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TELEVISION / 17

CBS signs series pact with producers of 'Designing Women'

RADIO / 16

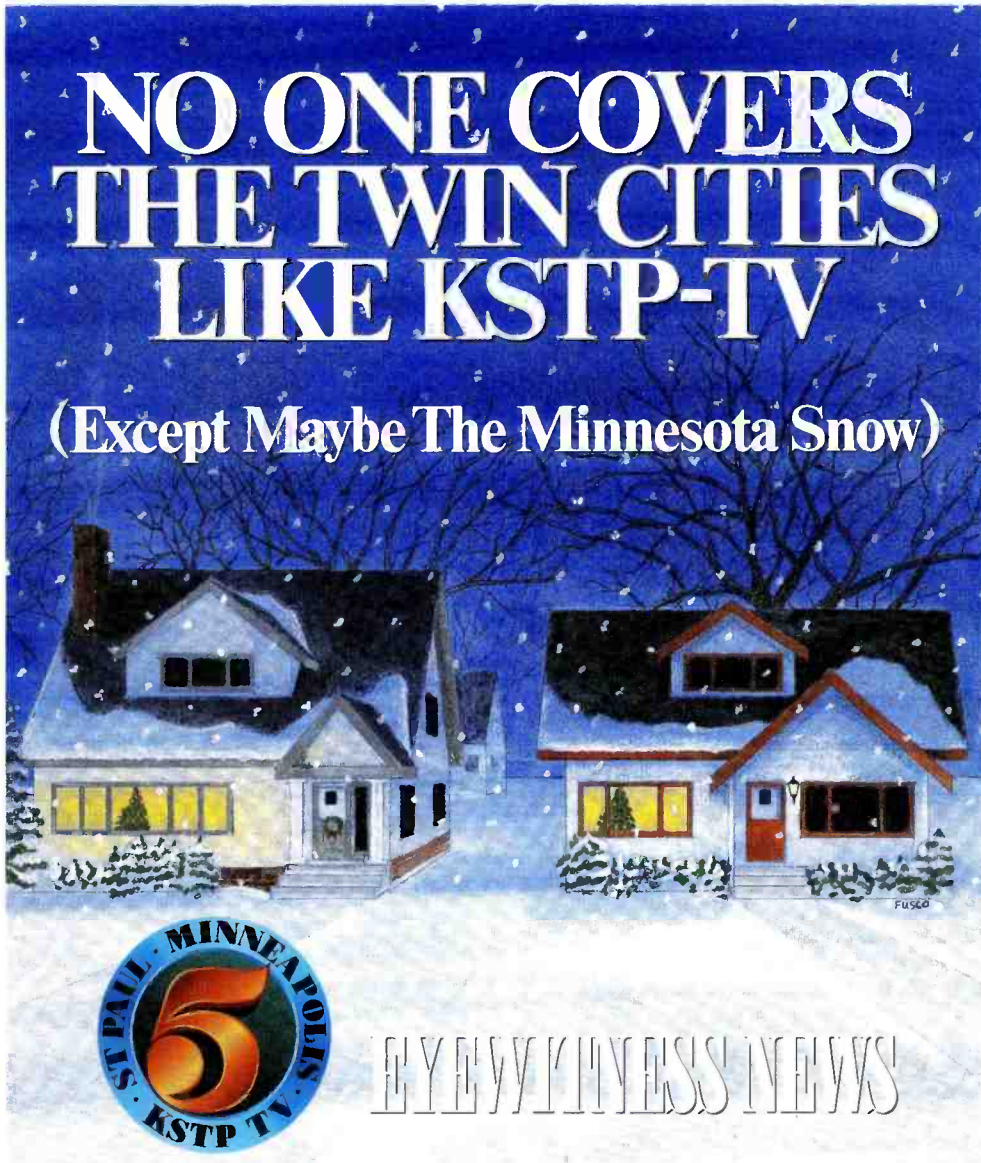
Birch survey shows urban first in six of top 10 markets

WASHINGTON / 22

Fin-syn, take two: highlights from high drama in Washington

TECHNOLOGY / 32

Zenith becomes third company to propose all digital HDTV



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DEC 26 1990

Vol. 119 No. 26
1990'S UNFINISHED BUSINESS
CABLE'S COMIC RELIEF
HBO and MTV Networks merge
their comedy channels

SORRY "WH IN ST. LOUIS ACCESS OUR RE-RUN

In October, "Love Connection" established itself as the new landmark in St. Louis access. And, with re-runs, no less! Finishing #1 with Women 18 to 34 and 18 to 49.

In the first week of the October book KMOV placed "Love" re-runs in access as a quick fix for a weak time period. Head-to-head with long-running access winners like "Wheel of Fortune" and "Entertainment Tonight." And, without the benefit of any pre-promotion. But, despite this up-hill battle, at the end of the October book, "Love" ranked #1 in key women demos.

Imagine that. "Love Connection's" re-runs beating "Wheel" and "ET's" first-runs. In access! With key demos!

Oh! By the way, in case you were wondering, the first-run episodes of "Love" stripped at 10:30PM pulled a 13 rating/31 share, beating "The Tonight Show," "Cheers," "Hard Copy" and "Star Trek: The Next Generation."

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EL" & "E.T."

ARCHED PAST YOUR FIRST-RUNS.

MONDAY-FRIDAY 6:30 PM

SHARE OF WOMEN 18-34

KMOV LOVE CONNECTION	29
KSDK WHEEL OF FORTUNE	22
KPLR NIGHT COURT	22
KTVI ENTERTAINMENT TONIGHT	20
KDNL MASH	9

SHARE OF WOMEN 18-49

KMOV LOVE CONNECTION	27
KSDK WHEEL OF FORTUNE	27
KTVI ENTERTAINMENT TONIGHT	22
KPLR NIGHT COURT	15
KDNL MASH	9

SOURCE: ARB 10/90



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THIS WEEK

THE LONG AND SHORT OF IT

In recognition of the Christmas holidays, BROADCASTING is publishing an abbreviated issue this week. Missing are most of the standard departments; present is the full week's budget of breaking news. Standard publication will resume next issue (Dec. 31).

11 / ONGOING STORY

Very little Fifth Estate business got done in 1990. Some deals have been held over; others have come undone.

11 / RETURN OF THE SPECTRUM FEE?

The National Association of Broadcasters says the Treasury Department is drafting spectrum tax legislation as part of a plan to offset funding for new programs.

13 / NBC AFFILIATE HOUR

NBC is set to give back an hour of daytime to affiliates starting in fall 1991, reducing the network's daytime slate from 5½ to 4½ hours.

14 / GETTING TO KNOW NIPPON

NBC has tied up with leading Japanese media players Mitsui and TV Tokyo in one deal to distribute programming, and in another—with Nippon TV, which transforms a casual, 40-year news relationship into a full-fledged exclusive news partnership.

15 / ONWARD AND UPWARD

Stephen Weiswasser, general counsel, Capital Cities/ABC, has been promoted to executive vice president of the company's TV network group, where he'll report to group President John Sias.

16 / URBAN LEAGUE

Urban-formatted radio stations now hold the lead spot in six of the top 10 markets, although some urban outlets seem to have reached their peak, according to the Birch fall 1990 survey. Also of note: the number one CHR station in seven of the top 10 markets either held steady or slipped, possibly signaling further fragmentation of Top 40 music.

17 / CBS DEAL WITH MOZARK

The producers of CBS's *Designing Women* and *Evening Shade* have entered into a five-series production deal with CBS.

18 / NEW YORK NEWS

WNBC-TV New York has

decided—once again—to put LBS's *Family Feud* in access, starting Dec. 31, in place of one of this season's lackluster new game shows, *Challengers*. And WCBS-TV has also opted to counterprogram talk shows in early fringe with the acquisition of the off-network *Matlock*.

18 / NOW IT CAN BE SOLD

Tribune Entertainment has cleared the new magazine show *Now it Can Told* in about 20% of the country, not counting the top three markets, where Tribune owns stations. Some affiliates picking up the show confirm they may preempt or delay network programs with the Geraldo Rivera-hosted program.

26 / NO JOKE: COMEDY NETWORKS MERGE

After months of posturing and bickering, MTV's HA! and HBO's The Comedy Channel got the last laugh with their surprise merger into one cable comedy network.

27 / FNN DISCLOSURE

FNN has filed its long-delayed 10-K with the Securities and Exchange Commission, offering some revelations to potential buyers of the service.

28 / TV RIVALS GO GLOVE FOR GLOVE

Long-time pay TV competitors Showtime and Time Warner are now set

to enter the ring as pay-per-view rivals, each intending to start a monthly PPV boxing series.

32 / DIGITAL HDTV TREND

Zenith Electronics Corp. is the third company to inform the FCC's advisory committee on advanced television service that it is building an all-digital HDTV transmission system. Zenith's Spectrum-Compatible HDTV, formerly an analog-digital system, is being developed using a compression algorithm from AT&T Bell Laboratories and circuits from AT&T Microelectronics.

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Incorporating

The Fifth Estate
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THE PEOPLE'S COURT

Some Things Endure Forever.

A Ralph Edwards / Stu Billett Production



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CLOSED CIRCUIT

The rapprochement that hasn't at the FCC

Tug and pull over who's to run FCC, and how, continues backstage. Commissioner Ervin Duggan—concerned that critical elements in financial interest/syndication proceeding might bunch up at last minute—occasioned latest incident by circulating work plan to colleagues suggesting target dates along way: options paper by Jan. 18, first draft of order by Feb. 14, final draft Feb. 28 and vote March 14. Three other commissioners were in essential agreement with Duggan approach but Chairman Alfred Sikes took offense and, in words of one eighth floor observer, conveyed his



Sikes Marshall Duggan

displeasure to commissioner vividly. Chairman said suggestion—with which he did not necessarily disagree—should have been made directly to him and not routed for consideration by others. Duggan, who believes FCC comprises five equals doing public's work, defended collegiality approach.

Aside from issue of who's running things at FCC, demand for commissioners to see staff's options paper early in process is central to dispute. Duggan is known to believe commissioners can't do job by "choosing between Plan A and Plan A," wants input in drafting final order. That's up in air, but his suggestion of mid-March outdate will prevail.

Chairman also was at odds with Commissioner Sherrie Marshall over consideration of effective competition rulemaking. She proposed 30/15 days schedule for comments/reply comments, while chairman wanted 60/45 days. (Sikes charged that anyone wanting accelerated process was pro-cable.) Result will be close to Marshall's suggestion, with comments late January and replies mid-February.

Question in minds of many watching eighth-floor power struggle is whether chairman, given FCC's spirited and independent composition, will adapt to consensus building leadership style or stick to traditional top-down approach.

Cash infusion

National Association of Broadcasters' proposed 1991-92 budget calls for 10% increase (some \$200,000) for government relations department. Concerned about serious legislative challenges facing industry, NAB's executive committee set aside additional \$100,000 contingency for lobbying emergencies.

Belt-tightening backlash

One of more revealing facts in recent letter to affiliates from CBS chairman and chief executive officer, Laurence

Tisch (see BROADCASTING, Dec. 10), was statement that 81% of network spending went to program suppliers. While intended as positive evidence of network's commitment to putting "money on the screen," that oft-repeated characterization is now becoming irritant to some affiliates. One group owner with CBS ties running back several decades noted that while station compensation was being cut, barely experienced writers were being paid millions. Another group head noted that talent who promote shows in local markets leave stations with tab for "...huge entourage, and everyone of course has to have a limousine."

Pulling teeth

Word from AFTRA is that there is no agreement in sight on "very difficult" contract talks between Group W properties in Philadelphia (KYW-TV, KYW[AM] and WMMR[FM]) and union, which represents about 80 staffers, including virtually all on-air personnel. One primary AFTRA concern is that Group W wants interchangeability of TV and radio personnel, which could facilitate layoffs as TV station seeks to revamp newscasts (Closed Circuit, Nov. 19). Ross Eatman, executive director, AFTRA Philadelphia local, said: "The company has for several months been testing new formats that feature few if any field reporters with the obvious intention of reducing the labor commitment." TV and radio contracts expired on Nov. 15 and have been extended through Jan. 11. Group W officials said company policy was not to comment on negotiations in process.

Some changes made

Viacom is relaunching its proposed hour-long magazine show with David Hartman as daytime, all-barter strip. Initially, show had been proposed as cash-plus-barter project for early fringe. Crowded marketplace and station cash crunch, however, helped change those plans. Original pilot was tarred by some rep program analysts as too slow paced. "It was a soft, pleasant show, with almost a *Sunday Morning*, Charles Kuralt feel to it," said one rep. "To their credit, they stayed away from the 'nuts and sluts' agenda of so many reality shows out there. And they don't have to do that." But several reps said show needed to be "more compelling" to compete effectively. Changes are said to be in works.



Hartman

Nothing to declare

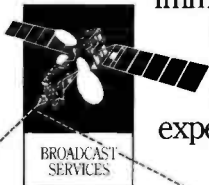
With four of Motion Picture Association of America's eight member companies owned by foreign interests, question has been raised as to whether MPAA President Jack Valenti must register as foreign agent. (Columbia and MCA/Universal are owned by Japanese interests, MGM by European company and Twentieth Century Fox by Australian company.) Answer, according to MPAA spokeswoman, is no. Valenti would not have to register, she said, because studios are wholly owned subsidiaries and considered U.S. companies.

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In developing syndication
contracts, the network
must ensure that the
rights to the show are
properly transferred to
the syndicator. This is
often done through a
letter of intent or a
pre-syndication agreement.
The network should also
ensure that the syndicator
has the necessary rights to
air the show in the
territories it is selling.
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	Nielsen	Arbitron
Adults 18-49	+10%	+25%
Teens/Kids	+13%	+14%
Men 18-49	+22%	+25%

Source: NSI, ARB Multimarket Average; Oct. 90 Share v. 89 Share



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holiday greetings from all of us to all of you



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TOP OF THE WEEK

1991: THE STORY REMAINS THE SAME

This year's unfinished business includes deals not done and deals undone

Very little of the Fifth Estate's business got done in 1990. The players in this year's drama instead found themselves in pursuit of consensus, whether in the acquisition marketplace, the bankruptcy court or the chambers of Congress. The result of that time-consuming process is that 1991 begins with most business stories still pending, except for those plans that did not survive to see the new year.

In fact, the "year that refused to end" as Kidder Peabody's Mark Grotevant called it, is a secondary theme to the financial theme that pervaded 1990. It was finance, both the availability and price of it, that has slowed station and cable system sales to a snail's pace. In addition, road blocks to refinancing necessitated the restructuring negotiations that continue to be among the industry's biggest stories.

Restructurings

The largest restructuring talks, among more than 100 financial institutions worldwide, were those concerning \$6.5 billion in debt from Fox parent company, News Corp. The latest proposal by the company would defer repayments of the loans, \$2.4 billion of which are currently due before June 30, 1991, but would also raise interest on the debt by about 1% and require News Corp. to sell more than \$1 billion in assets over the next three years. The proposed agreement would also extend \$600 million in additional loans to the company.

This year started off with the completion of a major restructuring, that of SCI Television. Several parties are said to have expressed interest and are conducting due diligence on WJW-TV Cleveland, on which SCI-TV began taking inquiries last June.

SCI-TV owner, George Gillett, has been in the middle of another major \$1 billion restructuring—that of Gillett Holdings (GHI), licensee of WTVT(TV) Tampa, Fla.; WMAR-TV Baltimore, and two smaller market affiliate television stations. The slow-moving talks, begun last May, are still attempting to resolve how much equity Gillett would retain in a restructured company.

According to sources, divergent inter-

ests among the several classes of creditors are complicating the negotiations. One example of the conflict is that both the banks and the bondholders are said to be separately laying claim to GHI's proceeds from the sale of WMAR-TV Baltimore to Scripps Howard for \$154.7 million. Last week the FCC approved the transaction, which is now expected to close the last week of January.

Bondholders owning about \$375 million in Price Communications debt should have developed, by this week, a counter offer to the restructuring proposal made by Price (BROADCASTING, Oct. 22). The original offer called for rate cuts of more than 50% on the interest which would, at least in the near future,

be paid with additional securities rather than cash. The New York-based company has cash interest payments due in mid-January and mid-February.

Tak Communications continues to talk with creditors on loans totaling \$168 million. Although the group owner of three FM's and six TV's said more than a month ago that it had reached a "tentative" agreement with senior lenders, it is not believed the agreement has progressed to a more formal understanding. Sharad Tak reportedly filed an FCC application two weeks ago to transfer ownership of WUSL(FM) Philadelphia from the company to a different entity, this one wholly owned by himself.

Other ongoing restructuring talks in-

SPECTRUM TAX: JUST WHEN YOU THOUGHT IT WAS SAFE...

Broadcasters appear headed for another battle with the Bush administration over the issue of a spectrum tax. According to the National Association of Broadcasters, the Treasury Department is drafting spectrum tax legislation as part of a plan to offset funding for new programs. Earlier this year, NAB defeated a proposal by the Office of Management and Budget to levy a yearly spectrum fee on broadcast stations.

"We have information indicating that the Treasury Department is drafting spectrum tax legislation," NAB President Eddie Fritts told BROADCASTING last week. Furthermore, Fritts said NAB expects it will be part of the President's State of the Union message in January.

"We have been meeting since Congress adjourned with Treasury officials, people at OMB, and the White House as well as members from both Houses. Frankly, we're a little surprised that the body's not cold from the last round and they're trying to resuscitate it again," Fritts said.

He said NAB had not seen any numbers from Treasury's proposal. But under the previous plan, most stations would have had to pay up to 5% of their annual revenue for use of the spectrum. Although during negotiations, the White House agreed to reduce the financial burden for smaller broadcasters so that TV stations generating less than \$2 million in annual revenues and radio stations pulling in less than \$100,000 would pay just 2.5% of those revenues. OMB anticipated raising \$10 billion from the radio and television industries.

Fritts also said the legislation is drafted in a way that it would fall under the jurisdiction of the Senate Finance and House Ways and Means Committees, not the Commerce Committees which handle broadcast issues. "I think the Commerce Committees would be very distressed if the Ways and Means and Finance Committees attempted to snare their jurisdiction through a tax proposal. But that doesn't mean that they can prevail, particularly if it's written in such a way to clearly be a tax," Fritts said.

As for NAB's efforts to kill this initiative, Fritts said the association would continue to be "vigilant" with its grassroots lobbying. And he said NAB was "still writing thank you letters for the good work on the last spectrum fee fight."

-KM

FIN-SYN AT DEADLINE

The latest round of comments filed late last Friday in FCC's review of its financial interest and syndication rules had few surprises. Fox Broadcasting calls for quick action and said that because of uncertainty surrounding the fate of rules, Fox's program suppliers have begun to "demand advance financial guarantees before they undertake the production of new programs for Fox."

Comments from Capital Cities/ABC said that the "rag bag of new restraints proposed by the Hollywood Coalition reflect a brazen, unjustifiable effort to persuade the commission to apply common carrier regulation to the fluid, competitive process by which network programs are developed and distributed."

The Coalition to Preserve The Financial Interest and Syndication Rule continued to argue that safeguards are needed if the financial interest rule is relaxed. And the coalition maintains that the networks should be limited to two years of option terms. The comments also contain a footnote criticizing NBC for being the "only network that did not even answer the commission's question whether it negotiated for ongoing profit interests from the syndication of its in-house programs."

The Program Producers and Distributors Committee said the Disney proposal to modify PTAR "does not warrant commission consideration as it is beyond the scope of this proceeding and, in any event, is utterly without merit."

clude those of Maryland Cable, which last week held an informational meeting with bondholders who are still awaiting a formal proposal from the company, and Jacor Communications.

Trying to avoid a restructuring is Orion Pictures Corp., which in November retained investment bankers to help bring in some cash, and, according to Neil McCarthy, senior vice president, operations and finance, has met with certain unspecified investors. Observers will be watching this summer, when \$50 million in debt comes due and the interest rate, currently 12.5%, is reset on \$199.5 million in senior subordinated notes. The reset has a cap of 15.75%.

Deals

While many of the deals done in the 1980's were effectively getting undone, very few new transactions were being completed.

One of the notable exceptions is the proposed \$6.59 billion merger between MCA and Matsushita, whose major remaining uncertainty involves the studio's lone TV station, WWOR-TV New York. A preliminary version of an "information statement" on the station, which is to be spun off as a stand-alone company (BROADCASTING, Dec. 3), could be filed this week. Outside directors have been tentatively chosen.

The FCC still has not approved the "short form" 316 application for the spin-off, a procedure whose use has been challenged by several parties, including Garden State Limited Partnership. Also pending is an administrative law judge decision on character questions involving Garden State, which has

also challenged WWOR-TV's license renewal. Stephen Sewell, FCC assistant chief, video services division, would not comment on whether any FCC decision on the 316 request would be contingent on a decision on the Garden State case.

MCA said the proposed settlement of certain shareholder lawsuits will, by its terms (upon approval by the Delaware Chancery Court), release the claims pending in the remaining lawsuit. The court has tentatively scheduled a hearing for Dec. 28.

As of last week, Paramount's bid to acquire the rest of TVX Broadcast Group appeared to hinge on two approvals: that from the Securities and Exchange Commission, and that of investor Mario Gabelli. The SEC has been reviewing a proxy statement for the past three months and TVX President John Trinder said last week the company expects final SEC approval and issuance of the proxy statement for shareholder vote within the next two weeks.

LIN Broadcasting last June decided to take inquiries on two of its TV stations: WANE-TV Fort Wayne, Ind., and WAND-TV Decatur, Ill., and as of last week was talking to "interested parties," some of whom were said to be conducting due diligence. WTTV(TV) Bloomington, Ind. (Indianapolis), was quietly being shopped but was far away from any sale. Multimedia's purchase of 51% of WKYC-TV Cleveland from NBC is still before the commission. The former's chairman, Walter Bartlett, said he thinks the FCC has "all the information they need" and should issue a decision in early January.

King Broadcasting, whose cash flow is roughly split between TV stations and cable, was put up for sale in late August.

As BROADCASTING was told two months ago, and again last week, the company remains "in discussion with a number of parties," according to President Steven Clifford. Contacts made by former investment bankers for Midwest Communications and due diligence by at least one interested party have raised expectations that the WCCO-TV Minneapolis parent company may be sold. But an option for existing management to buy the station is said to be a consideration which is also the case with Anchor Media's WSYX(TV) Columbus, Ohio.

More cable systems remain available than have been sold, although last week the Providence-Journal Co. created a joint venture with Palmer Communications to manage the latter's 160,000-subscriber systems, in a deal in which Providence-Journal also obtained other options relating to the Palmer properties.

Among properties available for sale are Telesat's Florida systems, and the Staten Island system owned by Cox Cable and Gilbert Media. Another possibility for the latter system is said to be Cox's purchase of Gilbert's portion.

Several cable channels were still struggling at year's end to find buyers or backers. A preliminary agreement reached two weeks ago to sell the Sports News Network to Landmark Communications may be complicated by a decision of the former's parent company, Mizlou Communications, to file for bankruptcy. SNN went dark last Monday (see page 29).

The Financial News Network two months ago appointed as its new co-chief executive officer an investment banker with the charge of finding a buyer for the cable service. Four or five parties are said to be conducting due diligence, although matters are also complicated by legal concerns, in this case an investigation of FNN by the Securities and Exchange Commission. Financially troubled FNN recently obtained extensions on its lease agreements and is trying to do the same on other liabilities.

Hearst/ABC-Viacom Entertainment Services outbid the competition to buy The Learning Channel two months ago, but is still said to be talking to cable operators about the purchase. Group W's proposed purchase of Country Music Television is scheduled to close in January.

Among those cable programming services looking for backers is the Sci-Fi Channel, which is in discussions with various Japanese concerns for worldwide distribution rights, and is looking for equity partners in the U.S.

-GF, JF, SDM, MS

NBC IS GIVING HOUR TO AFFILIATES IN DAYTIME

According to sources, there is some disagreement at network about advisability of move

After intense and heated debate among network higher ups, sources confirm that NBC is set to give back an hour of daytime to affiliates, reducing NBC's daytime slate from 5½ to 4½ hours total. Network officials have told affiliates they will get back the hour starting in fall 1991. It was just about a year ago the network reduced its daytime block from 6 hours to 5½ hours.

The move was applauded by network affiliate executives, including Eric Bremner, president of the King Broadcasting station group and chairman of the NBC affiliate board of governors. "This is a constructive and aggressive move on the part of the network to improve the daytime situation," said Bremner. "It's a recognition of the reality the network has been living with for some time: that a substantial portion of its daytime has not been successful, and that a large part, if not a majority of affiliates, already clear only 4½ hours of daytime."

The move, not officially confirmed by the network at deadline, comes just as NBC is struggling to create a new identi-

ty in daytime—one that will replace game shows in the morning with reality programs, coupled with traditional soap operas in the afternoon.

According to some insiders, there is some dissension within the ranks of senior NBC managers as to whether giving back the time is the right move. NBC News President Michael Gartner was said to oppose the move. The news division is developing several network daytime projects, including *A Closer Look*, with Faith Daniels, scheduled to debut in January.

"He's putting a lot into it," said one insider of Gartner's efforts in developing daytime shows. "His feeling is the network ought to protect its turf and control the flow of the schedule." Gartner was unavailable for comment.

With the cutback next fall, Bremner said, the affiliates will also be given considerable flexibility in scheduling the daytime programs, which will probably be fed by the network several times each morning. "The affiliates will be able to decide for themselves what the optimal configuration should be in their individual markets," said Bremner.

Many affiliates are expected to program other reality shows with the new NBC programs, such as syndicated talk and magazines, as well as local news shows. In exchange for greater scheduling flexibility in the daypart, NBC hopes to improve clearance levels.

Last week, NBC announced a second reality show scheduled to debut in January—*Trialwatch* from Kushner-Locke Productions. The show will focus some of the more dramatic court cases going on in the nation, with courtroom footage, and also interviews.

But, in a conflicting signal, the network also said it picked up the daytime version of *Wheel of Fortune*, recently cancelled by CBS. It was unclear whether the pickup was for a short term or for next season as well.

Some of the daytime reality development has been plagued with problems. A network official said it was dissatisfied with the work that producer Mark Monsky did on two pilots, *A.M. Assignment* and *Women's Diaries*. Word was King World's Av Westin had been brought in to try to salvage the projects. —SM

NARROWING THE FIELD OF FNN BIDDERS

The Financial News Network got down to the business of selling itself last week, holding court at the offices of investment banker Wertheim Schroder to go through the due diligence process with companies that had placed preliminary bids. FNN also filed its 10-K last week, giving a peek at the financial turmoil that brought about the sale of the network (see story, page 27).

Four or five companies have placed preliminary bids on FNN, including GE/NBC, King World and Time Warner, although more than 20 had received prospectuses. But there are companies that have not made bids that still might, most notably Turner Broadcasting, according to one source. Speculation is that Tele-Communications Inc.'s disclosure that its contracts are cancelable with 30 days notice ("Closed Circuit," Dec. 10) was a muscle-flexing action designed to help Turner's chances (TCI owns 10% voting interest and 22% equity of Turner), or at least give TCI

some say over who the buyer will be. FNN's 10-K, filed last Monday (Dec. 17), reveals that TCI informed FNN on Dec. 6 of its "concerns that any prospective purchaser of FNN should be



made aware of TCI and affiliated companies' rights under the TCI agreement."

There are fears TCI's cloaked warning that it might drop FNN from its systems could cause other operators to follow suit. "TCI is a leader company, and others tend to follow," said one prospective buyer. In addition, Cablevision Systems is renegotiating its contract

with FNN, and sources say the company is contemplating dropping the service, which now enjoys distribution in 1.2 million Cablevision homes.

And just how easily cable systems can drop FNN is the most important question interested parties need to have answered, said one prospective buyer, who added that the information needs to come from somewhere besides FNN. The source said his company is contacting other cable operators not only to learn what is in their contracts, but to find out whether the operators' intend to continue carrying the service.

The sale of The Learning Channel remains stalled. Hearst/ABC-Viacom Entertainment Services had outbid The Discovery Channel weeks back, but the deal continues to be held up as HAVES examines the subscriber contracts. TCI has also let it be known that its TLC contracts, which cover 4 million TCI-affiliated subscribers, are month-to-month agreements. —SDM

NBC SIGNS TWO DEALS WITH JAPANESE FIRMS

In two separate deals last week, network forms joint venture with Mitsui and TV Tokyo to distribute programming; NBC News and Nippon Television become partners

NBC, in one of the biggest breakthroughs so far for a U.S. network in the Orient, last week cut two wide-ranging co-venture deals with Japanese trading company Mitsui and private broadcasters TV Tokyo and Nippon TV.

In one agreement, NBC, Mitsui and TV Tokyo (a unit of Japanese newspaper group Nikkei) will form a joint venture to distribute NBC entertainment, sports and U.S. cable programming in Japan, to co-produce television shows and to acquire distribution rights to movies, sports and music programs not just for Japan, but possibly for other Asian markets.

The deal also includes an agreement to jointly explore media investment opportunities, particularly new media channels in Japan. Mitsui's 30% ownership in the new Ku-band satellite-to-cable service JCSAT suggests its use as a possible distribution vehicle for such a new channel, although a barrier could be the 30% ownership position held by U.S.-based Hughes Communications, NBC parent General Electric's closest competitor in satellite construction and operation.

GE has had a long-term relationship with Mitsui, one of Japan's largest trading companies with 11,000 employees and a capitalization in excess of \$560 million. Although GE was aware of the Mitsui talks, it was said not to have negotiated the deal.

In a second, and separate, agreement, NBC News and Nippon Television of Japan last week transformed a casual, four-decade-long news relationship into a full-fledged exclusive news partnership. Central to the NBC-Nippon TV deal are plans to share newsgathering and satellite resources to improve coverage of breaking international stories and save the cost of overlapping crews.

In addition, Nippon TV (NTV) has become the first overseas sign-on for the new 24-hour NBC News Channel. Launching Jan. 1, the News Channel is a video wire service for network affiliates. Other News Channel affiliates may emerge in parts of the world, including Europe and Latin America, with NBC apparently already in talks for signups.

Also as part of the NTV deal, NBC will have U.S. broadcast rights to all NTV news material. NTV produces two



At the signing of NBC-Nippon TV's news deal last week were (l-r) NTV New York Bureau Chief Jusaburo Hayashi, NBC President Robert C. Wright, NTV President Yoshio Sasaki and NBC News President Michael Gartner.

daily hours of network news programming and has a 30-minute news feed to its affiliates.

According to NBC Enterprises President John Agolia, Japan is a "very active and vibrant marketplace," one which NBC has been negotiating for months to enter. Agolia said of the NBC-Mitsui-TV Tokyo joint venture, dubbed NNBC, however, that so far it has just served to "formalize" an ongoing working relationship and no definitive business plan regarding program sales, co-production or new channel launches is yet in place.

Outside management may be brought in to run NNBC's Tokyo office set to open early next year, said Agolia, who will oversee NBC's interest in the venture with NBC Cable and New Business Development President Tom Rogers and NBC International General Manager J.B. Holston III.

A minimal initial investment will be made by partners to run NNBC, but

individual investment opportunities will be examined on a case-by-case basis, added Agolia.

The NBC-NTV news deal, meanwhile, follows by a few months a similarly comprehensive exclusive news agreement between CBS and Tokyo Broadcasting System, another private Japanese TV network. A nonexclusive deal was signed more recently between ABC and Fuji TV.

NTV, which began 37 years ago as Japan's first TV broadcaster and which now is its largest private network with 30 affiliates, has long housed NBC's 17-person Tokyo news bureau and licensed segments of NBC News' *NBC Nightly News with Tom Brokaw* and *Today*, from news agency Visnews, of which NBC is 38% owner.

In NTV, NBC will be tapping a broadcaster with 30 news operations through its Japan affiliates and nearly a dozen-and-a-half more international bureaus.

According to NTV's New York Bureau Chief, Jusaburo Hayashi, NTV's largest news operation in Japan is its 300-person news affiliate in Tokyo, and the network has worldwide bureaus in New York, Washington, Los Angeles, London, Bonn, Berlin, Moscow, Warsaw, Rome, Barcelona, Sao Paulo, Delhi, Cairo, Bangkok, Manila, Peking and Seoul (each with an average staff of five).

Sharing of news bureau facilities or staff was not discussed between the two companies, said NBC News executive Jeanee von Essen, director of foreign development.

NBC and its part-owned Visnews earlier this year initiated bureau-sharing arrangements as part of a larger cooperative newsgathering agreement.

Shared newsgathering facilities will also include NTV's 30 affiliate-owned satellite newsgathering trucks in Japan, and, according to Hayashi, a flyaway SNG unit soon to be purchased for assignment out of Tokyo. NBC, through its station affiliates, has access to 50 SNG trucks and 40 portable uplinks.

NTV's Hayashi said the NBC news footage will be used to increase both the volume and quality of international news in NTV's network news programs—15 minute shows in the morning and at noon and one-hour broadcasts at 6 and 11 p.m. The NBC news feeds will go to NTV's U.S. bureaus, which can then incorporate the stories into satellite feeds to Japan.

Hayashi added that NTV might develop new programs whose main theme would be U.S. news. Of most interest from the NBC feed, Hayashi said, would be feature stories on the economy and regional news from around the U.S.

While Japan's leading private networks have made U.S. deals in recent months, Japan's largest broadcaster, NHK, has continued floating the prospect of its own English-language worldwide news service.

The prospective 24-hour channel, for which NHK said it is seeking U.S. and European partners, is thought by industry experts to be partly the result of government pressure on the public broadcaster to bring Japanese news to expatriates in Europe, the U.S. and elsewhere, as well as a response to the successful penetration of U.S.-originated news into Japan.

NHK head Keiji Shima, at a Tokyo Press conference earlier this month, charged U.S. programmer Ted Turner with pushing his 24-hour news channel Cable News Network too hard, according to a wire service report. Shima said,

"I don't mean to bad mouth Mr. Turner, but CNN is trying to force U.S. news on the rest of the world."

Under the NHK news channel proposal, each partner would contribute eight hours of news programming in a kind of decentralized cooperative channel that would be carried in Japan, Europe and the U.S. It was not clear how such an arrangement would overcome practical difficulties such as maintaining a coherent look for the multiple program blocks and in scheduling the blocks during the regions' varied time periods, or political problems such as overcoming Western concern about Japanese government or industry funding for the project.

In NHK's search for potential partners, Shima was believed to have initially met with Turner late last spring, ap-

parently with no result. At the press conference, Shima acknowledged that the British Broadcasting Corp., one of the world's leading international newsgathering operations, had little interest in the global news project.

In the U.S., broadcaster Stanley S. Hubbard, whose company runs Conus satellite news service in the U.S. and abroad and who has a news channel joint venture with Viacom, said he had met with Shima on this and other subjects in November.

Of other U.S. prospects, a top-level NBC executive said the network had not discussed any detailed proposal with Shima prior to the press conference; a senior Visnews executive had not heard of the plan, and CBS already has an exclusive deal with Tokyo Broadcasting. **-AAG**

ABC'S WEISWASSER NAMED EXECUTIVE VP OF TV GROUP

Stephen Weiswasser, senior vice president and general counsel, Capital Cities/ABC, has been appointed executive vice president of the ABC Television Network Group.

That makes Weiswasser the second ranked executive at the network group, where he will report to group president John Sias. The appointment is effective immediately, although Weiswasser will continue as general counsel and oversee legal and labor relations and standards and practices until a replacement is named.

It is unclear exactly what Weiswasser's new duties will be, and both Sias and Weiswasser declined to be interviewed last week to discuss the subject. When the question was put to one source at the network last week, the reply was, "I'm not sure anyone knows."

A network press release said only that he'll have "broad policy and day-to-day responsibilities for network operations." The release did say, however, that he would remain the company's chief representative regarding governmental resolution of financial interest and syndication rule issues.

Daniel Burke, president and CEO, Capital Cities/ABC, said: "Steve has played a key role in the senior management of the company over the past five years. This promotion recognizes his contributions, and will broaden his experience in a vital operation as well."

The announcement came a week after two other network group officials took on added responsibilities, following the departure of network daytime, Saturday morning, and late night programming head Michael Brockman. ABC Sports President Dennis Swanson added oversight of daytime and Saturday morning to his duties, while Philip Beuth added late night to his (BROADCASTING, Dec. 17).

The last person to hold the title of executive vice president of the network group was Robert Iger, who moved to the West Coast in 1989 to succeed Brandon Stoddard as president of ABC Entertainment.

Last week there was some speculation as to whether the Weiswasser appointment meant he was heir apparent to Sias, who is now 63. "I don't think you should read that into it," was the word from one source. "It's an opportunity for [Weiswasser] to move into an operations post and to demonstrate his potential." **-SM**



MURDOCH WOES MULTIPLY: STOCK DROPS; CRITICAL DOCUMENTARY AIRS

Stock of debt-heavy News Corp. is off 20% on day of British program's airing

News Corp. shares dropped 20% on the Australian Stock Exchange last Thursday, Dec. 20. Investor concern, already high over the company's debt load, was apparently fueled by a British television documentary that suggested News Corp. head Rupert Murdoch had dealt in company shares "at times when one would have expected him to be in possession of price-sensitive information."

Murdoch's written denial of the charges was incorporated in the program, *Empire*, which aired on Britain's Channel Four Thursday evening. Although the stock drop preceded the broadcast, the documentary was previewed Wednesday morning, Dec. 19, for press, including an Australian radio reporter who later broadcast the news.

News Corp. representatives were not available for comment at deadline last Friday.

The documentary quoted Murdoch as saying: "I do not believe that those responsible for the decisions made in relation to the transactions had any price-sensitive information at the time of the

transactions."

News Corp., which owns 20th Century Fox and is in the midst of refinancing nearly \$7 billion in debt, dropped on the Australian exchange Thursday from \$5.44 to \$4.35 (Australian dollars), a five-year low, and also fell in the London market by 42 pence to £1.73. On the U.S. market, News Corp. lost 7/8 Thursday to drop to 7 1/2 on the New York exchange. The company maintains a majority of its creditor banks are backing a pending debt rescheduling.

The TV program was produced by investigative documentary maker Fulcrum Productions. Leading the investigation was Christopher Hird, a former Murdoch employee who for two years headed the investigative unit of Murdoch's *Sunday Times* in London.

In one instance, the program said, a month before News Corp. announced a surprise 27% increase in annual profits in August 1988 but after the close of the fiscal year, Murdoch started purchasing more than two-and-a-quarter million options to buy News Corp. Murdoch, who maintained he made no money on the

deal, told the producers he bought the options because he thought News Corp. was a good investment.

In a second case cited by the program, a Murdoch-owned company, Kayarem (Murdoch's initials are KRM), sold £9 million in News Corp. shares three months before the company abandoned ambitious plans to launch a new venture, Media Partners International, and suffered a decline in share price as a result.

A third instance reported by the documentary had Kayarem selling half a million News Corp. shares less than a week before it was announced there would be no increase in profits for the company in 1990, leading to about a 20% decline in share price.

The television report also explored what it said was Murdoch's systematic exploitation of tax law loop holes to limit the company's tax liabilities.

Although it said such maneuvers were not illegal, a sudden increase in his tax bill, should government authorities eliminate such tax loopholes, could "upset a delicate balancing act which is already testing his bankers nerves as never before," said the documentary.

The report detailed the creation of offshore tax havens to avoid tens of millions of dollars in tax payments on Murdoch's sale of shares in Reuters, and said a similar effort to avoid tax liability on the sale of the South China Morning Post in Hong Kong is under scrutiny by Hong Kong tax authorities. -AAG

URBAN MIXED, CHR STALLED IN BIRCH FALL SURVEY

Urban is top format in top three markets but slides in others; CHR numbers decline in six of top 10

Urban radio reached its peak in some markets, while in others the urban audience continued to build, according to the fall 1990 Birch survey (adults 12-plus, Monday-Sunday, 6 a.m.-midnight). Urban-formatted stations were number one in each of the top three markets, and six of the top 10, with the strongest gains posted by WUSL(FM) Philadelphia, which jumped from a 10.3 in the summer '90 survey to a 11.8 in the fall book. Meanwhile, WJLB(FM) Detroit took a two-point-plus hit, dropping from 10.1 to 7.9, and WGCI-FM Chicago slid almost a full point (but still managed to move into first on a weak showing by CHR-formatted WBBM-FM).

Also, CHR seems to have lost its lus-

ter in a number of markets, as the top CHR stations in seven of the top 10 markets either held steady or lost audience. Only in Philadelphia, Washington and Houston did CHR numbers improve, and then only marginally.

Other Birch highlights include:

■ WRKS(FM) added slightly to its Urban lead as second place CHR WQHT(FM) dropped the half-point it picked up in the summer survey.

■ KKBT(FM) picked up enough (6.0 to 6.3) to boost it into the top slot in Los Angeles, ahead of KIIS-AM-FM, which held steady at 6.2, and KPWR(FM), which dipped slightly to 5.9.

■ In San Francisco, KGO(AM) moved back into the top slot on the strength of 49er's football, jumping from a 6.8 to

8.0. Meanwhile, CHR-formatted KMEL(FM) slid from 9.1 to 7.9, finishing in second place.

■ The big news in Philadelphia was the continued rise of urban-oriented WUSL(FM), which has climbed from a 9.0 in the spring survey to 10.3 in summer and 11.8 in fall '90. AOR WMMR(FM) finished second at 8.5 and WIOQ(FM) moved into the number three slot.

■ While urban-formatted WJLB(FM) took a 2.2-point dive in Detroit, country station WWWW(FM) gained a full share point, and news outlet WWJ(AM) increased its share from 3.8 to 5.2.

■ In Dallas, top country outlet KSCS(FM) tucked another two full points under its hat, increasing its share from 8.9 to 10.9. -REB

CBS SIGNS PACT WITH MOZARK

Deal calls for five series from 'Designing Women' producers

Linda Bloodworth-Thomason and her husband, Harry Thomason, producers of CBS's *Designing Women* and *Evening Shade* through their Mozark Productions, have entered into a five-series production deal with CBS. According to CBS, the pact is the most comprehensive the network has ever entered into with a single production company. The arrangement calls for one of the five series to be produced in association with CBS Productions.

"In a world where creative people often complain about networks, I have to say my enthusiasm for this agreement can only be eclipsed by my sincere affection for Howard Stringer [president,

CBS Broadcast Group] and Jeff Sagansky [president, CBS Entertainment]," said Bloodworth-Thomason. "It is rare in this business to be able to reach an agreement of this magnitude with people you genuinely like so much. I started out at CBS; we have basically been together for 14 years. I thought it was time to get married," she said.

Designing Women, now in its third year on CBS, has moved into the list of top-10 highest-rated shows this season, and *Evening Shade* in its first year was named best new comedy by the Television Critics Association. *Evening Shade* was recently moved to the 8 p.m. time slot on Monday night, joining *Designing*

Women in the network's strong Monday night lineup.

Of the agreement, Sagansky said, "This is the level of talent that keeps audiences watching network television. Linda and Harry's creativity is best reflected in our current schedule: *Designing Women* is among the best of what CBS is today, and *Evening Shade* is showing the way to what the network hopes to be in the future. Beyond that, for all their talent and success, Linda and Harry remain a delight to work with. They are remarkably unaffected by all the acclaim and are two of the nicest people I have ever had the pleasure of working with."

NBC HOPES TO COUNTER PREMATURE AGING

Recent schedule changes are targeted to improve key demo strength

Despite posting near week-in and week-out rating wins this season, as it has done with regularity for the past five, NBC has recognized and taken steps to address what it feels is a problem of weakening demographics.

Although NBC has held the prime time lead in household ratings, it has been overtaken by ABC in the key men and women 18-49 demographic groups. According to Warren Littlefield, president, NBC Entertainment, the recent slate of schedule changes were designed to halt the aging of their prime time lineup.

"If you look at where we're going and what we're doing, it's a common theme," said Littlefield, about their efforts to stem the flow of younger viewers to ABC. This time last year, NBC trailed ABC in men 18-49 with a 7.7 rating average to ABC's 7.9. NBC, however, was number one among women 18-49 with a 9.7 average, compared to ABC's 8.9. This year, however, ABC has increased its lead among men 18-49 (6.0 for NBC, 7.4 for ABC) and overtaken NBC among women in the same age group (8.4 for NBC and 8.6 for ABC).

At least three of the six nights that were affected by the schedule moves announced two weeks ago (BROADCASTING, Dec. 17) are looked on as ways to

specifically improve the profile of that night's demographics.

On Monday, Littlefield pointed to the addition of *Blossom* in the 8:30 time slot, coupled with the young-skewing *Fresh Prince of Bel Air*. *Blossom* replaces *Ferris Bueller*, which never attracted a sizeable audience, young or old. "Blossom has the opportunity to hold on to more of the lead-in audience [than *Ferris Bueller*]. And demographically, it's going to the heart of what we're after. A stronger 8-9 time period will only help our Monday night movie," he said.

Littlefield also said that the night and

ABC's male demo strength will dip when *Monday Night Football* is finished for the season. "ABC is very different demographically without football. It helps to propel those male demos for the week and it even helps *MacGyver*," he said.

From an advertising standpoint, Paul Schulman, president, Paul Schulman Co., says NBC has helped themselves on the nights they've made changes, and thinks their Monday night lineup will get stronger. "They've definitely improved on Monday night. *Blossom* has to do better than *Ferris Bueller* because nothing could be worse," he said. In addi-

'NAME THAT TUNE' PULLED FROM MARKET

Frank Firestone, a venture of Sandy Frank and Brian Firestone, which was trying to sell *Name that Tune* as a midseason replacement, pulled the game show from the market last week. Frank indicated he had offers in 23 of the top 50 markets but was advised strongly to pull the show by accountants who scrutinized the deals, and indicated the company wouldn't generate enough revenue to justify producing the show. Frank Firestone was offering a variety of terms for the show, including cash only, cash and barter, and also tradeouts for blocks of late night time where the company hoped to place long-form infomercial programming. With the weak spot market, said Frank, "stations are just not paying cash. Everyone is gun shy," given the poor results from all the new adult first-run strips that debuted last fall, said Frank. Although the show has been pulled, Frank said the move was a "postponement" and that the show would be reintroduced in the future.

tion, "Fresh Prince may be a slow starter," he said, noting that it took *ALF* "about four months to build."

Littlefield said the moves on Wednesday night were designed to "attack *Doo-gie Howser*," ABC's younger skewing comedy at 9 p.m. "We're strong at 8 and 10 p.m., our problem is in the middle of the night." NBC moved *Dear John* to Saturday night, cancelled *Working It Out*, and inserted *Night Court* at 9 p.m. and brought back *Seinfeld* at 9:30. "We took *Night Court* with veteran strength and paired it with something new," he said, adding that *Night Court* has younger demos than *Dear John* and expects that *Seinfeld* would skew younger than *Working It Out*.

The only change on Thursday night saw *Grand* being replaced with *Wings*. "We think the show will help *L.A. Law*, which was getting hurt by *Grand*."

The biggest chance the network is taking is at 9 p.m. on Friday nights when it debuts *Dark Shadows* between *Quantum Leap* at 8 and *Midnight Caller* at 10 p.m. For the night, "demographically we've hit our target but not household wise. But with this show we think we've got something exciting, and something that can catch fire." As for its attractiveness to men and women 18-49, Littlefield said "it's got blood and romance, what more could they want?"

Despite the changes on those nights, and additions on Saturday and Sunday,

all of which Schulman acknowledges will improve NBC's position, he expects ABC to maintain its demographic strength. "ABC is putting on what will be the strongest show in the second season in *Davis Rules*," he said, adding, "it's the best comedy show I've seen from ABC since *Roseanne*." Produced by Carsey-Werner, the show is scheduled in the 8:30-9 slot on Tuesday nights as the lead-in to *Roseanne*. "It will get bigger numbers than *Head of the Class* and could become a must watch program causing more viewers to tune in at 8 p.m. with *Who's the Boss*. Its higher numbers will deliver a better audience to *Roseanne* which will give *Coach* at 9:30 a stronger audience," he said. **SC**

NEW YORK: 'MATLOCK' GETS FRINGE, 'FEUD' RETURNS TO ACCESS

Hour drama replaces 'Geraldo'; first time in five years market O&O has used off-network show in early fringe

Two key programming moves were made in the New York market last week. WCBS-TV confirmed it had picked up Viacom's off-network *Matlock* for early fringe (4-5 p.m.), and will bump the talk show *Geraldo* to 9 a.m. Meanwhile, WNBC-TV has decided to put LBS's *Family Feud* back into access at 7:30 p.m. in place of *Challengers*, the new game show from Buena Vista Television.

The *Matlock* move, effective Jan. 14, is the first time an O&O in the New York market has used an off-network program in early fringe since 1985, when WCBS-TV was airing reruns of *Quincy*. Since then, the time period has been dominated by talk strips.

According to Roger Colloff, WCBS-TV vice president and general manager, the scheduling change is a counterprogramming move. WABC-TV continues to dominate 4-5 p.m. with *Oprah Winfrey*. In the November sweep, *Geraldo* was a distant second place according to both Nielsen and Arbitron, while *Donahue* won WNBC-TV was a close third.

"There's a question as to whether three talk shows are viable [at 4 p.m.]," said Colloff. "*Matlock* is an extremely strong performer on NBC." *Geraldo* will replace two low-rated new game shows at 9-10 a.m.—*Quiz Kids Challenge*, already canceled, and *Trump Card*, which will move to the middle of the night.

At WNBC-TV, the station is moving

Family Feud into access for the third time since the show debuted in the fall of 1988. The station moved it twice in favor of *Inside Edition*. The loss of its access slot in New York is the second recent setback for *Challengers*. The show was pulled from its early fringe slot on WLS-TV Chicago two weeks ago.

WNBC-TV has renewed *Feud* through the 1991-92 season. According to

sources, the station has agreed to keep the show in access through the rest of the current season, but there has been no decision yet on where the show will air in 1991-92. Sources confirmed that shows competing for the access slot with *Feud* included KWP's *Inside Edition* (now on WNBC-TV's shelf) and Warner Bros.' *Mama's Family*, which will go to Fox-owned WNYW(TV) instead. **-SM**

TRIBUNE MAKING HEADWAY WITH 'NOW IT CAN BE TOLD'

Tribune Entertainment is making progress in clearing its access-targeted new magazine strip *Now It Can Be Told*, featuring Geraldo Rivera. But according to station sales executive vice president, David Sifford, the going is tough in a very competitive program marketplace.

While the primary target for the show is access, Sifford said the program is suitable as a news companion in any number of dayparts and that some affiliates have expressed interest in carrying the show in daytime and late night, possibly preempting network programming.

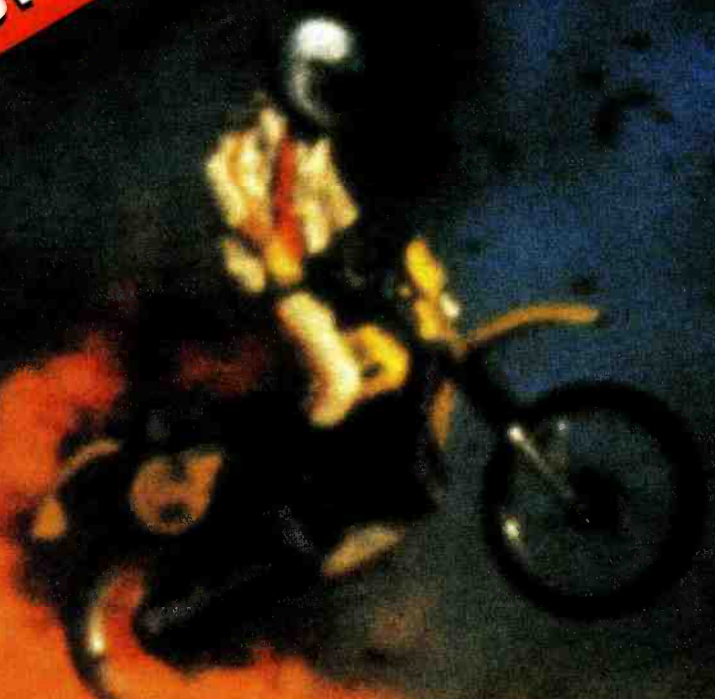
Several ABC affiliates are considering placing the program after ABC News'

Nightline, including WJLA-TV Washington, which has picked up the show for next fall.

Jane Cohen, vice president, operations, WJLA-TV, confirmed that *Now It Can Be Told* is a strong contender as a *Nightline* leadout program next fall. "When the *Geraldo* talk show first came out about four years ago we played it in late night and it did very well for us," said Cohen.

Cohen also said the station will consider whatever programming ABC has in store for the daypart next fall. Currently, WJLA-TV airs the syndicated *My Talk Show* after *Nightline*, delaying *It's the Night with Rick Dees*, the ABC network

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show, by a half-hour.

KRON-TV San Francisco, the NBC affiliate, has also picked up the new Rivera magazine. But, instead of late night, where NBC is very strong, the station is looking at putting the show somewhere within the NBC daytime block, which continues to lag behind CBS and ABC.

"We've thought about putting it at noon or 12:30 p.m. or 11 a.m.," said David Salinger, director of programming and audience development, KRON-TV. "It is compatible with the type of pro-

grams we want to schedule in the day-part," said Salinger. "The question is how we accommodate our new [syndication] acquisitions with the new NBC daytime product coming down the pipe. That is still undecided."

NBC is currently developing a slate of reality programs for daytime, the first of which was announced last week (see page 13).

Tribune's Sifford reports that *Now it Can be Told* has been sold to about 13 network affiliates, covering some 20%

of the country. "This is the toughest year for selling programs in the 20 years I've been in the business," Sifford said. But with persistence and some flexibility in meeting station needs, he said, "I think we'll prevail."

Other stations clearing the program to date are WJBK-TV Detroit, WJW-TV Cleveland, WTVJ-TV Miami, KTVI-TV St. Louis, WTNH-TV Hartford, KUSI-TV San Diego, KATU-TV Portland, WITI-TV Milwaukee and WSYX-TV Columbus, Ohio. SM

TRACKING THE ELUSIVE BARTER SPOT

Warner Bros. test of monitoring services ends with distributor 'leaning' toward Advertising Verification Inc. offering

Verification of national barter advertising spots and the development of standard procedures for monitoring stations' compliance in airing national commercials has been a hot topic of debate among syndicators and advertisers.

At the end of November, Warner Bros. Domestic Television Distribution completed a test of competing verification systems from Broadcast Data Systems (BDS) and Advertising Verification Inc. (AVI). According to Chip Aycock, director of domestic distribution and clearance validation for Warner Bros., "they [AVI] have offered us a contract deal memo, and we're leaning toward signing with AVI Technologies."

As one of the largest distributors of off-network and first-run series programming, Warner Bros.'s choice of either system would represent a major boost. Already in existence is Nielsen Media Research's AMOL detection system, and Arbitron has its planned Scan America (or BAR system), but execu-

tives from both companies did not return calls about the potentially competitive systems.

The real impetus for such a standard system comes from national advertisers, who in the past have complained that syndicators are unable to verify when and whether their commercial spots have been airing in a program or in its originally contracted time slot. Stations routinely upgrade or downgrade syndicated programs (depending on their ratings performance), but certain contracts specify that those stations are obligated to carry the national barter spots in the program's original time slot, whether or not the program is still there.

Syndicators have had the additional burden of finding a system that can quickly and accurately police local programmers, who may feel justified in defying what they perceive as onerous barter contractual obligations, leaving some distributors to offer makegoods for delayed or unaired spots.

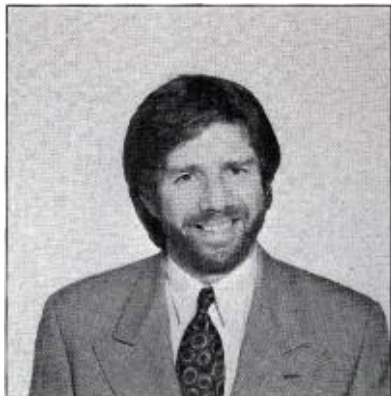
Aycock said the goal of the month-long test of BDS and AVI systems was

to define which best provided "solid verifications that we are meeting our rating guarantees with national advertisers," on a "closer par" with what the broadcast networks have traditionally offered. According to Aycock, AVI's "active" system (which provided encoded audio signal data from New York, Los Angeles and Sacramento broadcast markets) came closer to meeting Warner Bros.' criteria—"pure" verifications, identification of the advertiser's spot, the syndicated program in which it was running and the time slot in which the spot aired—than did BDS's "passive" system.

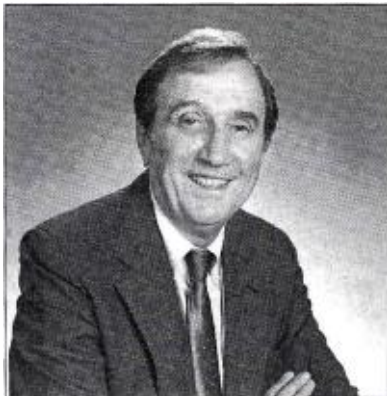
BDS Vice President Terry Meacock countered that his system "gave them [Warner Bros.] data of when the commercials aired and in what program. I can pinpoint those commercials, but I don't yet have the computer programed to verify whether the commercial was a local, national or network buy. As part of this phased introduction period, I'm letting them see the basic technology and then fine tuning it for each of the individual market's needs. I will give Warner Brothers what they need."

Leon Luxenberg, senior vice president, administration, for Warner Bros., confirmed that the company is negotiating with AVI, but added that "nothing has been finalized." He also suggested that the Advertiser Supported Television Association could convene a meeting of distributors to "discuss which system is most beneficial to distributors and advertisers."

Patented in 1988 by engineer Robert Kramer, the AVI system encodes commercials with a low decibel (db) audio signal that is not audible to the human ear. Computer readers (computer soft-



Kramer



Luxenberg

ware and hardware) are placed in each market—either tapped into a cable operator's headend system or straight from broadcast antenna signals—where the data is fed back via modem to the individual syndicator's or advertiser's own computer database.

BDS, on the other hand, uses a passive system that does not involve individual physical tape encryption but is rather a pattern recognition system that is able to "fingerprint" computer coded commercials. The company, which is based in New York and owned by Billboard Publications Inc., publishers of *Billboard*, *Adweek* and *The Hollywood Reporter*, has been offering a similar service in over 75 radio markets and announced plans four months ago to serve TV markets. However, Warner Bros.' Aycock said the test was limited to 40 of those markets.

While Aycock said that AVI and BDS are "not quite yet there technically," he said that AVI was better at identifying commercials and the number of "spins" (time slots other than the original slot contracted). "The test results for BDS were all right for which programs ran in the 40 markets, but it was unable to track spots outside its time period and program," Aycock said. "AVI currently provides the most accurate information. They can turn it over in less than 24 hours when I push them."

However, Aycock and Luxenberg expressed some reservations about Kramer's ability to implement the system nationally without some additional financial backing. Sources estimated that it could take a \$7 million-\$10 million first-year investment to get the system "up" in 200-plus ADI markets. Luxenberg said that although negotiations have been ongoing with AVI, a consensus among syndicators and advertisers should supersede any deal for AVI's system. Kramer said that if he can get one or two syndicators to subscribe (he would not discuss potential fees), AVI has computer hardware and software ready for implementation in the top 20 ADI markets (44% coverage). Aycock said he would rather see AVI start out with 80% U.S. coverage.

"If you asked us today, I would have to say that we probably don't have enough money," said Kramer, who declined to identify his "other" backers. "If we don't have the clients signed, then we can't go. If we get full-scale support from the studios, we can have this system fully operational nationally and data available daily within an hour of the program's local airing."

One syndication source, who wished

to remain anonymous, indicated that Nielsen may be in the midst of talks with AVI about using its proprietary technology to possibly augment or replace Nielsen's AMOL system. Nielsen currently includes the cost of AMOL into its regular ratings subscription service. Warner's Aycock and Camelot's Leon credited AMOL with 95% accuracy, but the video encryption is laid down on line 20 and 22 of the vertical interval, which both executives said can be "blanked out" or "stripped" by station engineers receiving the program's satellite signal.

"I think Nielsen realizes that AVI and Kramer have built a better mousetrap," said the source. "It's probably a matter of time before Arbitron also goes after

AVI or BDS."

As for possible industry/trade association endorsements, Advertiser-Supported Television Association (ASTA) Director Tim Duncan and Association of National Advertisers' (ANA) senior vice president, Peter Eder, and chairman of the advertising committee, Dick Bruder (also general counsel for Procter & Gamble), said their organizations would refrain from pushing for an industry standard, but rather let the free market dictate which is the best format. Duncan qualified ASTA's position by suggesting that his barter association would instead "present options" to syndicators and advertisers and offer their own summaries. -MF

PUBLIC TV REP SIGNS NEW CLIENTS

Public Broadcast Marketing, an unwired network that places corporate messages exclusively on public television outlets, has added the New Jersey Network and Nebraska Public Television to its list of clients.

With the latest additions, the four-year-old company now represents 60 public TV stations with 62% coverage of the country. Participating public TV stations, primarily located in the top 50 markets, include WTTW(TV) Chicago, KERA-TV Dallas, WLIW(TV) Garden City (New York), N.Y. and KUHT(TV) Houston.

Virtually all public TV stations now accept corporate messages, but many are still adjusting to the concept of working with a rep firm, according to Keith Thompson, president of the New York-based company.

Thompson started PBM with eight stations in August 1986, two years after the FCC changed noncommercial TV guidelines to allow for enhanced corporate underwriting. Prior to 1984, corporate sponsorship essentially took the form of on-air acknowledgments which offered little room for elaboration.

"Before, we had white letters on a blue background," said Thompson. "Now, we can show moving cars." Participating corporations in recent years have included Mitsubishi, Kraft Foods, MCI Communications Corp. and several other top companies.

Thompson's assertion to advertisers is that noncommercial TV offers a "pristine environment" averaging about 300 messages per week, versus about 5,000 per week for commercial broadcast and cable outlets. FCC guidelines allow for

breaks of 2½ minutes or less with a maximum two breaks each hour, and PBM generally makes available one minute per hour to regional and national corporate accounts.

Participating corporations generally pay an average unit cost of about \$17,000 in prime time, said Thompson, although some spots on certain stations are priced at less than half that figure. With 60% coverage of the U.S., PBM's full lineup of public TV stations reaches an average household audience of about 1.7 million, he said.

Corporations working with PBM can promote themselves not only through selected public TV stations, but also through programing guides sent out by those stations. Viewer guides published by the various PBM stations have a collective readership of about 2 million homes, said Thompson.

Working through PBM also allows corporations an opportunity to reach viewers through the participating public TV station's mailing list. Public TV stations virtually never sell their mailing lists, said Thompson, but do allow corporations, through PBM, to use their lists to announce participation as station sponsors. Yet another way that corporations work through PBM is in sponsoring sporting events and other activities held by public TV stations.

PBM expansion plans call for a comparable service for public radio, said Thompson. The company is also preparing a series of management seminars for public TV broadcasters, which will educate stations on a number of topics, including advertising, audience research and computer technology. -RB

FIN-SYN GLEANINGS: THE WEEK AFTER

The many lobbyists, lawyers and executives involved in the FCC proceeding aimed at reforming the financial interest and syndication rules were still talking last week about Dec. 14's fin-syn hearing before FCC Chairman Alfred Sikes and the four commissioners.

Among the talked-about highlights:

■ Fostering diversity is the public interest cornerstone of the fin-syn rules, but Fox Chairman Barry Diller argued that diversity is a canard. "The simple fact is there are not good ideas lying unproduced on the floor of network greed," he said. "This debate has utterly nothing to do with what the viewer actually sees," he said. "To continue to bleat that out as justification for keeping these rules is disgraceful.... So the only real question is whom to regulate and what for.... If [the FCC] wants new free over-the-air networks to survive, then it cannot—must not—carve up the carcass of this issue with some expedient compromise."

■ Due to the increasing competition for other media, the networks are no longer "900-pound gorillas," said Walt Disney Studios President Richard Frank. They are 850-pound gorillas. And the difference in size is "inconsequential," he said.

■ When Diller thanked Sikes for crediting Fox—a network operating without fin-syn restriction—for producing some unique programming, Sikes broke up the packed room: "I don't think all you produce is particularly good, lest I be misunderstood.... God forbid."

"Neither do I," countered Diller. "We talk about that a lot."

■ In one of the several interpanel exchanges, Frank asked Diller if *The Simpsons* would be available to all independent television stations when it goes into syndication. "You'll find out," Diller responded, brushing aside the question. "We don't deal with the Disney company because they are suing us," again provoking laughs. For the benefit of the commissioners, but clearly not Frank, Diller said that off-Fox programs would be made available to all.

(In the pending suit, Disney has accused Fox of pressuring its affiliates not to carry Disney's afternoon children's programming block. Fox is putting together a competitive package.)

■ As a network broadcaster, Diller said he could accept "minimum house-keeping rules" to guard against warehousing, "self dealing and [affiliate] favoritism" of off-network programming by network syndicators.

■ Even though the networks argue that repeal of the rules would benefit independent producers by giving them additional sources of financing, the producers are siding with the major studios in opposing repeal. FCC Commissioner Ervin Duggan wondered why. "It's a little bit like some old mafia movies," answered NBC President Robert Wright. "You don't see a lot of people coming to testify before the grand jury until they really feel there are changes that are going to take place," he said. "If you are a would-be struggling producer, you know under the current rules the only place you can obtain financing is from one of the large studios. If I were in that situation, I would be extremely reluctant to be giving many speeches pointing out

my concerns about studio activities."

■ "The argument that says the major benefit of FISR has been to grant some kind of monopoly power to the larger studios so they can extract high terms from the independents is absurd," said Frederick Warren-Boulton, an economist representing the producers. "Nobody wants to be monopolized," he said. "If...the [only effect of] FISR was to grant major studios monopoly power over the independents, the independents wouldn't like it. The real job for Professor Summers [Harvard economist Laurence Summers], is not to convince you," he said. "He should try to go off and try to convince the independent producers. One is reminded of the famous Groucho Marx comment: 'Who are you going to believe, me or your own two eyes.'"

■ FCC Commissioner Andrew Barrett called Daniel Burke, chairman and chief executive officer, Capital Cities/ABC, "a class act" for his efforts last spring to reach a private settlement with Hollywood on new rules. "I'm convinced that if you had put your hand on [Motion Picture Association of America President] Jack Valenti's head and kept him from jumping up and down, we would have had some kind of settlement."

■ Even if given a free hand to syndicate overseas and enter into co-productions with foreign producers, CBS might forego the opportunity, said CBS Chairman and President Laurence Tisch. "When you think about it, the trend toward globalization might hurt creativity and diversity because, if programming decisions must be made so shows work around the world, and these shows then will sell books or records, they have to limit creativity and risk-taking and become homogenized," he said. "The focus therefore, as far as American television is concerned, should be American programming, getting away from this globalization."

■ Likewise, Capital Cities/ABC's Burke said the network would not necessarily use all the freedom repeal of the rules would bring. "Given the opportunity to go into the domestic syndication business at the current time...it is by no means certain that our company would go into it.... It's not a business that we would feel off the bat we understood particularly well. We are not entirely staffed to get into it."

■ Asked by Duggan why he was leading the charge against repeal of rules that, in essence, prevent Time Warner

PETITION FILED AGAINST WWOR-TV

Garden State Broadcasting has filed a petition to dismiss or deny the petition of WWOR-TV Inc. (licensee of WWOR-TV Secaucus, N.J.) for transfer of control from its parent company, MCA Inc., to Newco (made up of current MCA stockholders). MCA is being purchased by Japan's Matsushita (BROADCASTING, Dec. 3). FCC rules prohibit foreigners from owning more than 20% of a station. The petition claims WWOR-TV must justify the use of Form 316 (a short form) instead of Forms 314 and 315 (the long forms). A short form can be used when corporate restructuring does not involve substantial change in ownership.

The Garden State petition said: "Transfer relates to publicly held companies and information has not been supplied sufficient to determine the nature of the change...Careful scrutiny is necessary to insure that no violations of statutory alien ownership restrictions will occur." Garden State challenged WWOR-TV's license renewal in 1988 and currently has a \$2 million comparative hearing settlement under review by an FCC administrative law judge because it is uncertain who controls Garden State.

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FMBC-1

from buying or creating a broadcast network, Warner Bros. Chairman and Chief Executive Officer Robert Daly said: "What might be good for our company is not the issue; the issue is diversity of programming."

■ Network executives claimed partial ownership of a show would not significantly affect their treatment of it. "It is impossible for me in any way to conceive of being able to put together a schedule that is solely tied to...ownership," said ABC Entertainment President Robert Iger. "I am trying desperately to stem the tide of viewer erosion and I am losing the battle. If I were to start considering whether we had a piece of the action...I would hasten to say that that would result in a very quick death for my network."

■ Duggan had to ask four times, but he finally received a clear assurance from CBS Entertainment President Jeff Sagansky that Duggan should be unconcerned about networks' "extracting" rights and interests without paying full value for them in the absence of the rules. Said Sagansky: "In the marketplace we are talking about now where there are a lot of other places to go other than the three networks, the extraction you are talking about is not going to occur."

■ With FCC Commissioner James Quello giving them free rein, Sagansky and Warner Executive Vice President Barry Meyer battled over who has the most leverage in network-producer negotiations. After only two years on the air, Sagansky said, CBS was forced to renegotiate with Warner and increase the basic licensing fee for *Murphy Brown*.

Meyer said the renegotiation was necessary to retain the show's "creative talent," noting that because CBS has a four-year contract, Warner could not take the show to other networks.

"These negotiations happen all the time," said Sagansky. "There are a million things that happen during the four years license that cause us to renegotiate."

"But pardon me," said Meyer. "How effective is a negotiation when there is only one potential buyer, when the alternative is only to say 'yes' or 'no'?"

"Even though we could take it to no other network," replied Sagansky, "somehow, something forced us to pay a 60% higher license fee."

"I think [what caused CBS to cut the deal] was complex," Meyer said, "but it was primarily a desire to retain the creative talent who had made the show a success for CBS."

Wrapping up the exchange, Quello said: "I guess there will be pressure and

extraction a little bit on both sides."

■ The studio chiefs said they would accede to a repeal of the rules, if they were replaced by "safeguards" against the networks' negotiating power, including a stipulation that negotiations for financial interest be conducted only after the basic licensing agreement has been settled and the program has been placed in the network schedule. "I would be happy to sell a financial interest in our programs if they would do it in a [separate] negotiation...where they would not have the leverage and where we are not vulnerable," said Daly.

■ Ralph Baruch, chairman of the Program Producers and Distributors Committee (PPDC), argued that any change in the fin-syn status quo would make the prime time access rule all the more important "in order to avoid complete control of all time periods by the network entities."

Baruch added that to permit network involvement in the first-run syndication business "would be to enable the networks to come in through the back door while they are prohibited to come through the front entrance."

■ The affect of revising the rules on smaller, independent producers would be profound, maintained Orbis Communications Executive Vice President Ethan Podell. "For us as producers and distributors of television movies, 'scarcity' and 'gatekeeper' are not economic jargon," he said. "They accurately characterize our day to day business life with the networks.... If we can't syndicate internationally, the entire set of

cards starts to crash on us. I don't see what we're going to do. There's a marginal role for crummy, inexpensive, hard-to-sell programming which I'm sure the networks would be happy to have us schlep market-by-market domestically and overseas, but that's not a business."

■ Attempting to assuage concerns first raised by Duggan, Steve Weiswasser, executive vice president, ABC Television Network Group, said repeal of fin-syn "does not require or warrant the repeal or modification of the prime time access rule.... There is no reason the commission cannot preserve this alternative outlet to prime time audiences, even if it finds that the relationship between networks and their suppliers need not be subject to any regulation whatsoever."

■ Responding to Sikes, Harvard's Summers, on behalf of CBS, said the networks would compete aggressively for entertainment programming just as they do for sports programming. "You just have to look at how much they've lot on sporting events, where it would be a lot easier to collude..., to recognize that they compete hard with one another."

■ Reacting to comments by Harry Shooshan, an economist testifying on behalf of Fox, Quello said Fox should not be subject to the same rules as the other networks. "There is no doubt," he said, "Fox does not have an in-house news staff, they don't have sports, they have relatively little programming compared with the others. I don't think they have the market power. I do think they deserve some kind of special consideration."
—HUAJ, AAG

EX-AMERICOM EXECUTIVES FORM STAR MEDIA

Following the bloodletting at Washington-based Americom Radio Brokers last October (BROADCASTING, Oct. 8), most of the principals of the firm have relocated to Dallas under a new corporate name. Star Media Group, organized by Americom's former managing partner, Bill Stedding, and Paul Leonard, now Star president and senior vice president, respectively, will continue to deal with the same clients as before, although the company will be aligned somewhat more with the West Coast.

According to Leonard, those partners who left Americom had arrived at a "legal, mutual 'hold-harmless' in which we agreed not to sue Tom Gammon [Americom co-founder] and he agreed not to sue us." In turn, departing Americom executives, which also include Peter Handy and John Frankhauser, who was heading Americom subsidiary Star Capital, retained their "work in progress," Leonard said. He claimed that, except for the name change, Star Media Group essentially was the same company as the larger Americom because "the crew that is here now is responsible for 85%-90% of the business Americom had done in the last two years."

Leonard said the company selected Dallas as its headquarters because costs were lower and because it is a central travel hub about halfway between New York and Los Angeles. Also, Star is engaged in a joint venture with an unnamed French-based investment fund whose principals are based in Los Angeles. That fund is looking to invest about \$150 million in American radio, Leonard indicated.

CHANGING HANDS

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

■ **KOCM(FM) Newport Beach and KSRF(FM) Santa Monica, both California** □ Sold by Ocean Broadcasting and Radio Broadcasters to Brentwood Communications Inc. for \$17.65 million cash at closing. Stations were purchased in 1986 and 1987 for combined \$8.5 million. Stations operate on same frequency, and will be simulcast. **Seller** is headed by Jack Siegal, Steve Hazy and Leonard Weinberg, and has no other broadcast interests. **Buyer** is headed by Ken Roberts and has no other broadcast interests. KOCM has adult contemporary format on 103.1 mhz with 2 kw and antenna 322 feet above average terrain. KSRF has adult contemporary format on 103.1 mhz with 3 kw and antenna 265 feet above average terrain. *Broker: John McLaughlin.*

■ **WPAD(AM)-WDDJ(FM) Paducah, Ky.** □ Sold by Radio Paducah Inc. to Purchase Broadcasting Inc. for \$1.8 million. Stations sold in 1984 for \$1.5 million ("Changing Hands," May 28, 1984). Purchase includes \$1.725 million cash at closing, of which \$250,000 is for 5-year noncompete covenant, and \$75,000 escrow deposit. **Seller** is headed by William H. Beremen, J.T. Carneal, Edward B. Fritts (father of National Association of Broadcasters President Edward O. Fritts), Kenneth and Patricia Shively, husband and wife, and Eugene and Ann Edwards, husband and wife. Beremen is 51% owner, president and director of Radio New Mexico Inc., licensee of KVSF(AM)-KNYN(FM) Santa Fe, N.M. **Buyer** is headed by R. Lee Hagan, 60%, and Gene W. Edwards, 40%. Edwards has 2.1% interest in assignor. WPAD has religious format on 1560 khz with 10 kw day, 5 kw night. WDDJ has contemporary hit format on 96.9 mhz with 100 kw and antenna 340 feet above average terrain.

■ **WQIZ(AM)-WKQB(FM) St. George, S.C.** □ Sold by Trident Communications Corp. to Barton Broadcasting Corp. for \$1.5 million. Purchase is for \$1.5 million cash at closing, of which \$600,000 is for non-compete covenant. Stations were sold in 1979 for \$1 million ("Changing Hands," Dec. 10, 1979). **Seller** is headed by Thomas J. Greiner and Robert O'Leary, permittees of KMCE(FM) Rancho Cordova, Calif. **Buyer** is headed by Charles A. Barton, who is 50% stockholder in Mid-Carolina Communications Inc., licensee of WSSC(AM) Sumter, S.C., and has 40% interest in Sumter Radio Partnership,

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$213,200 □ 4

FM's □ \$17,654,000 □ 5

AM-FM's □ \$4,160,000 □ 5

TV's □ \$0 □ 0

Total □ \$22,027,200 □ 14

Year to Date:

AM's □ \$105,624,754 □ 365

FM's □ \$492,100,531 □ 235

AM-FM's □ \$360,332,727 □ 213

TV's □ \$829,676,900 □ 91

Total □ \$1,787,734,912 □ 904

For 1989 total see Feb. 5, 1990 BROADCASTING.

which has application for CP pending at Sumter, S.C. WQIZ has gospel format on 810 khz with 5 kw day. WKQB has urban contemporary format on 107.5 mhz with 100 kw and antenna 984 feet above average terrain. *Broker: Randall E. Jeffrey of Media Venture Partners.*

■ **WOJY-AM-FM Sharpville-Farrell, Pa.** □ Sold by National Communications Systems Inc. to Mercury Broadcasting Inc. for \$860,000. **Seller** is headed by Jerome Bresson, who has interests in WYYS(FM) Cayce and WBPR(FM) Georgetown, both South Carolina. **Buyer** is headed by Kelly Holtzclaw, who has no other broadcast interests. WJY(AM) has contemporary hit format on 1470 khz with 1 kw day and 500 w night. WJY-FM has contemporary hit format on 95.9 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Gary E. Kirtley of Mediacor.*

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MERGER BRINGS COMIC RELIEF TO CABLE

In a deal some thought could never be done, MTV Networks' HA! and HBO's The Comedy Channel have merged into one cable network, now simply called Comedy TV.

The companies also sent another truce signal by going outside the two companies to name Robert Kreek to head the new service. Kreek has been president of Fox Cable Programming since August.

Talks between HA! and The Comedy Channel, Viacom and Time Warner properties, respectively, had dissolved six months ago, only to open again last month when HBO Chairman and Chief Executive Officer Michael Fuchs and Showtime Chairman and Chief Executive Officer Winston (Tony) Cox met at a National Cable Television Association board meeting in Palm Springs, Calif. The tough sell each service had with cable operators, combined with the red ink both sides were generating at a time when the economy is slipping, were major factors in the conciliation.

The result is a 50-50 venture between the two companies. Assets of the two channels are scheduled to transfer to Comedy TV Jan. 1, 1991, but the companies don't expect the new channel to launch until later in the first quarter. Until then, both HA! and The Comedy Channel, which combined now reach 15 million homes, will continue to operate.

What was different during this round of talks was that both parties backed off positions that had served as major obstacles in talks last spring, said Frank Biondi Jr., Viacom president and chief executive officer. "We backed off our demand to be managing partner, and they [HBO] backed off bringing the lawsuit into the talks," he said.

"The lawsuit" is Viacom's 2.4 bil-



Viacom's Frank Biondi and HBO's Michael Fuchs

lion suit against Time Warner, charging antitrust violations. While the suit was off the table during talks, Fuchs, HBO chairman and chief executive officer, expressed hope that the merger could help dispose of the lawsuit. In doing the merger, which he described as "remarkably amicable negotiations," Fuchs said: "We all worked together well and patched up some relationships, so that can't hurt" in helping to settle the lawsuit. He added, however, that there are "no strings attached."

The reason for the merger, said Biondi, was that it would have been "prohibitively expensive" for the channels to continue to operate independently. He also cited "enormous resistance" from cable operators as a factor, and both Biondi and Fuchs characterized the

economy as helping to instigate the merger.

There are no plans to seek out cable operator equity in the channel, both Biondi and Fuchs agreed, but they also acknowledged that they were open-minded to its possibility. HA!, from its launch date until recently, had been trying to sign equity investors, but to no avail.

The venture's partners said Kreek was their first choice, based on their experience working with him at Fox, and more so when he was vice president of film programming at HBO. There will also be a new head of programming named from outside the two companies. Comedy TV will have an eight-member board, made up of four representatives from each company.

Just what the programming will look like remains to be seen, but the libraries of both channels will be available. Fuchs said he hopes to see a fresh approach, without being tied to the programming philosophy of either HA! or The Comedy Channel.

While programming will be handled "independently," said Fuchs, other areas of operation will be handled by either MTV or HBO. Affiliate relations, and legal and business affairs will be handled by MTV, and finance operations will be run from HBO.

Current HA! President Ed Bennett will continue his duties as president of VH-1. Dick Behrs, president, The Comedy Channel, said he expects to stay with long-time employer Time

TURNER ON THE STUMP

More government involvement is not needed or helpful," wrote Ted Turner, president of Turner Broadcasting System, to members of the Georgia congressional delegation and the Senate and House Commerce Committees. In anticipation of Hill action next year, Turner's letter maintains that cable reregulation is wrongheaded and detrimental to the economic health of cable programmers such as TBS. Reregulation "will hurt investment in new programming and slow the upgrading of cable television plant, including installation of fiber optics and related advanced technology." Moreover, Turner argued that last session's legislation was "plain unfair to those of us who are trying to develop and expand cable networks." He said many of the provisions "made life harder for cable networks." He added: "When you are asked to support legislation, please consider that consumers have little to gain from regulation, and a great deal to lose from a slower pace of innovation in programming and plant."

Warner, although not necessarily with HBO. The Comedy Channel employs less than 200 people, half of which came from within HBO, while HA! has only 61 staffers. The two staffs will combine, although there is no word yet on who will remain and who will go. Fuchs said

the yet-to-be hired management will decide that. Comedy TV's New York offices will be separate from both Time Warner and Viacom, although The Comedy Channel's studio facilities will continue to be used for some programming production. **-SDM**

FNN's 10-K: RUNNING IN THE RED

Annual filing shows big jump in expenses

Financial News Network, trying to get its troubled financial house in order, filed its long-delayed fiscal 1990 10-K with the Securities and Exchange Commission last week. The 100-plus page document is certain to make interesting reading for the more than a dozen prospective buyers of the financial news cable channel. Buyers began the due diligence process with FNN last week, with many questions still unanswered by the 10-K.

FNN had already announced two weeks ago that its losses for fiscal 1990 were \$72.4 million, and losses for the first quarter of fiscal year 1991, FNN had revenue of \$52.6 million in Fiscal 1990, and were \$25 million. The 10-K reveals that costs and expenses rose from \$35.8 million in 1989 to over \$121.5 million in 1990, including programming and production expenses that jumped from \$10.8 million to \$38.5 million. Half of the latter came from the acquisition of Lotus Information Network Corp., a provider of securities pricing information, and a substantial portion from expanded programming during prime time hours. Additionally, selling, general and administrative expenses more than doubled from \$19.2 million in fiscal 1989 to \$40.4 million in 1990, in part due to the increased programming. Observers point out that the launch of competitor CNBC in April 1989 was a factor in FNN expanding its service.

Advertising revenue was \$21.7 million in fiscal 1990, down from \$24.5 million in 1989, which FNN attributes to its decreased use of infomercials and

lower audience ratings during the latter half of the fiscal year that forced lower advertising rates.

FNN's rate card and length of contracts have been the subject of some controversy. Last month, FNN attempted to clarify that by saying that 80% of contracts are valid through 1993 or longer and at an effective rate in excess of 3 cents. In the filing document, the top of FNN's rate card is listed at 7½ cents as of July 1990, up from 5½ cents in 1989.

The document also reveals that Tele-Communications Inc., which controls nine million of FNN's 35 million subscribers, has carriage agreements that allow the MSO to turn off the cable service with 30 days notice, a revelation that is making some potential buyers think twice ("Closed Circuit," Dec. 10). Other problems loom as well for FNN, and possibly for potential buyers. FNN has been named a defendant in eight lawsuits and is the target of an SEC investigation. The 10-K acknowledges that the investigation is directed, among a variety of accounting activities, at transactions between related Infotech companies. SEC has subpoenaed FNN documents, and the company is cooperating with the investigation.

Infotech-affiliated companies have been involved in a host of interrelated transactions, although it is unclear which are the target of the SEC investigation. In terms of scale, the largest activities have involved payments to FNN from Infotech companies United Press International and Institutional Research Network, which developed the

video news service FNN:PRO. FNN charged IRN \$21.4 million for use of its tape and graphics library, use of the FNN logo and use of the company's facilities and rebroadcast rights. IRN, however, hasn't yet made payment, and so the amount has not been reflected as revenue in FNN's financial statements. FNN also charged UPI \$17.7 million, of which it has paid \$16.5 million, for development of data transfer networks. None of that payment has been recognized as revenue by FNN because UPI paid with proceeds received from lease financing transactions. Auditors Coopers & Lybrand note in their report that they could not obtain sufficient documentation to support the \$17.7 million charge.

FNN, which has already stated it has insufficient cash flow to meet operating costs, stated that it has gone from a positive \$6.7 million cash flow in fiscal 1989 to negative \$43 million in 1990. It is still in the process of trying to obtain extensions on bank debt agreements, and stated that if it is unable to get sufficient financing and waivers, it may be forced to go into bankruptcy. Observers speculate that the banks will wait to see how the sale of FNN will proceed and try to avoid putting FNN into default. **-SDM, RB**

BIG CHANGES AT K PRIME

K Prime Partners has a new name, president and executive vice president. John Cusick, vice president of business development for GE American Communications, was appointed president and chief executive officer for Primestar Partners, the renamed 10-channel mid-power Ku-band direct broadcast satellite service launched Nov. 5 by nine MSO's and GE Americom. David Beddow, who had served as K Prime vice president and general manager over the past year, was appointed executive vice president and chief operating officer with oversight of daily operations, including engineering, marketing and programming.

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HBO AND SHOWTIME CLIMB INTO THE PPV RING

Both networks announce plans for monthly boxing series

Within a day of each other, pay television rivals Showtime and HBO expanded their competitive battlefield, and turned into pay-per-view rivals as well, with each announcing plans to create a monthly PPV boxing series, and each using boxing talent once exclusive to the other.

Showtime Networks Inc. and flamboyant boxing promoter Don King have formed a joint venture to distribute fights via PPV and other cable outlets, beginning with a March 18, 1991, PPV matchup between former heavyweight champion Mike Tyson and Donovan (Razor) Ruddock.

Tyson's move to Showtime marks a significant victory for the premium TV service, which lured the boxer away from a 14-year relationship with rival HBO.

HBO and parent Time Warner are certainly not fleeing from the ring. HBO, having managed to sever the long-standing relationship between Showtime and heavyweight champion Evander Holyfield, has signed a deal with Holyfield's promoter, Dan Duva, for a series of bouts involving fighters represented by Duva. In addition, Time Warner Sports announced that like Showtime, it too is creating a monthly pay-per-view boxing event.

King, who labeled Tyson's years with HBO as a "gratifying" learning experience, dismissed any speculation that the Showtime deal represented a war. "We're not in this to be in a war," said King. "I most certainly do not have time to be thinking about warring."

Under terms of the new deal, the joint venture could pay Tyson an estimated \$120 million for up to 10 winning bouts. Jay Larkin, Showtime's vice president of original programming, East Coast, stressed that any monies paid would be shared by both Showtime and Don King. Boxing promoter Murad Muhammad, representing number-two contender Ruddock, was gloating over the \$120 million deal during a well-attended press conference in New York last Tuesday. Ruddock stands to take over the contract should Tyson lose the March 18 bout.

As planned, Showtime's agreement with King's new KingVision PPV network calls for Showtime Entertainment Television to distribute four top PPV bouts in 1991 as well as monthly PPV



Don King, Tony Cox and Mike Tyson

title boxing events. Programming will be available to 15 million addressable homes nationally at an estimated suggested retail price of \$30-\$35 for the quarterly events and \$20 for the monthly matchups.

The venture also has plans to develop weekly boxing events for basic cable, said Winston (Tony) Cox, chairman, Showtime Networks Inc., noting that regional cable sports networks in particular are "clamoring" for such programming. Additionally, Showtime hopes to be able to take the bigger events for delayed broadcast, according to Larkin.

Showtime Entertainment Television is prepared to financially "backstop" all King boxing events, said Cox. "We're not going to let some losses get in the way," he said. "If there are, at least in the early stages, some financial losses, we'll be underwriting those."

The March 18 bout at Las Vegas's Mirage hotel-casino could drum up additional excitement in the event the matchup becomes a title fight. That decision will be determined by the WBC, which is currently considering whether to strip champ Evander Holyfield of his title for refusing to fight Tyson earlier this year.

Time Warner, which heralded the formation of its PPV boxing network, TVKO, the day following Showtime's announcement, plans to kick off its new venture with the April 19 heavyweight

bout between Holyfield and George Foreman. Promoters Bob Arum of Top Rank and Dan Duva of Main Events will be allied with TVKO, which formed after 10 months of negotiations, although Arum stressed that neither are equity partners in the venture. TVKO has exclusive rights to all of Arum and Duva's PPV bouts, although the network will also work with independent promoters as well. Arum and Duva are free to distribute non-PPV events as they please.

The deal calls for a monthly PPV card featuring at least two fights the second Friday of every month, sold for less than \$20 retail. In addition, "Mega Fights," of which the Holyfield-Foreman match will be the first, will be presented throughout the year, and priced higher than the monthly cards (Holyfield-Foreman is \$34.95). The monthly cards will sell commercial time prior to and following all fights.

Arum predicted that with the added force of Time Warner's marketing synergies behind the venture, the monthly card should be able to achieve a 3% buy rate in addressable homes, up from the 1% Arum said his fights usually achieve. He also predicted the entrance of a giant such as Time Warner into the PPV arena would help spur increased addressability.

Seth Abraham, president, Time

Warner Sports, stressed that HBO's emphasis on boxing will not wane, saying it will continue to run eight to 10 championship prize fights a year. He also noted that HBO made its deal with Dan Duva before TVKO made its own to ensure the premium network has a steady diet of fights available.

Top Rank had announced its own monthly PPV series more than a month ago, to be distributed by PPV network Viewer's Choice, but Arum said the arrangement with Time Warner would supersede that plan. He acknowledged at the time that he was in discussions with Time Warner about co-venturing on a monthly

series (BROADCASTING, Nov. 12).

Bruce Karpas, president, Reiss Media Productions, said he believes there is room for two monthly PPV boxing series. He said both Showtime and Time Warner's plans look promising, but, he cautioned, "We'll see who delivers." -SDM, RB

CABLECASTINGS

SNN GOES DARK

Sports News Network went off the air last Monday evening (Dec. 17), as its parent company Mizlou Communications prepared to file for bankruptcy.

The company had been trying for months to line up equity in the range of \$15 million to \$20 million to keep the 10-month-old service alive. Unable to do that, sources said, it was forced to look for an outside buyer, and found one in Landmark Communications, owner of newspapers, broadcast, television stations, and the Weather Channel. That preliminary agreement was announced two weeks ago, with Landmark tentatively agreeing to pay \$7 million at the time of the sale, and deliver payments of \$300,000 each year for five years for the Edison, N.J.-based service.

Landmark announced last week that despite Mizlou's problems, it still intended to purchase the channel, and resume its operations in Atlanta, where the Weather Channel is based, in early 1991. In a release, the company said it expected to have concluded negotiations as of the end of last week.

But what now seems to be missing from the deal was the \$1.5 million Landmark had initially promised to put up to fund SNN's operating expenses pending the closing of the deal. Sources said Mizlou failed to make full disclosure regarding its debt, which Landmark later became aware of, possibly prompting the company to initially want to back out of the deal. "Some things that were done were unethical at best," said one financial source.

Instead, said another source, Landmark is still going ahead with the deal, but is trying to make a clean break from Mizlou by letting



HBO was filming portions of "The James Brady Story" last week in Washington, and held a press conference to discuss the project. On hand were (l-r) Sarah Brady, chairperson of Hangun Control Inc.; James Brady, who was severely injured in the assassination attempt on President Ronald Reagan; Beau Bridges and Joan Allen, who portray Jim and Sarah Brady, respectively; David Puttnam, executive producer, and Robert Cooper, senior vice president, HBO Pictures. The press conference was held at the Washington Hilton, site of both the assassination attempt and the film's shooting.

SNN cease operation. It is also uncertain whether the purchase price has been dropped due to Mizlou's financial difficulties. The initial price was already low, said a source, who said management at Mizlou had underestimated SNN's expenses and "burned \$20 million in a year."

CARLETON UPPED AT TCI

Larry Carleton, vice president, Tele-Communications Inc., has been named executive vice president and chief operating officer of TCI Cable Management Corp., where he will oversee day-to-day operations of TCI's seven operating divisions. Carleton adds the duties of J.C. Sparkman, who remains CEO of TCI Cable Management, as well as executive vice president and of parent company, Tele-Communications Inc.

HENDRICKS TO HEAD NACP

John Hendricks, chairman and chief executive officer of the Discovery Channel, will serve as chairman of the National Academy of Cable Programming, succeeding Ralph Baruch, who has been chairman since NACP's inception in 1985.

TCI SIGNS WITH RICHEBOURG

Tele-Communications Inc. has committed to Richebourg Marketing's National Cable Month campaign for next April. TCI joins United Artists Entertainment in corporate support for the program. Richebourg said it will continue accepting operator orders for NCM on a case-by-case basis until Jan. 4.

'RAMBLING WITH GAMBLING': PASSING THE MIKE

After 31 years, John A. Gambling retires, to be succeeded by his son, John R.; father will fill in on show, acquire radio properties and work in both radio and TV commercials

Sixty-five years after John B. Gambling began broadcasting a morning calisthenics show on WOR(AM) New York, his son, John A. Gambling, officially passed the microphone of *Rambling with Gambling* to his son, John R. Gambling. The morning drive program is the longest continuously running radio program—celebrating its 20,000th broadcast last year—and has grown with the three John Gambblings who have steered its course.

John A. Gambling took over the program in 1959, when John B. Gambling retired. "With cries around the world that the kid will never make it," said John A., "I took over for him. Now, 31 years later, essentially the same thing is happening." At the beginning of 1990, John A., and John R. switched places in the studio, with the younger Gambling assuming control of the program as host, and John A., the elder, serving as co-host.

Rambling with Gambling has never ranked lower than third in the New York market. "Our constancy has been John Gambling, whether it has been John B., John A., or John R.," said John A. "Virtually every one of the letters that we get from our listeners will say it has been wonderful to wake up in the morning and to know that in a changing world, there is something that remains essentially the same. That has been a tremendous strength," he said.

Around that Gambling constant, however, John A. adds, there has been constant change. "We have kept contemporary," he said. "We have kept serving our audience, and as our audience has changed, we have changed right along with it."

Looking back on his tenure at the mike at WOR, John A. reflects that the most important aspect for him, as a broadcaster, has been the loyalty of his listeners. He said: "You suddenly realize how many millions of lives you have been privileged to touch, even in small ways." he considers radio by far the most intimate medium. And morning radio, even more so, said Gambling. "Over the years you hope that in some positive way you have made [the audience's] lives better or made them smile, or given them information they've needed," he said.

Of more import personally to John



John A. Gambling (1) and his son, John R.

A., has been the opportunity to work with both his father and his son. "I've had the joy of working with my father in a business we both loved and working with my son in a business we both love. That is very unique and special," he said.

Although he is retiring as the host of *Rambling with Gambling*, John A. is far from out of the picture. Aside from filling in for John R. for seven weeks in 1991, Gambling has formed a partnership with William Simon, former Secretary of the Treasury during President Ford's administration, called WESJAG, to acquire radio properties. Also in the future is work on both radio and television commercials for clients.

"I look forward to the future, obviously," said the younger Gambling. "I have been looking forward to this particular future for a very long time." And even though the future is uncertain, said John R., the program will continue to evolve slowly. "I think it will be a small evolution—one of attitude and pacing. Over the years, you will notice that the pace of the program will pick up," he said.

Having noted that there is a generational difference between him and his father, the son is quick to note the

sameness of the program under his direction. "I think people have accepted me, because over a long period of time, they have gotten to understand that I am not intrinsically different than my father," he said. "We are predictable in an unpredictable world," he said, adding: "When times are difficult, the fact that John Gambling is there, whether it be the young one or the old one, is good."

The differences among him, his father and grandfather, explained John R., are more attitudinal. Both his predecessors liked to remain neutral and "noncontroversial." Said John R.: "I enjoy discussing the specifics of a particular day and giving my opinion. I believe today's person enjoys a bit of stimulation and wants to know what you think so they can get a better handle on who you are."

The challenge for John R. in the coming years is to put 100% of his effort into the morning show. At the moment he has no plans to branch out into station ownership, like his father. "It is a huge responsibility, the privilege that I now have, that my father and my grandfather had, to be able to do what we do," he said. "I want to make sure it goes the way it should go—the way I want it to go."

—IC

WESTWOOD ONE EXTENDS EXCHANGE OFFER

Westwood One Radio Networks in Los Angeles has extended the deadline for its offer to exchange its 9% convertible subordinated debentures (due in the year 2002) for its 6 3/4% convertible subordinated debentures (due 2011). The exchange offer, disclosed late in November (BROADCASTING, Nov. 26), was set to expire at midnight, last Monday, Dec. 17, but the company extended that deadline to midnight, Friday, Dec. 21. At that time company officials were to have determined whether to allow the offer to expire, to further extend the exchange offer on the same terms, or to extend the offer on different terms. That decision was to have been announced no earlier than today (Dec. 24).

According to Peter Bardwick, Westwood One assistant vice president, about \$8.7 million of the 6 3/4% debentures (representing 9% of the \$98.5 million in outstanding convertible bonds) had been tendered by last Monday's deadline.

Westwood One had offered to exchange \$400 in new 9% convertible senior subordinated debentures for each of its \$1,000 principal amount of its 6 3/4% convertible subordinated debentures. Since the exchange offer was announced, Westwood One's stock has dropped from 3/4 to 1/8 on Dec. 19.

CEREMONY MARKS ARMSTRONG CENTENNIAL



Last Tuesday (Dec. 18) marked the 100th birthday of the late Edwin Howard Armstrong, former Columbia University professor widely credited with "inventing" FM radio. As an undergraduate at Columbia's School of Engineering, Armstrong developed the "regenerative" feedback circuit and later invented the superheterodyne circuit. In 1922 he invented the "superregenerative circuit," which made two-way radio possible. By 1933 he was granted four FM patents, which eventually led to the establishment of wide band frequency modulation, later selected by the FCC for TV audio transmission. He also developed, with engineer John Bose, carriage of more than one signal on a single FM channel, which ultimately became known as multiplexing and led to FM and TV stereo. Armstrong died in New York City Feb. 1, 1954.

The centennial of Armstrong's birth was observed at ceremonies at the site of his station W2XMN Alpine, N.J. last week. Pictured (l-r): Carl J. Kraus, general manager, WFDU(FM) Teaneck, N.J. (which Kraus said is the only FM in operation at the site); Charles Sackermann Jr., manager of the Alpine Tower Corp., owners of the property, and Frank Gunther, Armstrong associate and supplier of transmission equipment to W2XMN.

AMERICAN SPORTSRADIO TO LAUNCH COLLEGE FOOTBALL GAME OF WEEK

Startup Chicago-based American Sportsradio Network claims to have reached three-year rights agreements with "over 40" of the College Football Association's 63 members to launch a college football game of the week in the fall of 1991. Schools signed on so far include the universities of Colorado, Nebraska, Oklahoma and Florida.

ASN plans to air about 30 games each season, two each Saturday, said ASN President Tim Rappé, who predicted 150 affiliate stations will cover 85% of the nation next year. Barter arrangements with affiliates will give ASN "slightly more than 50%" of ad inventory. ASN continues to pursue contracts with remaining CFA schools and with schools from the highest-profile nonCFA conferences, the Big Ten and Pac-10.

According to Rappé—former vice president of sports marketing for Chicago-based PIA Sports Network, which launched an NBA game of the week this year—ASN has agreed to pay a "premium" fee to top football schools to gain first pick of games over competitors Mutual and PIA. Rappé said he believes ASN's first pick, combined with the ability to choose matchups as late as the Monday previous to game day, will insure a high-impact schedule.

Said CFA Executive Director Chuck Nienas: "Our interest is in trying to promote college football in all media. We felt this might create the most impact in urban areas where many people are not already wedded to a particular team." Saying the CFA signed no contract itself and acted only as a conduit between ASN and CFA members, Nienas said: "I understand he [Rappé] has the nucleus of a pretty good package."

Stressing that the three-year deals are not with the CFA—now undergoing Federal Trade Commission scrutiny of their latest TV deals (BROADCASTING, Sept. 10)—Rappé said, "What we've created is procompetitive; it will bring more games to more stations." —PDL

ZENITH PROPOSES ALL-DIGITAL TRANSMISSION SYSTEM

Becomes third company to back all-digital HDTV delivery

Six months ago, few experts believed an all-digital high-definition television transmission system could be developed and perfected in time to become an FCC standard in 1993. Now it is hard to imagine the standard could be anything else.

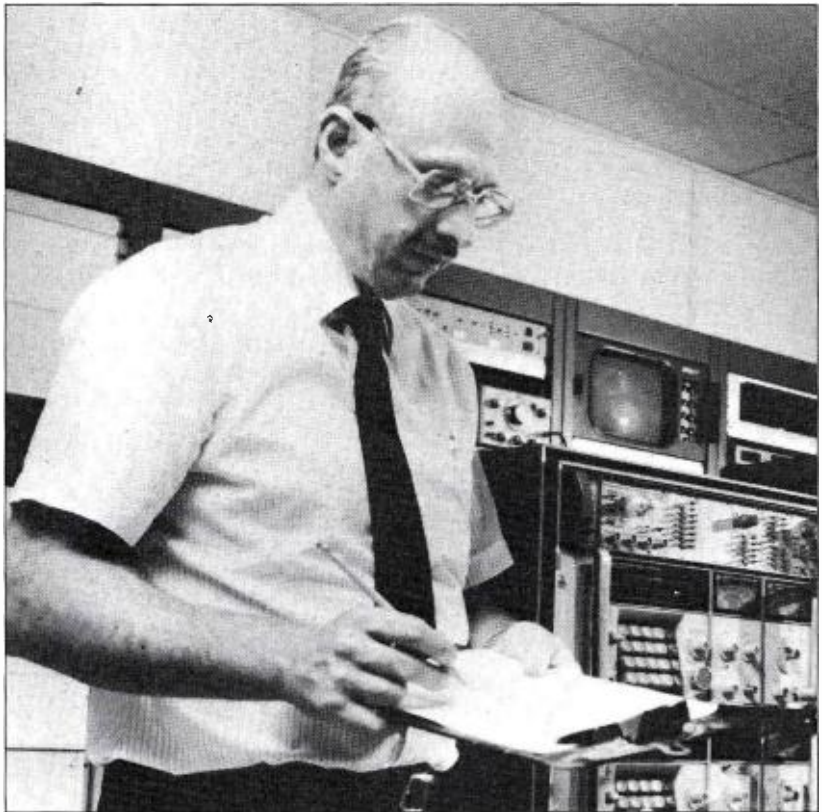
Zenith Electronics Corp., Glenview, Ill., became the third company to become an all-digital transmission system proponent. It said last week it is converting its Spectrum-Compatible HDTV (SC-HDTV) system from an analog-digital hybrid system. Zenith's first SC-HDTV system, developed in partnership with AT&T Bell Laboratories and AT&T Microelectronics, was the first proposed analog-digital HDTV transmission system two years ago. Those two organizations continue to play a key role in the development of the new all-digital system.

"Actually we had thought about going all-digital back in September of 1988 when we announced the first system, but we really didn't know how to do it at that time," said Wayne Luplow, Zenith's executive director, advanced research and development. "As we continued to work in our own labs and continue to share some ideas with AT&T Bell Labs in the area of compression, gradually the technology came together."

Like the original Zenith proposal, the all-digital SC-HDTV will employ an 787.5-line, 59.94-field, progressive-scan input format. The system is scheduled for laboratory tests at the Advanced Television Test Center (ATTC), Alexandria, Va., in October 1991.

Three of the six systems now proposed as replacements for the current NTSC transmission standard are now all-digital simulcast HDTV systems. The six systems are scheduled for testing at ATTC beginning in April 1991 and ending about a year later. The FCC's advisory committee on advanced television service plans to recommend a system to the commission for standardization by September 1992. The FCC's goal is to set a simulcast HDTV standard by Spring 1993.

General Instrument's VideoCipher division was the first to announce an all-digital system last June with its DigiCipher system (BROADCASTING, June 4). The Advanced Television Research Consortium (ATRC, composed of NBC, Thomson Consumer Electronics, North



Wayne Luplow at Zenith's Glenview, Ill., research lab

American Philips Corp. and the David Sarnoff Research Center) announced its all-digital system last month.

The advisory committee is giving one other proponent, the Massachusetts Institute of Technology (MIT), Cambridge, Mass., until Dec. 31 to decide whether to convert its proposal from analog-digital to all-digital. "I have not made the decision. I think both approaches have some definite advantages and disadvantages," said Jae Lim, head of MIT's advanced television research program. Development of a real-time digital transmission will be more expensive than for a hybrid system.

MIT has been the most underfunded of the transmission system proponents. The school has sold licensing rights to some of its patented advanced television technologies to aid in the funding of its system. "From our point of view we can go pretty much either way [hybrid or digital], but there are other considerations that AT&T and Zenith don't really have. They have enough

money to build any system they want," Lim said.

The Japan Broadcasting Corp. (NHK) has already announced it will not convert its Narrow-MUSE, the only all-analog simulcast proposal, to all-digital. The sixth proposal is the ATRC-backed Advanced-Compatible Television (ACTV), an analog enhanced-definition system.

Two years ago, Zenith's original analog-digital proposal was well received by the FCC because of its signal processing enhancements designed to avoid co-channel interference between simulcast HDTV channels and established NTSC stations. The FCC's Office of Engineering and Technology (OET) created computer models of TV channel allocations for HDTV simulcast stations and current NTSC stations based on the interference reduction techniques developed by Zenith and others. The results, released by OET a year ago, were that 99.9%-100% of all current NTSC stations could be allocated an additional 6

MHz for HDTV if there is at least a 112-mile separation between co-channel HDTV and NTSC channels (BROADCASTING, Dec. 25, 1989).

"We think there's a possibility that the interference rejection criteria [of all-digital] could be slightly improved from what we had before. We really have to test it out a little more, but there's the potential for some upswing," Luplow said.

AT&T Microelectronics' role in the partnership is to develop the semiconductors for SC-HDTV. The key components of the system will be a "digital filter" installed with the HDTV transmitter and a decoding filter to be built into the circuitry of the home receiver. The encoding filter will apply AT&T Bell Laboratories digital algorithm which will compress the full information of an HDTV production signal into a 6 MHz TV transmission channel.

Luplow would not comment on whether the AT&T algorithm will compress two HDTV signals to a conventional satellite transponder in a direct broadcast satellite system, as General Instrument proposes with DigiCipher (BROADCASTING, June 11).

"Be careful with what you're hearing from companies in terms of ratios of compression because in many cases you lose picture quality," Luplow said. He would only say that SC-HDTV is designed to be ideal for all media—broadcast, cable, satellite and especially home video recorders.

Zenith claims that home receivers will benefit from motion compensation, a digital technique built into the AT&T algorithm's design which will lower the cost of the set. An AT&T-developed ghost cancellation technique will also be included in the circuitry. Zenith estimated last spring that the technology advancements of the partially digital version of SC-HDTV would add about \$500 to the current cost of NTSC sets. With an all-digital system, a few hundred more dollars may be added to the price, Luplow said.

Some have criticized the digital approach because it does not provide a graceful failure in a station's fringe areas. If the signal-to-noise ratio falls below a certain point, receivers fail to pick up the signal completely rather than a noisy signal, as in analog transmission. "The trick is to be sure that the coverage that you have is comparable or greater than the coverage you have with NTSC. Obviously, broadcasters don't want any less coverage than they have with today's system," Luplow said. He claimed that if the power levels are cor-

rectly balanced, the current NTSC coverage in urban areas can be retained with SC-HDTV and sometimes increased slightly in certain flat, rural areas.

A pre-certification hearing on SC-HDTV by the advisory committee's working party on systems analysis will be held before the end of February. (A similar meeting must be scheduled to consider ATRC's all-digital proposal also.) Time will then be short for Zenith to build hardware for the system to be delivered to the Advanced Television Test Center's (ATTC) lab in Alexandria, Va. The advisory committee has scheduled testing of SC-HDTV there from Oct. 31-Dec. 27, 1991. Zenith must have the equipment installed in the lab and ready for electronic interface checks by Oct. 25, 1991.

"It's going to be an awful lot of concentrated work to get it done. It's not a trivial task, but it's also not wishful thinking on our part. It's very doable with a lot of effort," Luplow said.

The timing of Zenith's all-digital announcement was partially a reaction to the General Instrument and ATRC announcements. But it had more to do with

the advisory committee deadlines, Luplow said. Advisory Committee Chairman Richard Wiley, senior partner, Wiley, Rein & Fielding, Washington, set April 1991 as for start-up of testing at ATTC (BROADCASTING, Nov. 19). To meet that deadline, Wiley said in a letter to proponents last month that "any proponent that intends to present a system for testing that is substantially different from that which has been precertified must apply for re-precertification. This process will entail submission of a new system description by Dec. 31, 1990, and detailed system materials by Feb. 28, 1991."

There was some confusion on the part of MIT last week concerning the Wiley letter. Lim interpreted it to mean that the school had until Feb. 28 to decide whether to convert to all-digital. Alex Felker, former FCC Mass Media Bureau chief and currently Wiley's assistant on HDTV-related matters, confirmed Dec. 31 as the deadline for that decision.

With or without that deadline, Lim said he believed he would be able to make his decision before the end of the year. -RMS

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CENTRAL CONTROL

Ampex Corp., Redwood City, Calif., has opened the Ampex Operations Center, a new customer support service. The center links Ampex technical support, field service and parts departments throughout the U.S. to a new computerized information network. The system speeds telephone or on-site technical assistance. It can be contacted by calling 1-800-26AMPEX.

TVT SALE

Harris Corp., Melbourne, Fla., has a signed letter of intent to acquire TVT, Cambridge, England-based

manufacturer of UHF and FM radio transmitters and other broadcast equipment. The terms of the agreement were not given. Varian Associates Inc., Palo Alto, Calif., parent of TVT put the company up for sale last summer along with its

Continental Electronics subsidiary. Continental was sold to Tech-Sym Corp., Houston, for \$20 million last October. Harris plans to use TVT to increase sales in Europe. TVT employs 200 and posts annual sales of about \$25 million.

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CLASSIFIED

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RADIO

HELP WANTED MANAGEMENT

General manager-small market AM on Maryland's Eastern Shore. Strong sales, able to guide both sales and program staff. Reply: Five Star Broadcasting, 42 Marlo Road, Wayne, NJ 07470. EOE.

General manager: Turn-around opportunity in attractive southeast medium market. Strong motivational sales and management skills a must. Only incentive driven, proven leaders need apply. EOE. Resume to Box T-30.

Florida medium market needs a sales oriented GM. Very well equipped station in a beautiful city. Apply now for January or February start. EOE. Reply Box T-38.

Vice President for development: Direct all fundraising activities of public TV and radio stations. Requires a corporate officer with strong experience in planning corporate development initiatives and directing those plans to achieve revenue goals in a growing central Florida market, a team player with keen business sense, and membership and marketing skills. Responsible for staff of 17, including 3 department heads. Minimum five years increasingly responsible middle/senior management experience. Competitive compensation and benefits package. Resume to Personnel, WMFE-TV/FM, 11510 E. Colonial Drive, Orlando, FL 32817. Deadline 2/1/91. Women and minorities encouraged to apply. EEO.

HELP WANTED SALES

Account executive opening: WIHN-FM, Normal/Bloomington, IL, is looking for a salesperson with high income goals and willingness to work to meet and exceed those goals. AC/Gold Music Intensive format, market 100,000+, in a community that is the envy of Illinois. Send resume, sales history, and income demands to Ed Neaves, General Sales Manager, WIHN-FM, PO Box 610, Bloomington, IL 61702-0610. Equal opportunity employer.

Area sales manager to combo sell two full C's with strong overlapping signals. One in Springdale the other in Joplin, Missouri. Must be strong energetic salesperson. Also sales manager for two C's. Signals cover same metro. Telephone 501-521-5566. EOE.

If you'd like to work for a radio station that's going places and that really appreciates your hard work and dedication, we need to talk. WMEQ AM & FM, Menomonie, WI, is looking for a super sales person. AM and FM newly upgraded. Excellent compensation package. Management potential. Wonderful community. EOE MF. Call M-F 8-5. 800-876-2688. Ask for Mike Phillips, Station Owner.

Dynamite opportunity for experienced professional AE to assume hot list with excellent income producing potential. A/C format. Contact Paul Rothfuss, Sales Manager, WZNY-FM, Augusta, GA 404-855-4000. EOE.

HELP WANTED ANNOUNCERS

Major radio station in a medium-size market wants on-air host/announcer to anchor drive times in a news/information format. Send resumes to Box T-31 in care of this publication. An equal employment opportunity employer.

HELP WANTED TECHNICAL

Engineering: Satellite systems maintenance technician. National Public Radio seeks individual to provide technical support to over 300 radio satellite earth station terminals. Bench type environment performing troubleshooting, repair, and maintenance of satellite communication equipment; provide telephone support service to affiliate stations/personnel; support on project assignment work. Some limited field work. Successful candidate will have min. 2 years of in-depth technical training/education in microwave, RF, audio, and digital transmission systems. Minimum 3 years experience as in-depth, hands-on engineer/technician in the broadcast or electronic communications industry. Mandatory ability to troubleshoot and repair equipment at component level. Microwave communication experience required. Strong verbal skills required to assist field station personnel. FCC General (1st class) Radio Telephone license is preferred. Valid driver's license necessary. Send resume with salary requirements to: NPR Personnel Department - #43, 2025 M Street, NW, Washington, DC 20036. EOE.

Technical coordinator: (Satellite ground system project engineer) (Two positions). National Public Radio seeks technical people to refurbish and enhance satellite distribution system. Work with team: write specs, documentation; evaluate vendors; test hardware/software; assist radio station personnel to install/debug satellite audio and data equipment; oversee network control center construction/installation. 3 years broadcast station or satellite terminal operations or maintenance experience, digital audio familiarity, computer literacy and demonstrated ability to communicate in writing. Fixed term appointments through end of 1993. Salary negotiable. Open until filled. Send resume to Mr. Chris Howze, Personnel, National Public Radio, 2025 M Street, NW Washington, DC 20036. EOE/AA.

Chief engineer for 100 KW FM and DA AM in Shreveport, Louisiana. Previous DA AM experience required. Will maintain transmitters, STLS, satellite receivers, all studio equipment. Must have leadership skills and ability to interact with other staff members on a daily basis. Group owned. Excellent benefits. Send resume to Frank Gunn, PO Box 31130, Shreveport, LA 71130-1130. EOE. ESOP.

HELP WANTED NEWS

Reporter: NPR affiliate seeks energetic, creative reporter to round our four person news department. Bachelor's degree in Broadcasting, Communications or Journalism plus minimum one year professional experience. Person will develop, write, produce and deliver local newscasts and long-form issue-oriented stories/public affairs programs. \$20,000+ and excellent university benefits. Send tape, two copies of resume, and three references to: Personnel Administration #SW-8987, 101 Annex, University of Utah, Salt Lake City, UT 84112. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

FM announcer/producer: WXXI-FM, Rochester, NY, seeks FM announcer/producer to host evening FM airshift. Additional responsibilities include preparing advance music listings for daily show, operating FM master control, training new master control board operators, and assisting as producer as assigned. Minimum two years experience in classical music broadcasting and FCC restricted radio/telephone operator license. Bachelor's degree preferred. Resume, cover letter, tape, and salary history to: WXXI Human Resources Dept., PO Box 21, Rochester, NY 14601. WXXI is an equal opportunity employer and encourages applications from minority group members.

SITUATIONS WANTED MANAGEMENT

Bottom line crisis? GM with ownership, turn-around experience will lead your station(s) to profitability, prestige. Strong sales, programing, 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.

Success or survival? If your radio operation is just surviving when it should be succeeding, we should talk! Proven take charge, GM/GSM goal oriented team builder/leader who can make it happen available after January 1. Reply in confidence to Box T-32.

Experienced GM available for GM or corporate position. Consulting, interim management for startups, turnarounds possible. John 702-826-9342.

Bob Bolton: seeking new management challenge. Recently GM/GSM with WQSF-Richmond and WTCB-Columbia. Previous management/programing career spans 25 years. Will also consider temporary sales/programing/consulting work. Available now! 804-744-3624.

Selling GM—Major market past. Seeking permanent small/medium market future. Announces, programs, promotes, trains, motivates, sells. Makes money. Box T-44.

SITUATIONS WANTED ANNOUNCERS

Seeking bigger and greener pastures: Hard-working, intelligent A/T with three years S/M market experience. Willing to relocate. TODD: 815-436-9135.

Experienced P*by*P, sports reporter and sports show host looking for college level position in any or all above categories. Very interested in south-eastern U.S., but will relocate where necessary. Experienced in all major sports. Most recent experience with 1-AA National Championship football team. Mike 912-865-5353.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Owners/CEOs: Need a GM? GSM? OM? PD? New daily update service for stations/owners seeking broadcast management and sales personnel. First 30 days free! Call 1-800-4 RADIO-1.

Corporate attorney for broadcast chain. S.E. state location. Must be well versed and able to handle local and FCC matters. EOE. Apply to Box T-33.

TELEVISION

HELP WANTED MANAGEMENT

Creative services manager: Dominant, top 50 market, NBC affiliate has an opening for a seasoned professional to build on our 40-year winning tradition. Will manage both the marketing/promotion and production departments. Responsibilities include all station promotion, graphics, production scheduling and client commercial production. The successful candidate will have 3-5 years management experience, be aggressive, innovative, highly creative and well-organized. Please send resume only, no tapes, to: Personnel Director, WGAL-TV, PO Box 7127, Lancaster, PA 17604-7127. A Pulitzer Broadcasting Company Station. EOE.

Traffic manager: Two year old Independent TV station is seeking an experienced aggressive traffic manager. Successful applicant will possess at least two years experience as a traffic manager, preferably with an Independent station. BIAS experience helpful. Competitive salary and benefit package offered. Please send resume and salary history to Box T-39. EOE M/F.

Vice President for development: Direct all fund-raising activities of public TV and radio station. Requires a corporate officer with strong experience in planning corporate development initiatives and directing those plans to achieve revenue goals in a growing central Florida market, a team player with keen business sense, and membership and marketing skills. Responsible for staff of 17, including 3 department heads. Minimum five years increasing responsible middle/senior management experience. Competitive compensation and benefits package. Resume to Personnel, WMFE-TV/FM, 11510 E. Colonial Drive, Orlando, FL 32817. Deadline 2/1/91. Women and minorities encouraged to apply. EOE.

Traffic manager/program coordinator: Successful group owned Mid-West Fox affiliate seeks Columbine experienced individual to manage four person traffic/programming staff. Reports directly to GM. Two years independent traffic experience desirable. Send resume in confidence to: WYZZ-TV, Fox 43, 2714 E. Lincoln, Bloomington, IL 61704, Attn: Bill Beckwith, or call 309-662-4373. Equal opportunity employer.

HELP WANTED SALES

National sales manager: Career opportunity to become national sales manager for highly respected broadcast group in top 20 television market. Successful candidate must be highly motivated/overachieving professional and will likely be a NSM ready to move up from current market or company. Essential to have proven track record of performance and ability to command respect of both national reps and buyers. Confidential replies to Box T-41. EOE.

AE to sell bartered advertising on highly successful New York, Connecticut sports program. 365 Mather Street, #36, Hamden, CT 06514. 203-288-2597.

Marketing consultant with Mid Atlantic affiliate. Candidate must have 3-5 years experience in broadcast sales, proven track record in new business development, and strong negotiating skills for established list. Vendor knowledge a plus. Excellent opportunity for growth with market leader. EOE. Send resume to Box T-40. EOE.

HELP WANTED TECHNICAL

Chief engineer: Midwest VHF network affiliate is looking for a hands-on chief. Applicants should have control room, maintenance, and transmitter experience. Great opportunity for supervisor or assistant chief to move up. Send resume to J.D. Walls, Operations Manager, KCAU-TV, Sioux City, IA 51101. EOE, M/F.

Senior maintenance engineer: Prominent group-owned affiliate TV station in Greenville-Spartanburg, SC needs individual with minimum 3-4 years television station maintenance experience. Opportunity to work with latest technology, other good people and pleasant surroundings. Letter with resume to Bone & Associates, 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

Assistant chief engineer: Must have experience in maintaining UHF transmitters and all studio related equipment. FCC General Radiotelephone License or SBE Certification preferred. Must have complete basic knowledge of electronics. Experience in facility upgrades a plus. Send resume and salary requirements to Director of Broadcast Operations, WNRW-TV, 3500 Myer Lee Drive, Winston-Salem, NC 27101. WNRW-TV is an equal opportunity employer owned by Act III Broadcasting, Inc.

Director of technical operations: WYES-TV12, New Orleans, a VHF public TV station seeks a director of technical operations responsible for all technical areas, including TV station and transmitter operations, computerized 1" editing system, physical facility, and major for-profit 8-camera 45ft. mobile unit. Senior management position which oversees 20+ employees. Applicant selected must have superb technical and interpersonal skills, administrative ability and experience in making major equipment purchases. Minimum 6 years experience in engineering management. Send resume and salary history to: WYES-TV - #7, 916 Navarre Ave., New Orleans, LA 70124. Deadline: December 31, 1990 (no calls). WYES-TV is an equal opportunity employer.

TV maintenance engineers: Hands-on type with component level repair capability. Must be able to work well with others in fast paced environment and flexible hours. Minimum two years technical training and five years maintenance experience. Competitive salary and good benefits. Resume only to Chief Engineer, KHOU-TV, PO Box 11, Houston, TX 77001. EOE.

Operations technician: Responsibilities: air switching, tape transfers, satellite feeds and studio camera. Require minimum one-year experience air switching for commercial broadcast station. This is a part-time position with three 8-hour shifts per week. Send resume to Michael Sherman, KTSF-TV, 100 Valley Drive, Brisbane, CA 94005. EOE.

Maintenance engineer: Great opportunity for maintenance engineer to obtain start-up experience with an Independent UHF station on the West Coast of Florida. Ability to repair all types of broadcast equipment. Transmitter experience a plus. Send resume to: Jack Dillon, Chief Engineer, DeSoto Broadcasting, 1549 Ringling Blvd., 411, Sarasota, FL 34236. EOE.

TV maintenance engineer needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Chief engineer: WCBI-TV, Columbus, MS, is looking for a hands-on chief to supervise staff, oversee master control, maintain KU-Band satellite truck and knowledge of RCA transmitter. Send resume to Frank Imes, WCBI-TV, PO Box 271, Columbus, MS 39703 fax # 601-328-5222. No phone calls please. EOE.

HELP WANTED NEWS

Reporter/anchor. Earn valuable Overseas experience with 5-ACE (so far) Award news group with a lock on the Mariana Islands region. Computerized newsroom, multiple live shots, state-of-the-art production back-up and outstanding benefits including retirement & profit sharing programs. Tropical isle sound appealing? Non-ret. tapes/resumes/references the first time to Ken Booth, Guam Cable TV, 530 West O'Brien Dr., Agana, Guam 96910. EOE. (Priority Mail, please.)

Co-anchor for top rated Midwest NBC affiliate. Experience and maturity top priorities. Job includes reporting and producing. At least two years news experience preferred. Send resume and non-returnable tape to Ralph Bristol, News Director, WGEM-TV, 513 Hampshire, Quincy, IL 62301. No phone calls. EOE/MF.

Morning anchor/producer: We need a new Morning News Anchor who can be a "one person band." You have to produce, write, edit and anchor a half-hour 6:30 a.m. newscast. We're satisfied with the current format (three weather segments, and yes, we have a weather person; two traffic watch segments, and we have someone to do those too). Previous TV news experience as reporter or anchor required. Must have good writing/producing skills. Will to win. Heart of a champion. Positive attitude. Want to come play on a good team? Send tapes and resumes to: Tim G. Gardner, KTBC-TV 119 E. 10th Street, Austin, TX 78701. Don't call us; we'll call you. EOE. Minorities strongly encouraged to apply.

News director: WSAV, NBC affiliate in Savannah, Georgia, is seeking a news director who can provide leadership with the ability to coach and train. Must be willing to produce. Experience necessary with full service news operation including live trucks, and all associated ENG equipment. Send resume to General Manager WSAV-TV, Po Box 2429, Savannah, GA 31402. EOE M/F.

Aggressive Southeast top 40 affiliate seeks creative, hard news producers for future positions. Good pay and advancement opportunities. Send resumes and letters to: Box T-34. EOE.

Executive producer to supervise production and content of all newscasts to assure on-going quality. Must be experienced newsroom manager, and have a strong background in live ENG and SNG field production. Excellent writing and interpersonal skills are required. Letter and resume (no calls) to Jim Pralther, Assistant News Director, WMAR-TV, 6400 York Road, Baltimore, MD 21212. EOE.

Producer: Minimum two years producing experience of a primary newscast. Strong writing, organizational and producing skills a must. Send 3/4" non-returnable tapes only. Phone calls accepted. News Director, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

Wanted: Meteorologist with reporting capabilities. For four years one of the nation's prime agricultural regions has looked to KAPP-TV's meteorologist for critical weather information. He set the market standard but now he's moving on and we need to replace in kind. Applicants should be familiar with Colographics Liveline III, should be warm and personable communicator, should be willing to produce environmental and weather related stories for newscast. Send resume and non-returnable tape to: Mr. Dave Ettl, News Director, KAPP TV, 1610 So. 24th Avenue, Yakima, WA 98902. Applications will be accepted through December 31, 1990. KAPP TV is an equal opportunity employer.

News director. Imaginative manager for stable family-owned station. TV news management experience, strong editorial skills required. Letter/resume to Jeffrey Marks, WCSH-TV, 1 Congress Square, Portland, ME 04101. EOE.

New promotion producer: The leading station in one of the most vibrant cities in the Southwest is expanding its promotion department. If your work has flair and you welcome a creative challenge, this could be the job for you. Minimum two years on-air promotion experience with heavy emphasis on news required. Send resume and reel to: Stan Teater, Promotion Director, KTBC-TV, 119 E. 10th, Austin, TX 78701. No phone calls please. EOE.

Health-medical reporter—CBS affiliate in 50's sunbelt city wants reporter to develop health-medical beat. Minimum two years full-time street experience required, preferably on medical beat. If you have a strong desire to specialize in medical news, please send resume and non-returnable tape to Scott Parks, News Director, KOTV, 302 S. Frankfort, Tulsa, OK 74120. EOE.

News anchor: Anchor/reporter with a minimum of two years experience anchoring a primary newscast at a commercial television station needed. Must possess strong writing and reporting abilities. Send non-returnable 3/4" tapes only. No phone calls. News Director, WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

News producer: #1 Southwestern station, 50-ish market, looking for a talented, hard-working daily newscast producer. Top-notch writing a must. Minimum two years producing experience. Cover letter and resume only. Please respond to Box T-42. EOE.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Wanted...Experienced frontline producer ready to take charge of one-hour primary newscast and work with other producers. Experience with S.N.G. and Newstar computer system helpful. Call Jim Church WTVC-TV, 1-800-277-9882. WTVC Newschannel 9 is an equal opportunity employer.

Paint box artist/ animator: Major Western states production facility seeks experienced paint box artist/animator with strong paint box illustration ability. Must have a solid working knowledge of video graphics; concept through video post production. Send resume, references and salary requirements to Box T-35.

Studio supervisor: Top rated CBS affiliate is seeking a studio supervisor/floor director. Responsibilities include supervision and training of eleven person studio production staff, administration of studio activities, general maintenance of studios and floor directing newscasts. Applicants should possess strong leadership skills and be thoroughly familiar with all aspects of studio production; to include, camera operation (studio and eng); CG; audio; lighting and set construction. Send resume to: Matt Heffernan, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. MF/EOE.

Graphic artist needed for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

Producer, Screen Scene: Responsibilities include creating, developing & implementing program ideas for a daily movie magazine program; managing a production staff; supervising production sessions & overseeing all program material; writing scripts, coordinating & booking guests; developing and maintaining relationships with movie industry for access to materials needed for the show. Skills: Excellent written & verbal communications are essential. Minimum of three years show producing experience. Established media contacts helpful. Must possess initiative & creativity to go after & develop story angles. Must possess the ability to work under pressure & meet deadlines. College degree preferred. Contact: Cindy L. Mahmoud, Director, Childrens & Entertainment Programming, Black Entertainment Television, 1899 9th Street, N.E., Washington, D.C. 20018. 202-636-2400. Fax: 202-529-4009.

Television promotion assistant: Write voice-overs and creatively generate media publicity. Perform detailed data entry, maintain accurate promo/traffic data base, prioritize and schedule promos. Conduct Kids Club contests and sales promotions, coordinate events and provide reports, organize/update program information and files. Macintosh experience. Outstanding typing skills. Ambitious. Personnel Director, TTV4, 3490 Bluff Road, Indianapolis, IN 46217. EOE/MF.

Creative producer w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

SITUATIONS WANTED ANNOUNCERS

Sportscaster: Energetic and experienced sports director-anchor who has covered the NY and PA pro teams. Looking for a growth position. ADAM 305-731-4414.

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 to Box T-25.

Senior maintenance engineer, 20 years, D2, Belcart, Chyron, 1" TCR, BVW75SP, Ikegami, Calgary + Seoul Olympics, major market, post, studio + remotes. Resume 204-831-5249.

SITUATIONS WANTED NEWS

Excellent, experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

Emmy award-winning commentator known for light touch and broad subject matter wants commentator's role with local station in East. Wants possibility of syndicating to station group. Reply Box T-43.

MISCELLANEOUS

Primo People seeks general assignment reporters with some anchoring experience. Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT 06870-0116.

Bill Slatter and Associates gets you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Video instructor/assistant professor. The Department of Communication Studies of Doane College invites applications for a full-time, tenure-track position teaching video production and other communication courses beginning August 1991 in a rapidly expanding program with state of the art equipment. An expanded production facility is in the planning stage. Seeking a dynamic individual with strong commitment to excellent undergraduate teaching at a vigorous, emerging college 25 miles from Lincoln, the state capitol and home of the University of Nebraska. Well-integrated theoretical and applied background, professional media experience and at least a master's degree required. Coordinate production facility/program. Salary competitive. Send application letter, resume, 3 current letters of reference with phone numbers, and evidence of teaching effectiveness by February 15, 1991, to Dr. Linda L. Mann, Vice President for Academic Affairs, Doane College, Crete, NE 68333. AA/EOE.

University of New Mexico seeks broadcast journalism teacher for small, professionally oriented department, starting next August. See ad *Broadcasting* December 10, or write Chair, Journalism Search, Department of Journalism, UNM, Albuquerque, NM 87131. EEO/AA.

Assistant/associate professor-- For professionally oriented broadcast journalism program. Strong background in broadcast news writing, all aspects of limited news production including directing, audio, switching and ENG/video tape editing, and student advising. Ph.D. required. Professional and college teaching experience an advantage. Send resume and at least three references by Feb. 1, 1991 to: Dean, Hall School of Journalism, Troy State University, Troy, AL 36082. Position opens September 1, 1991. TSU is an AA/EO employer.

A Los Angeles university seeks assistant professor, tenure track, to teach beginning, intermediate and graduate courses in radio/TV/film management, mass media law and regulation, broadcast/cable operations, broadcast/cable programming, elementary research methods, and computer applications for radio/TV/film. Conduct research and creative activities. Terminal degree (Ph.D. or M.F.A.) and teaching experience at university or college level required. Substantial professional experience in media management required. Computer literacy desirable. \$36,420-\$41,840 per academic year. Nominations to Dr. Emory Johnson, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff Street, Northridge, CA 91330. Deadline February 1, 1991. An equal opportunity/Affirmative Action, Title IX, Section 504 employer.

School of Journalism seeks candidates for two tenure-track positions in broadcast news: Position 1. Experience in professional broadcast news and production and college-level broadcast teaching required. Ph.D. or ABD preferred. Teaching assignments will include Intro to Broadcasting, Broadcast Regulation, TV news and production. Must also be competent to teach Mass Com and Society, media research methods and graduate-level courses. As Broadcast News sequence head, responsibilities will include maintenance of the curriculum, radio-tv equipment and facilities, broadcast news professional relations, and placement of interns and graduates in media positions. Rank and salary open. Position 2. Experience in professional broadcast news and production and college-level broadcast teaching required. Ph.D. or ABD preferred; M.A. acceptable if professional and teaching experience strong. Teaching assignments will include Intro to Broadcasting, radio news and production. Should also be competent to teach Mass Com and Society media research methods and graduate-level courses. Both positions require advising, teaching, service and research. Applications, to Dr. R. Ivan Pinnell, Chair, Search Committee, P.I. Reed School of Journalism, 112 Martin Hall, West Virginia University, Morgantown, WV 26506-6010, must be postmarked by March 15, 1991. Appointment begins August 15, 1991. West Virginia University is an equal opportunity/affirmative action employer. The School of Journalism at WVU, more than 50 years old, is one of 88 programs accredited by ACEJMC and is the site of the first campus chapter of RTNDA, established in 1986. The school has approximately 300 juniors and seniors and 35 graduate majors, 16 full-time and several part-time faculty.

EMPLOYMENT SERVICES

Government jobs \$16,412 - \$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

Professional Resume Services. Serving the broadcasting industry since 1976. Resume preparation. Cover letter development. Updates, etc. Effective. Confidential. Successful! 1-800-933-7598 (24 hours).

Intelligence jobs. All branches. US Customs, DEA etc. Now hiring. Call 1-805-687-6000 Ext K-7833.

Reporters: Are you looking for your first or second position in TV news? We can help. Call M.T.C. at 619-270-6808. Demo tape preparation also available.

Equipment donations needed for new 50,000 watt educational FM, Mobile, Alabama. Tax exempt organization. Call Wilbur Goforth at 205-432-8484.

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).

WANTED TO BUY EQUIPMENT

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.

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: Collins 831G2, 20KW (1975), Harris FM20H3 (1971), Harris FM20H3 (1972), RCA BTF 20E1 (1973), Harris FM10K (1980), Wilkenson 10,000E (1983), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

AM transmitters: Cont. 316F, 10KW (1980), RCA BTA 10U, 10KW (1972), RCA BTA 5L, 5KW (1977), CCA AM5000D (1972), McMartin BA5K, 5KW (1980), Cont. 315B (1966), McMartin BA2.5K (1981), Transcom Corp., 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 303-665-8000.

FM antennas. CP antennas, excellent price, quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank videotape: Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99, 3/4" - 20 minutes \$5.99, 60 minutes - \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info. call Carpel Video toll free, 1-800-238-4300.

Betacam tape riot! 5 minutes - \$1.00, 10 minutes - \$2.00, SP 5 minutes - \$2.00, SP 10 minutes - \$3.00 Sony, Ampex, Fuji, 3M - Call Carpel Video 800-238-4300.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

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.

3 Sony BVP-300A cameras. Very good condition, primarily used in studio, low hours, Plumbicon tubes, Fujinon lenses, ENG viewfinders, CCU adapters, \$5,000 each. Call 303-893-4000 ext. 433.

Studer A727 CD players. (2) excellent condition, recently factory refurbished. \$1200 each. Call Bill or Dick 612-452-6200.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems. 602-582-6550.

RCA UHF transmitter, 110KW mid band, complete with 3 klystrons, diplexer, available immediately. \$135,000. Call Petracom 813-848-7629.

Refurbished transmission line - 20 ft. sections of 6-1/8", 75 ohm, EIA flange. 50 sections available @ \$500.00 each. Heavy duty hangers also available. Call 904-796-4531.

For sale: 25KW PYE UHF TV transmitter with klystrons presently tuned to channel 20. 400 ft. 3/8 inch transmission line. Available June 1991. Contact Bill Welty 213-478-1818. Fax: 213-479-8118.

Ikegami cameras: HL79D/NTSC + Fuji lens 9.5/133 \$7,000; HL79D/PAL + Fuji lens 9.5/133 \$9,000; 79A/PAL/NTSC + Canon lens + 2xSONU BVU 110 PAL/NTSC \$8,000. From Cameraman 718-263-4646.

RADIO

Help Wanted Technical

HELP WANTED
RADIO OPERATORS
FCC LICENSED CW OPERATORS
FOR HIGH SEAS
PUBLIC COAST STATION
GALVESTON RADIO.
CALL: E. MURRAY,
GENERAL MANAGER,
409-925-1844

Situations Wanted Announcers

N.Y.C. Stockbroker
(Former Radio Station Group Owner)
Well educated, well spoken, highly motivating and extremely unique, experienced pro looking to do a high profile radio money talk and or newstalk show in any good sized market. I can be the big fish in your sea!
Reply Box T-45

TELEVISION

Help Wanted Management

ON-AIR PLANNING

E! Entertainment Television is accepting resumes for management level positions in its On-Air Planning Department. Positions require cable network or television station traffic background, supervisory experience, and knowledge of advertising and program scheduling. Experience with Columbine system preferred.

Please send resumes to:
Director of Human Resources
 1800 N. Vine Street, 3rd Floor
 Hollywood, CA 90028
 ATTN: OAP



UNIQUE OPPORTUNITY

We are looking for an experienced Television Station Manager/General Manager willing to work abroad for a minimum of one year as general manager and consultant for a new UHF television station in Southeast Asia. The station is modeled on a US independent type commercial operation. Most programming is US English programs. This opportunity offers excellent salary and tax benefits, as well as housing, travel, and expenses. If you are interested, please send a resume to:

Paul Roston,
Roscor Corporation,
 1061 Feehanville Drive,
 Mt. Prospect, IL 60056
 Fax 708-299-4206.

EOE.

Help Wanted News

Executive Producer

"North Carolina's 24-hour News Source" solicits executive producer candidates. Applicants must have held a senior producer, managing editor or equivalent position; minimum of eight years overall newsroom experience required. Creative and management skills necessary. Knowledge of satellite and microwave essential.

Executive producer will manage daily newscasts. Please, no calls. Submit resume, tape, and critique of recent newscast to:
CAPITOL BROADCASTING COMPANY
 711 Hillsborough Street
 Raleigh, North Carolina 27605



An Equal Opportunity Employer

Help Wanted Technical

StellaCom, Inc.



StellaCom, Inc. provides engineering, maintenance, and operational support for video systems and services used at the NASA Johnson Space Center, Houston, Texas.

StellaCom is involved with leading technologies in all phases of television applications.

To provide increased support to our customer, we are seeking the following professionals:

TELEVISION SYSTEM DESIGN ENGINEERS

- BSEE or equivalent technical degree preferred. Requires at least 3 years experience in the design and implementation of television systems and subsystems.
- Disciplines preferred include production, graphics, post production, teleconferencing, signal processing, transmission and reception, videotape recording techniques, analog and digital video/audio processing, video/film interfaces and signal distribution, baseband and RF distribution.
- Excellent communications and writing skills required.

TELECINE COLORIST

- Bachelor degree in a television related field and/or an Associates degree in an Associated Science with a minimum two years equivalent experience in production level telecine operations.
- Must possess strong technical skills.
- Must have experience in Rank or Bosch Film Transfer with high end computerized color correction to include DVE and noise reduction.
- Must be available no later than January 15, 1991.

SCENELIST TECHNICIAN

- BS or BA degree required with experience in an associated field. MS or MLS in Library Science from an American Library Association accredited institution preferred.
- Candidate must be able to operate with minimum supervision.
- Primary functions will be to assist in documentation of real time functions associated with the NASA Space Shuttle Mission activity. It includes research and library function.

NO PHONE CALLS PLEASE

If you meet the required qualifications please address your resume (CURRENT REFERENCES SHOULD BE INCLUDED) to:

StellaCom, Inc.
 16441 Space Center Blvd., Bldg. A,
 Houston, Texas 77058

Excellent Benefits.
 We are an Equal Opportunity Employer.
 Principals only please

TELEVISION TECHNICIANS

To operate state-of-the-art equipment in a fast moving, fast growing broadcast facility. The Christian Science Publishing Society is expanding its television programming with the launching of a new cable channel next spring. We are currently seeking qualified applicants for all operations, engineering, and support positions, including: studio camera, audio, video, videotape, editors, technical directors, graphic artists, traffic, etcetera.

Must have previous broadcasting experience and be an excellent team player. Applicants must be familiar with working in a deadline-oriented environment.

Please send resumes to (no calls, please):

Director of Operations & Engineering
Christian Science
Broadcasting Center
 One Norway Street, C44
 Boston, MA 02115

We are an affirmative action equal opportunity employer.

Help Wanted Programing Promotion & Others

ON-LINE EDITOR

If you love blue skies, strawberries and the Pacific Ocean and have lightning-fast fingers dripping creative juice, give us your name and we'll give you an opportunity to work on TV pilots, sports events, live remotes and infomercials with industry pros the likes of FOX, ESPN and Lifetime Network.
 CMX 3600, ABEKAS, Grass Valley 300 and Vidifont intensive. Send resume via FAX to:

(805) 485-6057
 663 Maulhardt Ave.
 Oxnard, CA 93030



Blind Box Responses:

BOX ???
c/o Broadcasting Magazine
 1705 DeSales St., NW
 Washington, DC 20036

(No tapes accepted)

Help Wanted Technical

DIRECTOR OF ENGINEERING

Are you ready for a challenge? Do you want to work for a recognized leader in broadcasting? Are you prepared to direct the overall efforts of the Engineering/ Operations Departments of a TV, AM and FM facility? If so, King Broadcasting Company needs you to join our KGW AM TV/KINK FM team in Portland, OR.

As Director of Engineering, you'll have responsibility for equipment maintenance and recommending technology improvements, development of operating and capital budgets, and recruitment/development/direction of maintenance and engineering staffs. In return, King Broadcasting Company offers an excellent compensation/benefits package, the opportunity to work with a winner, and the great lifestyle of the Pacific Northwest - we could go on.

If this sounds like the job for you and you possess at least five years of Radio/TV Broadcast Engineering Management experience, proven leadership skills, thorough understanding of planning/budgeting processes, and a related college degree, then tell us about yourself. Send a cover letter and resume to:

Human Resources Director
KGW AM TV/KINK FM
1501 S.W. Jefferson Street
Portland, OR 97201.
An Equal Opportunity Employer



CABLE

Help Wanted Programming Promotion & Others

VIDEOTAPE EDITORS FIELD CAMERA OPERATORS

CNBC, a leading cable news and business channel based in Ft. Lee, NJ has several opportunities available for highly skilled Videotape Editors and Field Camera Operators. To qualify, you must be able to operate on your own in a self-starting environment. A minimum of 3-5 years' experience with on-line and off-line edit systems or field camera is required. Thorough knowledge of production switchers and DVE equipment is a plus.

We offer one of the best compensation and benefits packages. Please send your resume to:

CNBC, Personnel Associate
2200 Fletcher Avenue, Ft. Lee, NJ 07024.
An Equal Opportunity Employer.

ALLIED FIELDS

Employment Services

California
Broadcast Job Bank
For application information call
(916) 444-2237
California Broadcasters Association

JOBPHONE
INSIDE JOB LISTINGS
RADIO • TV • ADVERTISING • CABLE
1-900-234-INFO ext. TV (88)
\$2 per minute From any touch tone phone

JOB HUNTING?
If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in television. Access a daily report by phone. For more information call:
800-237-8073
in CA: 408-648-5200

THE BEST JOBS ARE ON THE LINE
PO Box 51909, Pacific Grove, CA 93950

We'll give you all the credit.

IT'S EASY TO DO. Just include your personal or company Mastercard or VISA credit card number and the expiration date in your FAX or letter (please, no phone orders at this time).



FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.
Deadline is Monday at noon Eastern
Time for the following Monday's issue.

For Sale Stations

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

AMARILLO
C-1 FM
Needs some equipment
\$450,000
404-355-6800

Class A FM CP
for sale by owner
TN-KY - VA boarder
After 6:00pm 615-869-2559
Jeff Stephens
PO Box 214
Harrogate, TN 37752

SOUTHERN NEVADA
Class C-1, FM Construction Permit
available for sale in booming Nevada
market. Very poor TV & newspaper
town. Excellent radio.
FAX RELIES: 903-593-4495

OPPORTUNITY KNOCKS
Turn failing stations into satellites pro-
grammed from your station making them
profitable. Call Dan at Marti for details of
PLAN A.

817-645-9163

BOB KIMEL'S
NEW ENGLAND MEDIA, INC.
FLORIDA
AM-FM COMBO
\$1.9 million
8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963

EARLY DEADLINE NOTICE

Due to New Year's Day, Deadline for the January 7, 1991, issue is Friday, December 28, 1990.

For Sale Stations Continued

NC AM GOOD METRO & TERMS	\$350K
NC AM/FM LOW DOWN & TERMS	\$450K
NC FM TRI-CITIES - TERMS	\$1.5M
SC FM 50 KW COASTAL TERMS	\$1.9M
MITCH RUSSELL—CAROLINAS	919—476-5138

IO/OH UHF-TV NET. TERMS	\$850K
OH (CIN. MKT.) FM CLASS A	\$750K
ILL. FM SMALL MKT. TERMS	\$450K
ID/ORG. AM/FM GREAT TERMS	\$250K
LARRY LEWIS-CHICAGO	708—590-3292

FL AM E.COAST TERMS	\$125K
FL AM ORL.MKT. TERMS	\$300K
FL AM/FM COLLEGE TOWN	\$550K
FL AM/FM 100 KW RESORT	\$2.1M
DOYLE HADDEN-ORLANDO	407—365-7832

HADDEN & ASSOC.
• ORLANDO •
1-407-365-7832

A NATIONWIDE MEDIA BROKER
1385 AYERSWOOD CT.,
WINTER SPRINGS, FL

FOR SALE Fox Tv AFFILIATE

IN THE TOP 70 ADI
BIDS ACCEPTED UNTIL
MARCH 1, 1991

EXCELLENT MARKET
EXCLUSIVE REPRESENTATIVE

CLIFF GARDINER
& ASSOCIATES INC

Communications Brokers
433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

REX MILLER
CLIFF GARDINER

Public Notice

AUCTION SALE SMATV PROPERTIES

By Bankruptcy Court Order, a public auction sale of SMATV properties in the Washington, D.C. metropolitan area, including portions of Prince George's and Montgomery Counties, owned by Microband Wireless Cable of Washington, Inc. originally scheduled for December 20, 1990 has been adjourned to January 4, 1991 at 10 AM in Courtroom 601, The Old Customs House, One Bowling Green, NY, NY. The terms and conditions of the sale and bidding procedures are available at owner's offices at 12303 Twinbrook Parkway, Rockville, MD 20852 or by calling Diane Myers at 301—984-3075.

Consultants

TOTAL SALES FORCE!

All new concept in sales and total station operation! A custom built sales force, avails systems and complete collections and bookkeeping! It is worth your call!

404—458-0100!
Call now!

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University Microfilms International

300 North Zeeb Road.
Dept. P.R.,
Ann Arbor, MI 48106

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, money order or credit card (Visa or MasterCard). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

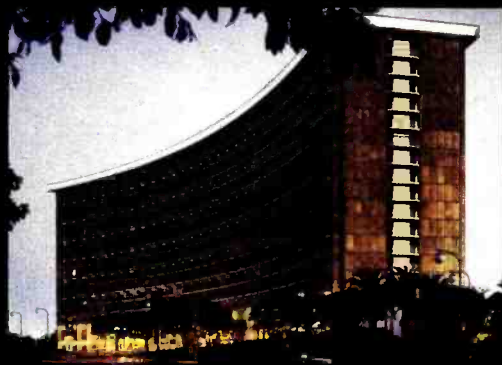
Blind Box Service: (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING 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.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.


The publisher is not responsible for errors in printing due to illegible copy— all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Gavel to gavel to gavel to gavel.



Complete INTV and NATPE Convention coverage.

Five Special Report issues bring you full Convention coverage only the way Broadcasting  can do it!
Plus: The agenda. The exhibitors. And bonus circulation at the convention sites.

- January 7, 1991 - Post-INTV and Pre-NATPE
 - January 14 - NATPE
 - January 21 - Post-NATPE

Deadline for materials:
10 days prior to publication date.

Broadcasting 

Celebrating our 60th year

**GET IT
RIGHT**
FROM HARRIS ALLIED

Fast, fully integrated field sales assistance.

We're enlarging our team of field sales experts.

Experienced, familiar people providing in-person technical advice and consultation on both RF and studio products.

A new telemarketing center for quicker response.

Fast phone access to every Harris Allied product.

Everything from basic supplies to capital equipment.

**WE'RE
EXPANDING
YOUR RESOURCES**

A complete broadcast technology resource.

Industry-leading RF products.

Over 5000 audio and studio products from more than 250 manufacturers.

Satellite systems, used equipment exchange, leasing and other financial alternatives.

Comprehensive support.

Keeping you on the air with everything from a part to a transmitter.

Systems assistance from the simple to a turnkey — nationwide and worldwide.

Broadcast Tech — the industry's only facility dedicated to training tomorrow's technical personnel.

Starting this January, Harris Allied leads the way with more people, more products, more support than any other source in broadcasting. Come — take the lead with us.

 **HARRIS
ALLIED**
BROADCAST EQUIPMENT

STUDIO EQUIPMENT • HARRIS RF PRODUCTS • SATELLITE GEAR • TRADE-INS • TURNKEY SYSTEMS