, FL Effective January 7 amended FM table to substitute channel 232C3 for channel 232A and modified license of WMXQ(FM) accordingly. (MM docket 89-423, by R&O [DA 90-1629] adopted November 5 by assistant chief, Policy and Rules Division, Mass Media Bureau).

■ Plymouth, IN Effective January 7 substituted channel 232B1 for channel 232A at Plymouth and conditionally modified the license of WNZE(FM) accordingly. (MM docket 90-203 by R&O [DA 90-1619] adopted October 30 by assistant chief, Policy and Rules Division).

■ Morristown, NY Effective January 4 allotted channel 275A to Morristown as its first FM service. Filing window opens January 7, closes February 6. (MM docket 89-316 by R&O [DA 90-1633] adopted November 5 by assistant chief, Policy and Rules Division).

CALL LETTERS

Grants

New AM's

KHYM(AM) KTLG Fairchild Communications Inc., Gilmer, TX
KITY(AM) KRMD Am Com of Louisiana Inc., Shreveport, LA
KKCR(AM) KGTM Moran Broadcasting Company, Wichita Falls, TX
KTUN(AM) KBBQ Cutler Productions Inc., Santa Barbara, CA

New FM's

KEZU(FM) KBSS-FM Booneville Broadcasting Company, Booneville, AR
KQAK(FM) KWBX JJP Broadcasting Inc., Bend, OR
WFSQ(FM) WFSU-FM Florida State University, Tallahassee, FL
WFSU-FM WFSQ Florida State University, Tallahassee, FL
WHKX(FM) WQHI Rowland Capital Broadcasting Co., Lafayette, FL
WHUM(FM) WYPR Avis FM Radio Inc., Avis, PA
WOCW(FM) WBHH O. C. Welch Broadcasting

Inc., Parris Island, SC
 WQAI(FM) WHOG B & L Broadcasting Inc.,
 Fernandina Beach, FL
 WQLZ(FM) WMSR-FM American General
 Media-Nashville Inc., Manchester,
 TN
 WSYE(FM) WCPC-FM New South
 Communications Inc., Houston, MS

New TV

KHFI-TV Silent Minority Group Inc., Bryan,
 TX

Existing FM's

KMNE-FM Nebraska Educational
 Telecommunications Commission, N.
 Platte, NE
 KPNE-FM Nebraska Educational
 Telecommunications Commission, N.
 Platte, NE
 KRNE-FM Nebraska Educational
 Telecommunications Commission, N.
 Platte, NE

KSBZ(FM) Sitka Broadcasting Co. Inc., Sitka,
 AK
 KXHA(FM) Cliff Gill dba Pioneer Broadcasting
 Co., Shafter, CA
 KXHC(FM) Ana L. Zumano, Sierra Vista, AZ
 KXHM(FM) Edward E. Abramson, Orland, CA
 KXHV(FM) Sacramento City Unified School
 District, Sacramento, CA
 KXHW(FM) Marked Tree Media Partnership,
 Marked Tree, AR
 KXIO(FM) J. L. Richardson, Clarksville, AR
 WBGE(FM) B & G Broadcasting Ltd., Peoria, IL
 WFTZ(FM) Phase One Communications Inc.,
 Manchester, TN
 WHZT(FM) Adlai E. Stevenson IV, Mahomet, IL
 WKVF(FM) Baldrige Shelton Partnership,
 Kankakee, IL
 WRBE-FM Allen Broadcasting Co. Inc.,
 Lucedale, MS
 WRTQ(FM) Temple University of

Commonwealth, Harrisburg, PA
 WUEZ(FM) Brandt Broadcasting Inc.,
 Christopher, IL
 WXSJ(FM) Lake Michigan College, Benton
 Harbor, MI
 WXSC(FM) Carolyn S. Hagedorn, Tell City, IN
 WXSE(FM) Carroll, Carroll and Rowland,
 Calhoun, TN
 WXSJ(FM) Robert M. Mason, Bicknell, IN

**The following clarifies and corrects
 previous reports:**

New AM

WVVO(AM) WKCNC Suncoast Communications
 Inc., Dorchester Terrace, SC

New FM

KOCB(TV) KGMC Oklahoma City Broadcasting
 Co. (Debtor in Possession),
 Oklahoma City, OK

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RADIO

HELP WANTED MANAGEMENT

GSM/SM, immediate opening (Cal daytimer) to sell, recruit, train sales staff. Salary, benefits. Reply Box R-23. EOE.

Regional manager: Group owner seeks proven manager to oversee operations of stations in Iowa and Wisconsin. Successful sales and management experience required. Send resume and salary history in confidence to: Tom Love, President, Eagle Radio, Box 588, Lufkin, TX 75902. EOE.

Aggressive sales oriented leader for #1 FM - million \$ biller - in growth Northeast market. General manager to handle list and staff. Equity position for right candidate. EOE. Resume to Box R-38.

General manager needed for well rated Great Lakes area medium market FM. Only GMs or GSMs with a solid management background and proven sales history considered. You will need to convince us of your ability to create and lead a truly premier operation. Group owner. Include salary history, resume and references in first letter to Box T-3. EOE.

General manager: Pacific northwest small market (larger than Twin Peaks but just as beautiful!) seeks sales leader, trainer and motivator. Sales management and GM background with successful track record is essential. AM-FM combo is #1 rated county-wide! EOE. Send resume to: June Lund, The Lund Consultants, Inc., 1330 Millbrae Avenue, Millbrae, CA 94030.

Full time station manager needed at local community radio station located on the coast of Maine. WERU-FM is looking for an experienced, energetic person capable of overseeing all day to day operations of the station, including personnel, programming, budget, general administration and facilities operations. For additional info, write: Search Committee, WERU-FM, The Henhouse, Route 175, Blue Hill Falls, ME 04615 or call 207-374-2313.

General manager for strong Arizona combo. Extensive sales background a must. Great staff in place. Need a leader. Reply Box T-6. EOE.

Sales manager opportunity... If you are organized, disciplined, have analytical skills and understand the importance of goals, we would like to hear from you by mail or fax 316-265-1162. Top rated AC. We promise confidentiality...call or send presentation letter and resume to Chet Tart, 898-FM, 200 N. Broadway, Suite 300, Wichita, KS 67202. EOE. Let's talk.

Radio station general manager: Must be strong in sales. Class A FM satellite station. Beautiful northwestern MI area. Chance to earn equity in station. Evenings call 517-321-1763. EOE.

Terrific opportunity: Looking for a qualified sales manager and aggressive sales people for a small market CHR, Midwest. Send resume, references and salary requirements to: Box T-8. EOE.

General manager wanted for highly rated West Virginia medium market FM. Only GMs or GSMs with a solid management background and proven sales history considered. Group owner offers future growth opportunities. Include salary history, resume and references in first letter to Box T-16.

HELP WANTED SALES

New Class C FM - Lake City, Florida needs strong sales person with management potential. Call Bill Wyatt, WQLC-FM, 904-755-1742, or 904-752-0960. EEO.

Aggressive sales manager for AM/FM combo in Midwestern university town. Looking for a selling sales manager who is adept at training, recruiting, and maintaining a sales staff. Excellent compensation package based on performance. Send resume and sales history to: Betty Baudier, KA-SI/KCCQ, Box 728, Ames, IA 50010. EOE.

AE needed for top rate Charlotte radio station. Excellent opportunity for sales professionals wishing to make career change or experienced radio sales people. Resumes to Box 30247 Charlotte, NC 28230. EOE.

Experienced account executive needed. Corporate move has opened established high volume list at dominant station in medium Michigan market. Great opportunity with growing group. Call Mike Boldt, GSM, WYSS-FM at 906-635-0995. EOE.

HELP WANTED ANNOUNCERS

Top 100 EZ/AC evenings. Mature delivery. Emphasis on compelling production. Minimum 3 years commercial experience. Automation experience helpful. C & R to Programming, PO Box 260, Bakersfield, CA 93302. EOE AA M/F/H.

Do you like the outdoors, ski, hunt, fish, snowmobile? The western UP of Michigan's 30,000 watt Country station is looking for a live, creative announcer looking for a "break," or a change. Sorry, budget limitations, unable to hire major market talent, just talent that wants to live, work, and play in Michigan's beautiful U-P. Send tape, resume, and \$ needed to: WUPY, % Skop, 540 River St., Ontonagon, MI 49953. EOE.

HELP WANTED TECHNICAL

Chief engineer: Kentucky based AM and FM facility seeks hands on chief engineer. Must have analytical skills in trouble shooting and repair. This position requires leadership abilities as well as aggressive team player attitude. This is a top notch operation with quality people and equipment. Send resume and salary history to: Operations Manager, Owensboro Broadcasting Inc., 3301 Frederica Street, Owensboro, KY 42301.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Program director/host: NYC, developing Mandarin radio programs, consisting of poetry readings, plays, Chinese idioms and literary quotations, Chinese drama and operas and teaching elementary Mandarin and hosting own radio program. Ability to intelligently discuss and explain classical Chinese literature and culture, on the air to a radio audience. Must have BA in performing arts & 1 year experience. 40 hrs/wk, \$30,000.00/year. Send resume/or letter in dup. to BB#550, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

Radio research assistant, BBC New York. The BBC's New York office deals with the research and production needs of a wide range of programs for BBC's 5 radio networks in the U.K. The office's radio production co-ordinator needs an assistant, whose major priority will be research. The assistant will be expected, under guidance, to check out stories, find contributors and carry out preliminary research over the phone. A small amount of clerical work may also be involved. The successful candidate is likely to be a recent graduate, and to have been involved in journalism in some way. The applicant must have a thorough knowledge of current affairs, a wide range of interests, an ability to work hard and quickly, and an interest in radio production. Please send application and resume to Jonathan Crane, Head of BBC-New York, Suite 2153, 630 Fifth Avenue, New York, NY 10111. EOE.

SITUATIONS WANTED MANAGEMENT

Medium market GM, ready for next challenge. 20 year radio pro, 10 in management, with a spectacular track record. Sales up, ratings up, expenses down. Super with people, programming and profits. A consistent winner. Under 40 family man with heavy community involvement seeking a growth opportunity with a great medium market facility like yours. Reply Box R-42.

1990 was only practice: GSM ready to lead charge. Motivator, trainer, producer. No shortcuts. Southeast/Mid-Atlantic. Mark Wehner. 904-347-3906.

Bottom line crisis? GM with ownership, turnaround experience will lead your station(s) to profitability, prestige. Strong sales, programming, promotion, profits. Stand-alone AMs considered; combos preferred; startups and regional groups, too. Top 99 markets only. Consultant basis or long-term. Equity opportunities welcome. How much money do you want to make? And how long do you want to make it? Reply in confidence: Box T-1.

Absentee owners: General manager ready for your small market. Buy in considered. This 25 year professional just sold Texas daytimer, will take air shift and sell. Southwest only. Call Ed Cousins 806-266-5269.

Broadcasting pro seeks stable position as national sales manager or senior account executive in a Texas major market or general manager in medium/small Texas market. Contact Charlie Van, weekdays 512-544-4553.

GSM ready for next step. 13 + years sales and management experience with MBA. Same company for last 10 years. Coming from consistent #1 ratings and revenue. Good motivator and administrator. 315-768-1940.

SITUATIONS WANTED ANNOUNCERS

Prime time announcer: Exciting, energetic with over 5 years on-air experience. Earle S. Stephens 552 Parkside Avenue, Apt., E5, Brooklyn, NY 11226. Call 718-856-1075.

Veteran sports announcer seeking long term opportunity. Extensive major market background including talk, great play by play, commentary, network experience. Recently widowed and can make quick move. Bob Buck 812-424-6020.

Exciting, enthusiastic PBP announcer with nine years experience, especially H.S./college football, basketball; skilled in all air work, news/copy writing, production, sales; looking for station/network committed to quality sports programming; willing to relocate anytime, anywhere. Jay 304-779-9339.

Midwest.. over twenty years all-around experience with solid references. Also wide news background. Prefer country or easy listening. Personal interview required. 319-233-3792.

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SCA for lease on full power fulltime FM in Dallas-Ft. Worth market. Send inquiries to Box T-5.

TELEVISION

HELP WANTED MANAGEMENT

Marketing manager: Midwest affiliate. Must have extensive promotion and sales experience. Duties will include audience and sales promotion plus development of value-added projects to enhance revenue and community status of station. Direct supervision of all on-air, print and radio promotion. Send resume with salary requirements to Box T-11. EOE.

SW Florida television station is seeking national sales manager to handle regional and national accounts. Must have minimum 5 years broadcast sales experience with station or national rep firm. Send resume to Vice President - Sales, PO Box 21239, Sarasota, FL 34276. EOE, M/F.

National sales manager: Top CBS affiliate in Sunbelt seeks experienced professional with strong national sales background, minimum two years required. Good research and communications skills a must. Local sales background preferred. Send resume, salary history, sales philosophy to: WTVR-TV, 3301 West Broad St., Richmond, VA 23230. No phone calls, please. EOE, M/F.

Director of engineering: WTSP-TV, Tampa/St. Petersburg, Florida is seeking a qualified individual to assume duties and responsibilities as director of engineering. Applicants need to possess a sound management background along with excellent interpersonal skills. WTSP is an equal opportunity employer. Please direct your resumes to Vincent F. Barresi, Vice President and General Manager, WTSP-TV, PO Box 10,000, St. Petersburg, FL 33733. EOE.

General sales manager: Responsible for national, regional and local time sales: Management of local sales force. Send resume to: Marie Platteter, PO Box 858, Rhinelander, WI 54501. EOE.

HELP WANTED SALES

Local sales manager: Dominant West-South Central affiliate seeks a proven sales leader to motivate a team of 7 marketing professionals. Candidates need strong promotions background, degree preferred plus 3 to 5 years of demonstrated local leadership ability. Send detailed resume and salary requirements to: Box T-2.

Television account executive: WOWT-TV in Omaha is looking for an account executive with three years television sales experience. Prefer college degree in business, advertising or journalism. Must have ability to work with rating books and broadcast research material to formulate sales presentations. Must be a creative self starter, work well with people and must be well organized. Must have a car and valid drivers license. Working hours will vary. Send resumes to: John Curry, Local Sales Manager, WOWT, 3501 Farnam Street, Omaha, NE 68131. WOWT is an equal opportunity employer.

California based television syndication and production company seeks sales representatives to cover domestic and foreign television sales. Send resume, salary requirement to: Tim Cook, TLC Communications, 16796 Olive St., Fountain Valley, CA 92708. EOE.

WPPT-TV, Pittsburgh, is seeking a national sales manager. Qualified applicants must have a minimum of three years station/national rep sales experience. Strong background in Independent sales desired. Send resume and salary history to Bill Stanton, PO Box 2809, Pittsburgh, PA 15230. EOE.

HELP WANTED TECHNICAL

Chief engineer for small market network affiliate. A hands-on type with good people skills and leadership qualities. Should have hands-on experience with UHF Transmitter and the latest state-of-the-art studio equipment. A perfect opportunity for a person in the #2 position to advance to #1. Send resume to: Mr. Charles Goode, Vice Pres., Engr., Smith Broadcasting Group, Inc., PO Box 12, Wichita, KS 67201. EOE.

TV maintenance engineer for WVAH-TV. Must have experience maintaining VHF transmitters and studio equipment such as cameras, video tape machines, switchers and associated equipment. FCC General radiotelephone license or SBE certification preferred. Must have completed basic electronic training. Send resume to Chief Engineer, WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526. M/F EOE.

Maintenance technician. Experienced technician needed to maintain a wide range of technical equipment. Experience in trouble shooting and repair of studio video and audio equipment, digital and ENG equipment needed. RF experience desirable. Women and minorities are encouraged to apply. Send resume to Human Resources Department, KUSA-TV 1089 Bannock St. Denver, CO 80204. Equal opportunity employer.

Operations technician needed. Person should be experienced in studio camera operations, video tape, audio or TD. Women and minorities are encouraged to apply. Send resume to Human Resources Department, KUSA-TV 1089 Bannock St., Denver, CO 80204. Equal opportunity employer.

Engineer: State-of-the-art Midwest telecommunications facility has opening for electronic technician with broadcast experience to operate satellite uplink equipment overnights and install and maintain related television and radio equipment. Minimum two year technical degree required. Must be SBE certified and/or FCC General license. Send resume and salary requirements to Box T-10. EOE.

Assistant chief engineer: Applicants should have at least five years experience in all phases of television operations and equipment maintenance. A strong technical background, good administrative skills, and a valid FCC General Class license are required. Letter and resume to: Curtis Meredith, WTVU 11, PO Box 2009, Durham, NC 27702. EOE.

HELP WANTED NEWS

10 O'Clock producer: CBS affiliate in Sunbelt 50's market needs a leader for its award-winning 10 o'clock newscast. You need a minimum two years experience producing a 30-minute newscast. Good writer. Work and play well with others. No beginners or recent college graduates. Send resume, writing samples and non-returnable tape to Scott Parks, News Director, KOTV, 302 S. Frankfort, Tulsa, OK 74120. EOE M/F.

News producer: Major market East Coast station seeks experienced producer. Ideal candidate has produced daily broadcasts and worked on special projects. Minimum 6 years of professional experience. Send resumes to David Friend, Executive Producer, WABC-TV, 7 Lincoln Square, New York, NY 10023. NO phone calls please. We are an equal opportunity employer.

Reporter/anchor: Award winning, computerized Atlantic coast affiliate seeks two (2) reporter/anchor candidates with at least one (1) year experience. Tapes and resumes to Roger Follebout, News Director, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

News series producer: St. Louis affiliate looking for experienced series producer. Successful applicant must have strong writing, production, and news gathering skills. A proven track record is a must. Reply to Box T-17. EOE.

Television news reporter: Top 15 market. Must have excellent writing skills. Must be versatile, and able to report hard news, spot news and do compelling, memorable features. College degree and at least three years market experience preferred. Please send letter and resume to: Box T-12. No phone calls. We are an equal opportunity employer.

ENG technician microwave operator. To receive incoming microwave and satellite transmissions for inclusion in news programs. Must have microwave experience. Ability to perform light maintenance on ENG equipment helpful. Send resume (no calls) to Woody Reeves, ENG Supervisor, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

Looking for experienced investigative producer who wants to make a difference. Must be able to enterprise high-impact investigative stories, research and document them and have exceptional producing skills. Resume requested. Reply Box T-4. EOE.

Weekend anchor/reporter: Must have at least one year experience as a reporter and prior anchor experience is preferred. Strong writing skills are needed along with a dynamic personality. Two year commitment required. Send non-returnable tape and resume to Richard Howard, News Director, KTPX-TV, PO Box 60150, Midland, TX 79711. EOE.

Award-winning cable TV station has immediate opening for videographer/production person for nightly newscast. Contact News Director, Cape 11 News, 508-394-2246. EOE.

Top rated station has immediate opening for a general assignment reporter. Minimum 6 months experience, college degree, computer skills preferred. Mail resume to Steve Pritchett, News Director, KVII-TV, One Broadcast Center, Amarillo, TX 79101. EOE.

Assistant producer. British morning news show based in Washington. Minimum 2 years news production required. Must have knowledge of US politics and international affairs. Work evening hours. No calls, no tapes, please. Send resume to: ITN of London, Channel 4 Daily, 1726 M St., NW, Suite 703, Washington, DC 20036. EOE.

News producer: KMEX-TV seeks an experienced, bi-lingual, highly motivated team player as producer for LA's top Spanish newscasts. This individual must be creative and able to communicate in both English and Spanish effectively with the KMEX news team. He or she must be detail oriented and have an ability to execute Noticentro 34 with consistency and intelligence on a daily basis. This person will work closely with the news director to format the newscast, and supervise reporters and writers in their daily assignments. He or she will also bear primary responsibility for the on-line preparation of the newscast and will supervise on-air production of the news in the control room. This position requires a minimum three years experience, with a Bachelor's degree preferred. Interested applicants should send tape/resume to: News Director, KMEX-TV34, 6255 Sunset Blvd., 16th Floor, Hollywood, CA 90028. No phone calls, please. KMEX-TV is an equal opportunity employer. Women and minorities are encouraged to apply.

On-air director: KMEX-TV, LA's #1 Spanish language station, seeks an experienced, bi-lingual, highly motivated team player as on-air director for its daily newscasts. This individual should have prior experience directing news and should also have thorough knowledge of journalism. He or she must be detail oriented, be able to think on their feet, and thrive under pressure. This person will work closely with Noticentro 34's news producer and news director to enhance an already established newscast. We're looking for a creative individual who can apply their directing skills to propel our newscast to a new dimension in Spanish language news. This position requires a minimum three years experience, with a Bachelor's degree preferred. Interested applicants should send tape/resume to: News Director, KMEX-TV34, 6255 Sunset Blvd., 16th Floor, Hollywood, CA 90028. No phone calls, please. KMEX-TV is an equal opportunity employer. Women and minorities are encouraged to apply.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director/cameraman: Extensive experience in all phases of film production, production lighting techniques, and post production and dubbing. Knowledgeable in areas of equipment and personnel pricing; able to prepare accurate production quotes for bids. Valid drivers license and good driving record required. Send resume and tape before December 22, 1990, to Toby Jenkins, Manager, Take Ten Teleproductions, c/o WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

Producer/director/computer editor: Northeast ABC affiliate has immediate opening for producer/director/computer editor. Requirements: 3 years experience GrassValley 200 & 300 switchers, Ampex ADO and computer editing systems, college degree in communications, ability to call and switch a newscast. EOE. Resumes only. Deadline December 5, 1990. Contact: Judy Matthews, Production Manager, WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914, 401-438-7200.

Graphic designer: FOX 11 WVAH-TV has an opening for creative, ambitious and team oriented artist. Desktop publishing experience preferred. Send resumes to Operations Manager, WVAH-TV, 11 Broadcast Plaza, Hurricane, WV 25526. M/F EOE.

Full time commercial/promotion producer-director with writing, videographic, editing skills. Degree preferred. Resume to Promotion Director, FOX 68 WSYT, 1000 James Street, Syracuse, NY 13203.

Senior producer: Northern NJ video producers need an experienced TV writer/producer. Network experience and strong writing ability a must. Send resumes to Box T-9. EOE.

Production department manager wanted for television station in Southeast. Applicant must have a minimum of three years experience in supervisory position and include hands on knowledge of all phases of TV production. Reply to Box T-14. EOE.

Shoot commercials/promotions. Need to be able to edit 3/4" and 1" videotape, writing skills helpful. Send resume and non-returnable tape to Jerry LaVine, Production Manager, KTVA, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE. No phone calls please.

Creative service director, award winning producer, writer, director with organizational skills. Responsible for daily scheduling, commercial writing, and billing. Degree and 3 years experience in TV/radio. Resume/tape to: Production Manager, Dept. B, WTVM-TV, PO Box 1848, Columbus, GA 31994. EEO.

Do you know? Computerized editing? Digital effects? Videotape operations? Telecine? Paint Box? Weynand Training Intl. needs skilled professionals with a desire to teach. Send resume to: Weynand Training Intl., 22048 Sherman Way, Suite 212, Canoga Park, CA 91303 or fax 818-992-8641. EOE.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box R-47.

SITUATIONS WANTED NEWS

Experienced news reporter seeking general assignment reporter position. Strong writer, self starter. Has nose for news. Ilene 914-245-7602.

Award-winning reporter/anchor. I have what you want for your news team. Five years radio and television experience. Reply Box R-49.

When I win, you win: 12 years news editor of a #1 rated network program. Plus, as a magazine editor circulation rose from 9,000 to 500,000. Let me show you how solid journalism and the world's best features add up. Write: News Director, PO Box 920, New York, NY 10185.

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newperson. 216-929-0131.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass communication: Eastern New Mexico University announces a tenure-track position for an assistant professor in Mass Communication. Teach courses in public relations, telecommunication, journalism; advise; participate in scholarly activities and develop courses in areas of expertise. Successful candidate will have Ph.D. (ABD considered). Professional public relations experience and university teaching essential. Closing date is January 15, 1991; starting date is August 20, 1991. Send letter of application, vita, portfolio, and four letters of recommendation to: Dr. Lee Scanlon, Search Committee, Station #3, ENMU, Portales, NM 88130. ENMU hires only U.S. citizens and aliens authorized to work in the United States and is an AA/EOE.

Midwestern university: Looking for chief engineer for new Radio/TV facility opening 1/91. Applicant should have full working knowledge of mid-market TV/Radio or university equivalent including: audio/video maintenance, component-level repair, and good trouble-shooting skills. TV facility includes Hi-8, Beta, 3/4", plus Grass Valley, Sony and Ikegami equipment. Facility will also house community local access channel. Radio facility includes Logitek, Dennon, Technics, Grass Valley, and Gates transmitter. Applicant will work with all levels of users, strong interpersonal skills a must. Start ASAP. Women and minorities are encouraged to apply. Send resume and supporting items to: Center for Contemporary Media, 109 Ashbury Hall, DePauw University, Greencastle, IN 46135. AA/EOE.

Graduate assistantships available beginning Fall, 1991 for students enrolled in MA/MS program in radio/TV/film. Assignments include teaching basic production courses, assisting in large-enrollment introductory courses, assisting in radio/cable TV operations, etc. Write to: Dr. Edwin Glick, Graduate Coordinator, Division of Radio/TV/Film, University of North Texas, PO Box 13108, Denton, TX 76203-3108.

Director of WUJC-FM: Responsible for operation of 850 watt station, on yearly basis and teaching in the Department of Communications six hours both Fall and Spring terms. Courses would be in radio related areas such as radio production, broadcast media, radio and TV performance. Staff position reporting to the chair of Department of Communications. All university benefits. WUJC is located at John Carroll University in Cleveland, Ohio. John Carroll is an Affirmative Action, EEO employer. Qualifications: MA plus 5 years teaching or professional broadcasting experience. Send resume, letters of recommendation, and transcripts to: Dr. Jacqueline J. Schmidt, Chair, Department of Communications, John Carroll University, Cleveland, OH 44118. Credential review will begin February 1st and continue until the position is filled.

Broadcasting/mass communication: Tenure track beginning Fall 1991. Instructor or assistant professor, Ph.D. preferred, M.A. and teaching experience required; professional experience desirable. Duties include teaching courses in radio or TV production, Introduction to Broadcasting, and one or more of the following: Corporate Video, Broadcast Journalism, Copywriting, Announcing, Public Relations or Mass Media Theory. Additional responsibilities include committee work and student advisement. Women and minorities are encouraged to apply. Position pending SUNY budgetary approval. For full consideration, send letter, vita, transcripts, three letters of recommendation and tapes exemplifying personal production techniques by March 1, 1991, to: Search Committee, Communication Studies, SUNY Oswego, Oswego, NY 13126. Applications will be accepted until position is filled. AA/EOE.

University of Northern Iowa: The broadcasting division in the department of communication and theatre arts seeks candidates for two positions beginning August 26, 1991. Candidates should have primary expertise in at least one of the following areas: radio/audio production, television production, or broadcasting business. Teaching load would be nine credit hours per semester. Positions will be filled as assistant/associate professor (tenure track) or instructor (3-4 year term), depending upon qualifications. Review of applicants will begin December 7, 1990, but applications will be accepted until suitable candidates are hired. Send application letter, vita, and three references to: Dr. Jon Hall, Head Communication and Theatre Arts, CAC 257, University of Northern Iowa, Cedar Falls, IA 50614-0357. An affirmative action/equal opportunity educator and employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Broadcast audio sales consoles: Expanding sales team looking for self motivated individual. Engineer/technician experience in operation/architecture of audio consoles a must. Sales ability, computer operation, and knowledge of manufacturing helpful. Broadcast knowledge required. Send resume to: Wheatstone Corporation, 6720 VIP Parkway, Dept. E, Syracuse, NY 13211. (No calls, please). EOE.

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Intelligence jobs - All Branches. US Customs, DEA, etc. Now hiring. Call 1-805-687-6000 Ext K-7833.

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Home typlists, PC users needed. \$35,000 potential. Details. 1-805-687-6000 Ext. B-7833.

Reporters: Are you seeking your first or second position in TV news? We can help! Call the Media Marketing Group at 619-270-6808. Demo tape preparation also available. Formerly the Media Training Center.

Looking for a position in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$150.00 for 1 year of service. Free information. Write: Bill Elliott, Consultant/Headhunter, 48 Imperial Avenue, Pittsfield, MA 01201.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

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Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1" VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Wanted: BVW-75 Betacam SP editing recorder. Low hours, clean machine. Call Scott Wheeler at Metro Videoproduction, 804-253-0050.

FOR SALE EQUIPMENT

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

1Kw AM transmitters: Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

FM transmitters: Wilkenson 25,000E (1983), Harris/Gates FM20H3 (1972), RCA BTF 20E1 (1973), CCA 20,000DS (1972), Harris FM10K (1980), Wilkenson 10,000E (1983), Harris FM5H3 (1975), CCA 2500R (1978), 800-441-8454, 215-884-0888, Fax 215-884-0738.

AM transmitters: RCA BTA 10U (1972), Harris MWSA (1979), CCA 5000D (1974), McMartin BA5K (1980), Cont. 315B (1966), Gates BC5P2 (1967), McMartin BA2.5K (1981), 800-441-8454, 215-884-0888, Fax 215-884-0738.

1000' tower. Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Transmitters, radio & television: TTC manufactures state-of-the-art low power and full power television; and FM transmitters 10 watts to 50Kw, solid state from 10 watt to 8Kw. Call 303-665-9000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

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Blank tape, half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order call Carpel Video Inc. toll free 800-238-4300.

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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.

Save on videotape stock. We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Mark Wilson, Exchange National Funding. 1-800-275-0185.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Batwing antenna repair parts. We stock feedlines. Tower Network Services 305-989-8703.

Lease purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

BTS Routing Switcher Component or RGV 30 x 30 with 3 level audio 6 x-y control heads. Expandable, currently in use. Contact Ron Fries 703-525-7000. Current model, priced to sell!!

For sale 3 1/2 year old Dicomed ProducerXP Design Station located in West Hartford, CT. Selling as-is. Call Kathy Bengston 203-677-9423 with offer.

Used television production equipment - Call Media Concepts, Inc. to list your equipment or to purchase quality used equipment. (918) 252-3600.

For sale: Sony BVV-507 Betacam w/Canon lens + CA-3A and CVA-1. Used by one cameraman only for 20 months. Excellent condition \$25,900. Ike HL79-EAL w/Canon lens. J-Labs. Sony BVU-50 + 4800 \$11,900. Mark Falstad 612-865-2244.

Satellite teleport for sale, with two C-band and two Ku-band earth stations. Perfect for cable channel broadcasting. \$825,000 plus lease or purchase of land Megastar 800-328-2546.

Graphics equipment: 24-bit Cubicomp Picturemaker w/computer, \$15,000. 16-bit Cubicomp Picturemaker w/computer, \$10,000. Genesis Act One DVE, \$10,000. Fortel CC-1 color corrector, \$3,000. Call Tom Schmidt, 202-955-7352.

Marti STL8: 2 transmitters, 2 receivers - all in good condition with manuals. \$3,500 OBO. Contact Jim Casey, WLKB 815-758-8686.

83 - AM-FM Transmitters (in stock) All powers - All manufacturers - All complete - All inst. books - All spares. BESCO Internacional 5946 Club Oaks Dr. Dallas, TX 75248. 214-630-3600.

The Northeastern Pennsylvania Educational Television Association is soliciting bids for the purchase, under a Federal grant, of a 5000-Watt FM Radio Transmitter. Any responsible organization interested in bidding please write, before 12/15/90, to William Myers, Director of Engineering, WVIA-TV/FM, Pittston, PA 18640.

Television/video equipment. Studio, transmitters, microwave. Buyouts, liquidations, brokering. Since 1967. Maze Broadcast 205-956-2227, Fax 956-5027.

Automatic transmitter identification system. Required by FCC for satellite video transmissions. Available now. 702-386-2844.

Video equipment for sale: (2) Ikegami HL-79EAL packages; (1) Sony BVU-110 recorder w/T.C.; (2) Sony BVU-800T's w/cases; (1) Sony BVH-500A 1" recorder w/Chroma Stabilizer, Porta-Brace pouch, ATA case. ABOVE equipment has been meticulously maintained and will be sold singly or as a package. Contact: Allen Sandrow 215-829-9000.

RADIO

Help Wanted Management

GENERAL MANAGER

One of the country's premier public broadcasting stations is looking for a professional, experienced, leader to manage its television and FM stations. Need strong background in programing, operations, fiscal and cash management, and fundraising. Requires corporate and community involvement.

Successful experience at senior management level in telecommunications field required; degree in mass communications or related field helpful; some experience as general manager of assistant general manager desirable.

Deadline December 17, 1990 for resumes to:

Dr. Adam Herbert
c/o WJCT
Attention Mattie Fraser
100 Festival Park Avenue
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WJCT IS AN EQUAL
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Former owner-manager of medium market stations available for radio GM position, or TV management position, 4 years major-market TV, 14 years radio owner-manager. Strong in sales, promotion, programming and intensive involvement in the community. Built 4 stations from C.P. Communications and Law Degree. Available now for challenging opportunity. Investment possible. David 215-340-9738 evenings/ weekends, or FAX: 215-348-5502.

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Division One football, basketball, and hockey play by play talent available. Endorsed by national consultant. Ready to join your team.
Box T-15

Miscellaneous

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15-minute programs from
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Contact Steve Bridges
at 319-263-2442.

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MAINTENANCE ENGINEER

CNBC currently seeks an experienced Maintenance Engineer for our state-of-the-art facility in Fort Lee, NJ. You should have experience in television broadcast engineering and all phases of television operations.

To be a part of this fast-paced, team-oriented environment, send your resume and salary history to Personnel Associate, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an Equal Opportunity Employer.

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OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
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Deadline is Monday at noon Eastern
Time for the following Monday's issue.

Help Wanted News

GENERAL MANAGER

New England Cable NewsChannel seeks an individual with outstanding, proven management and leadership skills to guide the launch and operation of one of the nation's most ambitious 24-hour-a-day all-news channels. The successful candidate will combine substantial experience in broadcast or cable television operations with a thorough knowledge of finance, marketing, and sales. Experience in news administration and a familiarity with the Boston/New England area would be decided assets. The General Manager must also be adept at reaching out to and working effectively with community groups of all types. This is a position of exceptional challenge and opportunity. New England Cable NewsChannel is a joint venture of the Hearst Corporation and Continental Cablevision, Inc. Please send resume, which MUST include salary history, (no phone calls) to the attention of **Phillip S. Balboni, Hearst Corporation, 959 Eighth Avenue, New York, NY 10019.** New England Cable NewsChannel is an equal opportunity employer.

New England Cable NewsChannel

ALLIED FIELDS
Help Wanted News



Radio and Television News Directors Foundation
EXECUTIVE DIRECTOR

RTNDF is seeking an individual with proven experience in fund-raising, program administration, and public relations, and an understanding and appreciation of radio and television journalism, to serve as Executive Director in Washington, D.C. Successful applicant must be an articulate spokesperson and advocate for journalism education and research and effectively represent RTNDF principles and positions.

RTNDF was chartered in 1967 and has long been active in scholarship and fellowship programs. It now is establishing its first permanent office, greatly expanding fund-raising operations, and initiating a variety of new project activity.

Send resume and salary requirements, postmarked no later than February 1, to: David Bartlett, President, RTNDF, Suite 615, 1717 K Street, N.W., Washington, D.C. 20006. EOE.

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50,000 watts AM Fulltime
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Price: \$400,000
Seller Financing Possible
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Real Estate Included.
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**Will finance with half down.
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NEW EQUIPMENT & STUDIOS
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AUCTION: Dec. 13, 1990

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SC Class C2	3.5 Mil
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Friday, December 21,
1990 for the December
31, 1990 issue and
Friday, December
28, 1990 for the January
7, 1991 issue .**

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Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 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.

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Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

FATES & FORTUNES

MEDIA

Jim Powell, director of broadcast operations and engineering, WMAQ-TV Chicago, joins WRC-TV Washington as managing director of station operations.

Kevin W. Kenney, program director and operations manager, WPMY-AM-FM Rochester, N.Y., joins WXLK(FM) Roanoke, Va., as general manager, succeeding **Al Casey**, general manager, co-owned WJQI-AM-FM Chesapeake, Va. (Virginia Beach).

Marc W. Morgan, VP and general manager, WCKG(FM) Elmwood Park, Ill. (Chicago), adds duties as regional VP, West, Cox Enterprises. **Robert F. Neil**, VP and general manager, WSB-AM-FM Atlanta, adds duties as regional VP, East, Cox Enterprises.

Jennifer Lynn Roth, former station manager and program director, WFAE(FM) Charlotte, N.C., joins WBFO(FM) Buffalo, N.Y., as general manager.

Bruce Goldsen, program director, WIVY-FM Jacksonville, Fla., joins WABJ(AM)-WQTE(FM) Adrian, Mich., as VP and general manager.

Sarah Pattison, assistant controller, Summit Communications Group Inc., Atlanta, named controller.

Mark H. Boardman, VP, radio, WXXI-AM-FM Rochester, N.Y., joins WBAA(AM) West Lafayette, Ind., as manager, succeeding **David P. Bunte**, named senior staff producer.

Sylvia Komatsu, director of television programming, KERA-TV Dallas, and KDTN(TV) Denton, Tex., elected VP of parent company, North Texas Public Broadcasting Inc.

Stephen W. Dant, from WTAJ-TV Altoona, Pa., joins WOWK-TV Huntington, W. Va., as VP and general manager, succeeding **Leo M. MacCourtney**, named VP for community relations.

Gwendolyn Dorsey, office assistant, WHAM-AM-FM Rochester, N.Y., named human resources director.

Randy L. Nungester, former district manager, Cablevision Industries Massachusetts Systems, joins MultiVision Cable TV, Hendersonville, N.C., as VP and regional general manager, Mid-

South region. **Marc S. Jennings**, VP and regional general manager, Mid-South region, MultiVision Cable TV, named VP, government relations, Gulf Coast, Mid-America and Mid-South regions, and district general manager, Eastern Carolina district, Williamston, N.C.

Cable News and Business Channel, Fort Lee, N.J. appoints account executives to regional managers, affiliate relations: **Tom Detulleo**, **Pauline George** and **Ray Hopkins**.

Robert Rueckert, general manager, Georgia, Florida and South Carolina cable television systems, Scripps Howard, named general manager, Sacramento Cable there.

Robert W. Thomas, president, B&B Media, Advertising and Public Relations, Draper, Va., and former owner of WBLB(AM) Pulaski, Va., returns as consulting general manager.

and **Irwin Srob**, VP, associate media director.

VP's appointed at Turner Broadcasting Sales Inc.'s new Business Development Group division, New York: **Art Cohen**, manager, CNN business department; **Steve Carter**, manager, Turner Entertainment Network, and **Evan Messenger**, senior account executive, CNN.

Appointments at WKFM(FM) Fulton, N.Y. (Syracuse): **Tracy Sherwood**, from WSYT(TV) Syracuse, and **Eric Moscow**, WHEN(AM) Syracuse, N.Y., named account executives; **Greg Butkowsky** and **Dale Davis**, account executives, named senior sales executives.

Christina Keating, producer, Bozell Inc., joins Poppe Tyson Advertising, New York, as director of broadcast production, New York.

SALES AND MARKETING



Burton

Bill Burton, former chairman and owner, Eastman Radio, joins Detroit Radio Advertising Group as president and chief operating officer.

Lesley Halpern, manager of advertising and promotion, ABC Radio

Networks, New York, named director of advertising and promotion.

Appointments at MTV Network's Western Region, Los Angeles: **Harriet Schultz**, account director, named sales director, advertising sales; **Rhonda K. Axelson**, account director, named affiliate sales director, and **Gina Sheldon**, sales planner, named account manager, advertising sales.

Senior VP's appointed at Saatchi & Saatchi Advertising, New York: **Barbara Borg**, associate media director; **Erica Gruen**, VP, associate director, television and new media; **Susan Radden**, VP, director, The Program Exchange,

CASE 85-14:

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The person you describe is the person we'll deliver.

Thomas J. Kallay, media relations specialist, Edison Electric Institute, joins Evans Communications advertising and public relations, Washington, as senior account executive.

Edrea Lazerick, account executive, WQAL(FM) Cleveland, named general sales manager.

New appointments at Vitt Media International, New York: **Sheldon Kauer**, senior VP, named executive VP; **Steve Berger** and **Howell Cohen**, group VP's, named senior VP's; **Joseph D'Alto** and **Harry Murcott**, VP's, named group VP's, and **Holly Wexler**, associate VP, named VP.

Drew Bienvenu, local sales manager, WGCX(FM) Atmore, Ala. (Mobile), joins KQLD(FM) Port Sulpher, La. (New Orleans), as general sales manager, succeeding **Lynn Long**, named general manager.

PROGRAMING

William M. Abrams, director of administration, daytime programs, Capital Cities/ABC, New York, named VP, marketing and development, daytime programs, ABC Entertainment.

Allan N. Chalfin, VP, finance, MTM Enterprises, joins Saban Entertainment, Burbank, Calif., as executive VP.

Sammy Mack, from KDIA(AM) San Francisco, (Oakland), joins WKYS(FM) Washington as air personality.

Cheryl Jensen, assignment editor, KPRC-TV Houston, joins Group W News Services, Los Angeles, as assignment manager, *The Entertainment Report*.

Valerie Lovelace, director of research, *Sesame Street*, Children's Television Workshop, New York, named assistant VP, *Sesame Street* research.

Dave Ervin, program director, WMYG(FM) Braddock, Pa., joins WQAL(AM) Cleveland in same capacity. Appointments at Buena Vista Television, Burbank, Calif.: **Wendell Foster**, manager, television research, named director, research, Walt Disney Network Television; **Frances Calfo**, research analyst, and **Julie Piepenkotter**, senior research analyst, named managers.

Kem Maher, director of operations and programing, WDCA-TV Washington, joins Prevue Guide Channel, Tulsa, Okla., as program operations manager.

Rick MacKenzie, assistant program director, WAAF(FM) Worcester, Mass.,

CBS TAPS IN-HOUSE PRODUCTION HEAD

Andy Hill has joined CBS to oversee CBS Entertainment Productions, the network's in-house production arm. As executive vice president of the division, Hill will report to Jeff Sagansky, president, CBS Entertainment.

According to a CBS spokeswoman, Norman Powell, who had been overseeing the operation of CBS Entertainment Productions as vice president of the division will continue in his position now reporting to Hill.

Hill joins CBS after a two-year stint with Davis Entertainment as executive vice president. Before that he had been a producer for ABC Circle Films and a partner in Hill/St. John Films at Columbia Pictures Television. From 1982 to '85 he had been at Columbia as vice president, movies and mini-series.

Hill comes to a division that has a hand in producing three of the network's series, *Rescue: 911* with Arnold Shapiro Productions, *Evening Shade* with MTM Enterprises and Mozark Productions Inc., and the recently canceled *Bagdad Cafe* with New World TV and Patchett-Kaufman Entertainment.



joins WVOR-FM Rochester, N.Y., as program director.

Joseph Y. Abrams, senior VP, worldwide pay television, MGM/UA Telecommunications Inc., Los Angeles, joins ABC Distribution Co., New York, as senior VP.



Abrams



Ehrlich

Wendy Ehrlich, director of advertising, publicity and promotion, Orion Television Entertainment, joins Warner Bros., Burbank, Calif., as manager, corporate marketing and advertising.



Fero

Lynn Fero, director, business affairs administration, Viacom Enterprises, New York, named VP, business affairs administration.

Ellen Wander, VP, Turner Home Entertainment, named senior VP, Turner Pictures

International, Los Angeles.

Jenny Baldwin, from ABC Licensing Inc., joins Nickelodeon/Nick at Night, New York, as director of licensing. **Gwen Billings**, director of talent relations, Nickelodeon/Nick at Nite, named director of development.

NEWS AND PUBLIC AFFAIRS

Bason Jordan, managing editor, international desk, CNN, Atlanta, named VP.

Henry S. Florsheim, assistant news director, WABC-TV New York, named news director.

William Schneider, resident fellow, American Enterprise Institute, Washington, joins CNN there as political analyst.

Charlotte Porter, assistant chief, Associated Press, Atlanta, named head, Phoenix bureau. **Dale Leach**, assistant chief, Associated Press, Columbus, Ohio, named head, Albuquerque, N.M.

Don Weaver, former news chief, Voice of America, joins WXPZ(FM) Milford, Del., as news director.

Chris Long, news director, KINS(AM) Eureka, Calif., joins KOH(AM)-KSNY(FM) Reno, in same capacity.

Appointments at WICS(TV) Springfield, Ill.: **Mark Randal**, press secretary, Illinois Department of Agriculture, named political reporter; **Betsy Moore**, weather anchor, adds duties as community affairs director, and **Kimberly Marsh**, morning anchor and producer, KFSM-TV

Fort Smith, Ark., named general assignment reporter.



Webster

Dan Webster, former news director, KUTV(TV) Salt Lake City, joins Associated Press, Washington, as director of television marketing.

Melissa Sander, general assignment reporter, WTNH-TV New Haven, Conn., joins WJZ-TV Baltimore in same capacity.

Doug Ballin, news director, WTTV(TV) Bloomington, Ind. (Indianapolis), joins WRAL-TV Raleigh, N.C., in same capacity.

Nadine Woodward, anchor, KIDK(TV) Idaho Falls, Idaho, joins KREM-TV Spokane, Wash., as 5 p.m. and 11 p.m. co-anchor.

Brad Steinke, from KGUN(TV) Tucson, Ariz., joins KSL(TV) Salt Lake City, as sports anchor.

Melinda Penkava, anchor and reporter, WRAL(AM) Raleigh, N.C., joins WPTF(AM) there as co-anchor.

Jim Bailey, principal anchor, WMTW-TV Poland Spring, Me. (Portland), joins WLEX-TV Lexington, Ky., as principal male anchor.

Colleen Pierson, executive producer, Johnson and Dean Advertising, Grand Rapids, Mich., joins WOTV(TV) there as director of public affairs.

John Sears, executive news producer, KPTV(TV) Portland, Ore., named news director, succeeding **Bill Swing**, retired.

Melanie Bullard, principle reporter and back-up anchor, WAVE(TV) Louisville, Ky., named weeknight co-anchor.

Steve Highsmith, former news director, WCAU(AM) Philadelphia, joins New Jersey Network, Trenton, N.J., as co-anchor, *New Jersey Network News*.

Cathy Hetzel, sales director, Western United States, joins Digital Cable Radio, Anaheim, Calif., as director of affiliate relations, Western United States.

TECHNOLOGY

Charles L. Dagas, VP, television operations, CBS East Coast Broadcast Operations, New York, named VP, engineering, CBS Operations and Administration.

Jeri Amstutz, national account manager, Telecrafter Services Corp., joins International Cablecasting Technologies

Inc., Beverly Hills, Calif., as director, affiliate relations.

Ronald T. Lask, president, Last Television Systems Inc. television and engineering consulting firm, joins Pennsylvania Public Television Network, Hershey, Pa., as director of engineering and operations.

Thomas J. Hurley, customer service engineer, Macdonald Dettwiler, New York, joins Quantel, Stamford, Conn., as customer service engineer.

Appointments at Harris Allied, Quincy, Ill.: **Jack O'Dear**, sales manager for Europe and Africa, broadcast equipment, named director of international sales; **Ronald C. Frillman**, manager of domestic radio RF sales, named manager of radio field sales, and **Tom Harle**, manager of domestic radio studio sales, named manager, Broadcast Telemarketing Center.

Tom Williams, formerly from Scientific Atlanta Inc., joins Cable Television Laboratories Inc., Boulder, Colo., as transmission engineering specialist.

Lorna Campbell, from Career Trak seminar and publishing company, joins Cable Television Laboratories, as chief accountant.

Hugh Gillogly, former sales manager, Central Dynamics Ltd., joins BARCO Inc., Coronado, Calif., as Western regional sales manager, broadcast products.

Bill Sobel, from Post Perfect, New York, joins Crawford Post Production, there as Northeast regional sales manager.

Sally J. Burke, VP and manager, Bay-Bank Systems Inc., Waltham, Mass., joins GTE's Sylvania Lighting division, Danvers, Mass., as manager of advertising, marketing and communications.

PROMOTION AND PR

Karen D. Whitaker, from Summit Cable Services of Georgia Inc., joins Cox Cable Communications, Atlanta, as manager of customer service.

Elaine Tarant, staff manager, financial communications, Centel Corp., forms Elaine Tarant Communications, San Francisco, specializing in public relations and marketing communications.

Stephanie Markou, morning host, WTAX(AM) Springfield, Ill., joins

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SIKES AND COLEMAN JOIN BROADCAST PIONEERS

Federal Communications Commission Chairman Alfred Sikes and CBS Sports broadcast associate John Coleman have been named members of the Broadcast Pioneers. Sikes served as Assistant Secretary of Commerce and Administrator of the National Telecommunications and Information Agency before being appointed FCC Chairman in August 1989 and owned a group of radio stations in Missouri and Colorado. Coleman, 26, is the youngest initiate to the Broadcast Pioneers. Joining KRON-TV San Francisco as anchor, *Kidswatch* when he was six years old, he served as an air personality at several radio stations there. The society enlists broadcast professionals contributing to the past, present and future of broadcasting.

WICS(TV) there as promotion producer.

Steven I. Cohen, VP, sales, Koenig Artists Supplies, Milford, Conn., joins Keller-Crescent Co., Evansville, Ind., as account executive.

Mia M. Anico, associate producer, Co-video Co., unit of Anthony M. Franco Inc. public relations, named producer.

Robin Johnson, independent producer, Washington, joins The Kamber Group as senior producer.

ALLIED FIELDS

Larry Daniels, from KNIX-FM Phoenix, elected president, Country Radio Broadcasters Inc., Nashville.

Jack Gaines, chief, United States Information Agency Television and Film Service, New York, resigns to form international television consulting and

production company there.

William R. Malone, partner, Murphy & Malone, Washington, joins Miller & Holbrooke there as counsel, specializing in communications law.

Roger D. Pience, consultant, joins National Cable Television Association, Washington, as director of engineering. **Bridget Duff**, economic analyst and federal/state liaison, Florida Public Service Commission, joins NCTA, Washington, as director of state outreach.

Dick Lobo, president and general manager, WTVJ(TV) Miami, named Graciela Olivarez Award recipient from Latino Committee on the Media.

National Public Radio reporters **Jacki Lyden**, London, and **Michelle Trudeau**, free lance, Los Angeles, won awards in network radio category of 1990 Media Awards Competition sponsored by National Mental Health Association. Lyden received gold award for

Mental Health Care in Montana, and Trudeau received silver award for *Panic Disorder in Children*.

Barbara Feigin, executive VP and director of strategic services, Grey Advertising Inc., elected 1991 chairwoman, Advertising Research Foundation.

Merrill W. Buckley Jr., manager, program planning, electronic systems division, GE Aerospace and Defense, elected president-elect, The Institute of Electrical and Electronics Engineers Inc.

DEATHS



Burns and son, Howard.

Stan Z. Burns, 63, radio anchor, WINS(AM) New York, died Nov. 16 at Lenox Hill Hospital there. Cause of death was not released. Burns joined WINS in 1944 as staff announcer. He is survived by daughter, Jenny,

Anthony W. Rose, sales manager, WGMS-AM-FM Bethesda, Md. (Washington), died of smoke inhalation and second and third degree burns over 90% of his body after apparently dousing himself with flammable liquid and setting himself on fire at his home in Silver Spring, Md., Nov. 24. Rose was member of Washington FM Radio Partners investors group and was national sales manager at WDJY(FM) Washington before joining WGMS earlier this year. He is survived by his wife, Yolanda and son, Ashford.

Lee C. Peterson, 33, account executive, Capital Cities/ABC National Television Sales, Boston, died Nov. 20 after complications following heart surgery at Children's Hospital there. Peterson began advertising career as copywriter for Marsteller Advertising and McCaffrey McCall, later joining Petry Television as account executive in 1981. Peterson was with Cap Cities since December 1986. He is survived by his wife, Julie.

Jon Epstein, 62, TV producer, died of leukemia Nov. 24 at Cedars-Sinai Medical Center, Los Angeles. Television producing credits include NBC's *Arrest and Trial*, *Tarzan*, *McMillan and Wife* and *Scene of the Crime*; CBS's *Trials of O'Brien* and *The Whorehouse Sting*; ABC's *The Flying Nun*, *The Outcasts* and *Three's a Crowd*. He is survived by his brother, Danal, niece and nephew.

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FIFTH ESTATE

DENNIS FITZSIMONS: TRIBUNE'S INDEPENDENT LEADER

If Dennis FitzSimons represents the new generation of broadcast executives, it looks as though the industry is in good hands.

As vice president and general manager of WGN-TV Chicago, FitzSimons, 40, has helped polish the performance of Tribune Broadcasting's flagship with a strong lineup of news, sports and syndicated movie packages. At the same time, he has finetuned new programming strategies for non-Fox independents in an increasingly crowded marketplace. "He's willing to take risks in a changing environment," says James Dowdle, president and CEO of Tribune Broadcasting. "He leads by example."

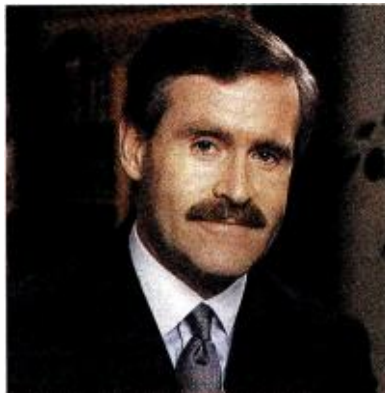
Although initially attracted to the law after college, FitzSimons was convinced by a friend to try the media business and found that he "enjoyed it quite a bit." He worked for a series of agencies and reps in New York, starting at Grey Advertising, PGW and Blair, before landing at Telerep in 1976.

It was there that FitzSimons got to work with Al Masini on Operation Prime Time, lining up stations for the mini-series from MCA, Paramount and Columbia.

FitzSimons was briefly at Viacom in 1981 before being tapped to run the sales operation at Viacom's wvtt(TV) Hartford, Conn., a UHF affiliate in a two-VHF, hyphenated market. He did his homework, studying Arbitron diaries. "There was a way we could get network non-duplication protection in the southern part of the market [New Haven]," he says, by providing cable operators the switching equipment and appealing to them to carry the local signal, wvtt replaced WNBC-TV New York on those systems, improving the station's net weekly circulation in the market.

His success caught the attention of Tribune executives looking for a sales manager for WGN-TV. During his tenure in that post, the station went from the number four billing station in the market to number one.

Also during that time, Tribune went on a shopping spree, picking up several major market stations including wPIX(TV) New York, wGNO-TV New Orleans and KTLA(TV) Los Angeles. FitzSimons served as general manager of the



newly acquired wGNO-TV for 18 months before returning to Chicago. Dowdle was spending more time outlining the company's aggressive growth strategy to Wall Street and FitzSimons was a natural choice to handle more of the day-to-day programming and administrative decisions of the Tribune station group. One of those was the deal among MCA, Tribune Entertainment and the Tribune station group to produce *Charles in Charge* for first-run syndication, which ran for four years and has served as a model for other Tribune Entertainment and station group cooperative ventures.

When Joseph Loughlin stepped down as general manager of WGN-TV in 1987, FitzSimons stepped up to what he calls "the best job of my career and one of the best jobs in the industry." In the past few years, WGN-TV has moved to strengthen its local programming franchises and its ability to compete with basic cable for movie packages. FitzSimons oversaw negotiations that brought back the White Sox and Bulls. There was a concern that the 45 White Sox games, coupled with the 140-game Cubs schedule, would hurt

WGN-TV's news and movie ratings. But FitzSimons says the news and movie numbers "have stayed strong." The station has made Sunday a movie night and put sports on Saturday. The emergence of Fox as a network "has pretty much eliminated the market for movies below the top 30," said FitzSimons. "On an aggregate basis, it reduces the ability of the independent marketplace to pay large prices per title," he says, which will be broadcasting's loss and cable's gain.

To counter that, Tribune has joined forces with stations owned by Gaylord, Koplar and Renaissance, plus wTBS(TV) Atlanta, to buy movie packages from Viacom and Worldvision, effectively bidding against basic cable, primarily USA Network.

The broadcast stations in the group only reach 40% of the country, but the superstation reach of wTBS and WGN-TV, gives the syndicator 80% national coverage. The broadcast stations carry the movies a week or two before they appear on wTBS or WGN-TV, giving them a measure of ratings protection. The superstations, in turn, are not subject to syndicated exclusivity blackouts. "The benefit to us is we're better able to compete with basic cable," he says.

More competition is coming, even in Chicago, where Tribune itself plans to launch a local cable news/sports service. It will be different programming at different times, he says, but it will be another competitor for the viewer's attention.

All that makes a broadcaster's local identity all the more important. In the future, said FitzSimons, "localism will be even more important to us. That's the one way you can have viewers know where you are on the dial." ■

Dennis Joseph FitzSimons

vice president and general manager, WGN-TV Chicago; b. June 26, 1950, New York; BA, political science, Fordham University, New York, 1972; assistant buyer, Grey Advertising, New York, 1972-73; account executive, Peters, Griffin, Woodward, New York, 1973-75; account executive, Blair Television, New York, 1975-76; various sales positions, TeleRep, 1976-81; director of advertising sales, Viacom International, 1981; director of sales and marketing, wvtt(TV) Hartford, Conn., 1981-82; director of sales, WGN-TV Chicago, 1982-84; VP, general manager, wGNO-TV New Orleans, 1984-85; VP, operations, Tribune Broadcasting, 1985-87; present position since May 1987; m. Ann Christie, Sept. 27, 1980; children: Matthew 8; Christine 5; Jeanne eight months.

IN BRIEF

Fox Broadcasting and Tele-Communications Inc. have finalized their agreement to move Fox affiliates to VHF positions on all TCI systems and to create direct cable affiliations in "white areas" where there is no Fox broadcast feed. TCI systems that cannot access Fox broadcast affiliates will begin carrying national Fox feed on Jan. 1, 1991, and will switch to alternative transponder by March 1, 1991, that will have 24 hours of programming, instead of just Fox prime time and KidsNet shows on affiliate feed. It will include Fox library programming and barter syndication material. TCI has 546,000 subscribers in 212 system in white areas. Fox has option of keeping ad inventory on white area channels or turn over avails to TCI. Fox's standard contract that it is showing to other MSO's for similar deals includes fee of 12 cents per subscriber if MSO gets ad inventory. That 12 cents is negotiating price, according to Preston Padden, Fox senior vice president.

Last Wednesday (Nov. 28), Miami District Court Judge William Hoeveler lifted three-week-old restraining order prohibiting CNN from airing tape recorded prison telephone conversations between deposed Panamanian leader Manuel Noriega and his attorneys. Hoeveler said (after reviewing tapes) airings would not interfere with Noriega's right to fair trial in drug conspiracy case. CNN had turned

tapes over to Judge Hoeveler after U.S. Supreme Court upheld ban and refused to hear network's appeal of prior restraint (BROADCASTING, Nov. 26). While matter is essentially settled, CNN still could face contempt charges for having aired portion of material while court-ordered ban was still in effect.

Beacon Communications Co., formerly known as Beam Communications, sold WPBN-TV Traverse City, Mich., and WDM-TV Laurel-Hattiesburg, Miss., to Federal Broadcasting Co. (headed by Peter A. Kizer and Dale Rands), for **\$40 million cash.** Sale is latest in ongoing liquidation of Beam, formerly headed by Frank Beam, which filed for bankruptcy last year (BROADCASTING, July 3, 1989). According to Ray Timothy of Furman Selz Inc., investment banking firm representing seller, Beacon is still trying to sell its two remaining TV's (WCFT-TV Tuscaloosa, Ala., and KYEL-TV Yuma, Ariz., both affiliates), to complete liquidation. Bob Gilbertson is court-appointed examiner for Beacon. Federal also owns WLUC-TV Marquette, Mich., and KTVO(TV) Ottumwa, Iowa.

"Is your vacuum cleaner dying a slow, painful death? Do your vacuum cleaner and yourself a favor. Take it down to the vacuum cleaner hospital for all your vacuum cleaner needs....That's the Bill Munroe Company...located at 630

Highway 12 East in Kosciusko." Does that sound like commercial? It does to **FCC.** As result, agency has **admonished noncommercial WITA(FM) Kosciusko, Miss.,** for airing it last January, citing rules prohibiting stations on educational frequencies from broadcasting ads. Nov. 13 letter of admonition was released last week.

CBS Sports is reportedly asking Major League Baseball to return portion of \$260 million in rights fees network paid for recently completed season or adjustment in payments over next three years of four-year contract, according to *The National Sports Daily*. Newspaper reported MLB not interested in either deal, but might consider giving network additional games to make up for estimated \$100 million lost by CBS in first season. A CBS Sports spokeswoman told BROADCASTING: "We have had conversations with the commissioner's office but contractual matters are strictly private." An MLB spokesman offered no comment.

WTHZ-FM Tallahassee, Fla., must forfeit \$18,000 and was issued Notice of Liability and short-term license renewal, subject to reporting conditions, for **violating EEO rules.** WTHZ, said FCC, "failed to undertake adequate EEO recruitment efforts, or to analyze its efforts to recruit, hire, promote and retain minorities." FCC also denied request by, and subsequently ordered Keymarket Communications of Columbia Inc., former licensee of **WTCB-FM Orangeburg, S.C.,** to pay \$10,000 for **violation of affirmative action policies.** Keymarket had appealed severity of fine. FCC also denied reconsideration request by Congaree Broadcasters Inc., licensee of **WSCQ-FM West Columbia, S.C.,** of \$10,000 forfeiture order for **EEO violations.** WSCQ-FM's license was renewed short term, subject to reporting conditions.

Outside audit for FNN's fiscal 1990 has been nearly completed, but doesn't have good news to tell. FNN will post \$72.5 million loss for fiscal year ending June 30, half of which comes from elimination of substantially all transactions with parent Infotech-affiliated companies and uncollectible debt company has written off. Loss will leave company with \$33.5 million shareholders' deficit. FNN also

SCANAMERICA DELAYED

Arbitron will delay its entrance into the network television ratings arena for at least a year, the company announced last week.

In a letter sent to clients and potential users, Arbitron said that its ScanAmerica peplemeter service, set to debut by the fall of 1991, will be launched no sooner than fall 1992. The ScanAmerica service is designed to measure not only viewership but also product purchases tied to TV commercials. Arbitron had planned on having a national sample of 2,000 homes on line next fall and hoped to increase it to 5,000 by 1995.

According to the letter, Arbitron said that the "reliability and utility of any new network ratings service will be subjected to intense scrutiny" and the delay will give the ratings company more time to "demonstrate to all segments of the industry we serve that ScanAmerica brings valuable new measures to the broadcast advertising marketplace."

Arbitron still plans to start up its local market service in 1991. The local system is currently operating in Denver and will add Phoenix, Pittsburgh and St. Louis next year.

will post \$25 million loss for first quarter of fiscal 1991, ended Sept. 30, 1990. FNN also announced it has begun formal sales process. Winning bid expected to be picked up by year's end.

Julie Brienza filed \$12.5 million sexual orientation discrimination suit in U.S. District Court Thursday (Nov. 29), against UPI and Wisconsin broadcaster Vic Eliason.

Brienza was fired from post as UPI Supreme Court reporter after working on freelance piece for Washington gay and lesbian weekly *The Washington Blade*. Brienza said firing was violation of District of Columbia Human Rights Act and that Eliason's action violated Wisconsin "hate crime" laws. Suit alleges that Eliason exerted pressure on UPI to have Brienza fired by urging his listeners—and those listening to show hosted by evangelist Marlin Maddox—to jam UPI phone lines, which they did. Eliason, suit claims, sought Brienza's "termination because she was responsible for writing and editing news on the national level and should not...be permitted to hold her job as a news reporter because she is lesbian." UPI said Brienza was fired for violation of its freelance policy.

Looking for Hollywood executives of equal rank to network executives who volunteered to testify at **FCC's Dec. 13 en banc hearing on financial interest and syndication rules**, commission has invited **Martin Davis** of Paramount, **Steve Ross** of Time Warner and **Michael Eisner** of Walt Disney. If they accept, they will be put on so-called "moguls" panel with ABC's Daniel Burke, CBS's Laurence Tisch and NBC's Robert Wright. Moguls panel is just one of seven comprising 35 witnesses on hearing schedule released last week. Government panel includes Janet Steiger, FTC chairman; James Rill, assistant attorney general, and Janice Obuchowski, head of National Telecommunications and Information Administration. International trade panel features William Brock (on behalf of CBS); Leonard Hill, Leonard Hill Productions; Clyde Prestowitz (on behalf of NBC), and Jack Valenti, Motion Picture Association of America. Other panels address program negotiation process, diversity and creativity, syndication and economic implications.

Advanced Television Test Center (ATTC), Alexandria, Va., facility that will begin testing proposed HDTV transmission systems this spring, announced last week that **Massachusetts Institute of Technology has paid \$150,000 balance of its testing fees owed to ATTC** and will

'WHEEL OF FORTUNE' GETS CBS AX

CBS, in a previously anticipated move ("In Brief," Nov. 26), has confirmed the cancellation of the daytime game show *Wheel of Fortune* (10:30 a.m. ET), pushing back *Family Feud* a half-hour from its current 10 a.m. slot, and putting the new *Barbara DeAngelis* talk-psychotherapy show into the lead-in slot, effective Jan. 14, 1991. (DeAngelis, who now offers advice on KFI[AM] Los Angeles, will be providing guidance on love relationships, family matters and work issues to a studio audience.)

Significant to *Wheel's* network departure (officials from Merv Griffin Enterprises declined to comment on whether any other networks are being pitched to pick up the show) is what, if any, effect this may have on stations who mostly have two years remaining on contracts for the syndicated *Wheel* from King World Productions. CBS, as indicated by station sources, has daytime exclusivity with *Wheel* until 3 p.m. (ET), but a vast majority of the syndicated contracts have "fixed terms" that stipulate prime access (6 p.m. to 8 p.m.) airings for King World's top-rated game show, as confirmed by a spokeswoman for the distributor.

Among *Wheel's* 200-plus client stations, only two affiliates air the game show in early fringe (markets where access slots were already taken). *Wheel* is usually in an hour access hammock with KW companion *Jeopardy!* "After being axed in daytime [on CBS], a few stations may be able to negotiate more flexibility to air both shows in early fringe slots but King World will still be negotiating from position of authority, even two years from now," said one New York station rep source.

However, the King World spokeswoman indicated that "lawyers are evaluating contracts," possibly leaving open the question of whether isolated exceptions may be made for stations to negotiate renewals with early fringe options. An East Coast station source said King World "is still pretty strong willed, but they are listening now more than they used to."

maintain its slot on center's testing schedule. Each proponent had been required to pay \$175,000 as of last June 1 to qualify for testing slot. MIT was given special extension until Dec. 31 to pay fees (BROADCASTING, May 28). School's "channel-compatible HDTV" system is hybrid analog-digital simulcast system.

Because of Thanksgiving holiday, **Nielsen syndication ratings figures** for week ending Nov. 18 were released late last week. *Wheel of Fortune* won week with 14.8 followed by *Jeopardy* with 13.4 and *Star Trek: The Next Generation* with 12.2. Rounding out top 15 shows were: *The Oprah Winfrey Show* (9.6); *The Cosby Show* (9.0); *Entertainment Tonight* (8.6); *A Current Affair* (8.4); *Wheel of Fortune*, weekend show (7.6); *Universal Pictures Debut Network* (7.3); *Inside Edition* (6.0); *Star Search* (6.0); *Donahue* (5.8); *21 Jump Street* (5.1); *Super Force* (4.9); *Hard Copy* (4.8); *Premiere One* (4.8).

CBS was declining to comment on report last week that company was considering major repurchase of stock. One potential implication is that reduction in shares outstanding could increase percentage

held by current 24.9%-owner, Loews Corp. Some think Tisch holding above 25% would trigger FCC inquiry into change of control at CBS, in which case latter could theoretically be required to divest itself of previously-grandfathered cross ownership situations in New York, Philadelphia, Los Angeles and Chicago. Permanent waiver granted similar cross-ownership after merger of Capital Cities and ABC, and subsequent liberalization of cross-ownership rules suggests however that problem could be avoided. Fox-parent company, News Corp., continued last week to renegotiate debt and was said to have proposed to bankers that it be allowed to defer repayment on five billion in debt due over next three years. Plan would include new \$600 million loan to cover near-term liquidity needs, would also raise interest rate on debt. Company is said to have reiterated intent to sell off additional assets.

CBS News confirmed late Friday it will close Chicago and Denver bureaus. One correspondent and one producer will remain in Chicago, five people will be dismissed and 10 technical staffers will move to O&O WBBM-TV there. CBS will retain one correspondent in Denver and one staffer will be dismissed.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

LATEST LOOK AT THE FUTURE

A concise and reasonably clear vision of the future emerged from the opening session of the Western Cable Show last week, the product of such experts as John Malone of TCI, Burt Staniar of Westinghouse Broadcasting, Ted Turner of TBS and Robert Wussler of Comsat Video.

As we read their schematic:

□ Cable is on the threshold of a major expansion in channel capacity—driven by optical fiber and digital technology—that will add 30 to 50 channels to each home in a universe that already reaches almost 60% of television homes while passing 85%. Before the year 2000, cable could put 200 channels to the home without really breathing hard.

□ The most likely option for using that expanded capacity is for a massive program—perhaps 50 channels—of pay per view that will attempt to supplant the home video store.

□ The same function will be attempted by the budding generation of direct broadcast satellites, which hope to deliver that market faster and more economically. The eventual question: will DBS wind up as ancillary to cable or in competition with it?

□ Still other technological opportunities will open to cable, perhaps most excitingly in telephony, a market cable hopes to penetrate while avoiding a similar intrusion from the telcos.

□ The broadcast industry is seen as an ever more active supplier of programming to cable, or collaborator with cable, while continuing profitably on its own.

□ Cable, a highly leveraged business, is in for a “long dry spell” due to the constraints of the credit markets, while broadcasting—less leveraged—will not be so severely affected. Cable, nevertheless, was called by Malone the “best business to be in in a lousy economy.”

As is often the case, technology may be running ahead of our ability to use it. It will be wonderful to see what happens when the two come together.

THE AMERICAN WAY

Few red-blooded Americans can thrill to the news that a Japanese industrial giant is taking over still another of Hollywood's major production companies. The specter of Pearl Harbor remains deep in the American psyche, and while we have long since assimilated Toyotas and Sonys into our way of life, it still comes as a jolt to think of that most American product, Hollywood, in the control of foreign interests.

But, looked at one way, that was what World War II was all about. The idea was to have a free world, and a free world economy, in which nations would do business with each other without the force of arms.

Looked at from that point of view, the purchase of MCA by Matsushita is good news indeed. It should, in the long run, contribute to a solidifying of relations between Japan and the United States, and an evening out of the world's economy. And although a foreign nation may appear to be the principal player, it is an action that smacks purely of American free enterprise.

It should work both ways, of course. We're aware that it's not as easy for U.S. companies to invest abroad, in Japan or elsewhere. A reasonable quid pro quo in these matters must eventually be established around the globe.

Now, if we can just get back to a free enterprise system for Americans. This page hopes that Washington may be so inspired by the laissez faire demonstrated in the international acquisitions of MCA, Columbia, MGM and 20th Century Fox that it will take a similar hands-off approach toward regulations that hobble progress in other areas of telecommunications. The broadcast multiple ownership rules, the cable/broadcast crossownership restrictions and financial interest leap immediately to mind. Considering the state of this nation's economy, there could be no better moment for Washington to get out of the way of progress.

In the meantime, we look for business to be pretty much as usual in Hollywood. It wouldn't hurt this page's feelings if it turned out to be even better.

PART OF THE SOLUTION

Invariably, the latest ivory tower indictment of television as the cause—rather than the mirror—of this or that social ill is fodder for a flashy stat box in *USA Today* or the video equivalent on *Entertainment Tonight*. We would like to accord similar prominence to a few enlightening observations from University of Hartford psychology professor Bernard Friedlander, founder and head of the New England Television Research Center, who has done extensive studies on the effects of television on children.

In a paper delivered to a conference on children, violence and the mass media, Friedlander said that “investigators who gaze obsessively at television violence as if it were the paramount cause of behavioral violence are probably looking in the wrong direction.” He suggests that poverty and unemployment in the real world are far greater factors than television viewing. He goes on to suggest the need for a “major, long-term, highly sophisticated media campaign” to combat street violence involving children, and run by media professionals rather than academics. Whatever else its merits, such a campaign at least looks to the media for solutions rather than as a convenient scapegoat for the problem.




Drawn for BROADCASTING by Jack Schmidt

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knowledge and understanding of cancer, scientific accuracy, originality, clarity of presentation, and initiative.

ENTRY INFORMATION

Articles and programs appearing during 1990 are eligible. Entries must be about cancer, cancer research, or cancer therapy; they must have appeared in a national or local mass-communication medium oriented to a lay, non-technical audience; and they must be submitted in English or accompanied by an English translation. Entries must be postmarked by January 31, 1991.

Write for complete entry requirements and copies of official submission forms. Or call (212) 418-6384.

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