

Television/Radio Age

FARM
MARKET/A1

MOVIES ON WEBS

Key to fall mix;
heavy on made-fors,
selective on films/29

NEW ERA FOR FCC

Fewer fights
with Congress,
more internal ones/34

MCA TV'S SCHWAB

Warns indies
about losing ground
to cable/37

July 10, 1989 • \$3.50

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Television/Radio Age

July 10, 1989

Volume XXXVI, No. 25

Minus a movie night, networks heavy up made-for-TV titles, buy films more selectively

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W18-49

HH

W25-54

	HH	MAY 89 vs MAY 88 % SHR CHANGE W18-49	W25-54
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WIN LOSE OR DRAW	- 26	- 27	- 24
USA TODAY	- 12	- 24	- 6
HEEL OF FORTUNE	- 6	- 8	- 11
OPARDY	+ 4	NC	NC
PEOPLE'S COURT	+ 5	- 6	- 5
SIDE EDITION	+ 6	+ 13	+ 13
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Source: NSI MAY 89 vs MAY 88 TP, Top 100 EF and Access markets, weighted averages.

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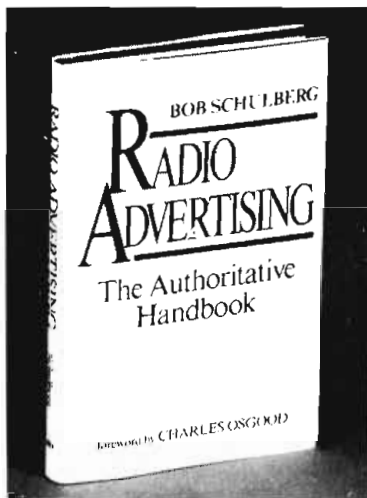
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Publisher's Letter

Flagship stations thrive in sales as MLB remains 'field of dreams'

While Major League Baseball is deeply involved in the "Pete Rose rhubarb," as the once-formidable announcer, Red Barber, would put it, its impact appears to be having little effect when it comes to business.

Flagship stations of MLB, especially those that have strong onfield contenders, are enjoying generally healthy sales and ratings, while ballclubs are registering increased attendance in many cases. And at the All-Star break, indications are that the generally bullish business climate will sustain for the remainder of the baseball season.

Originating stations—such as WGN-TV Chicago, which airs the Cubs' games; KPLR-TV St. Louis, which runs Cards' telecasts; WLWT-TV, which broadcasts Rose's Cincinnati Reds; the Yankees' WPIX(TV) New York; the Baltimore Orioles' WMAR-TV; and KTVU-TV San Francisco, the Giants' TV outlet—all report that sales are heavy hitters this season. Many of the advertisers, too, are in the games in multiple-year deals.

But these and other flagship stations are not devoid of what they see as problems to be faced in the near future. Foremost is the effect that the ESPN/MLB deal will have on their sales beginning with 1990. They fear ESPN's baseball entry will flood the inventory gates while fragmenting their audiences as well. These are notions that have a ring of truth, although quite forthrightly rebutted by the MLB folks. But it is, after all, MLB's credo to keep the clubs it represents happy, and the ESPN and the CBS deal will put more than \$25 million in each of the clubs' pockets before the first crack of the bat next season, to say nothing of what the individual rights fees will bring in.

The networks. For the networks, the season has a winning side and a losing side. Sales are continuing strong, aided by a generally healthy sports business climate, and both the upcoming playoffs and World Series contests are getting heavy business support. Prices, too, are hefty, with the playoffs fetching about \$175,000 per unit.

And when it comes to 1990, when only CBS will be the major over-the-air network player, business appears to look good as well, despite what many in the industry believe was a heavy price to pay for the rights by CBS (\$1.1 billion over four years). Already signed are General Motors on the domestic end, and Toyota for foreign auto exclusivity, for a total package worth some \$250 million to CBS.

Ratings, however, continued to slide for the network ballgames, going from an average of 6.4 in 1984 to a 5.5 last season on NBC, while ABC's games went from a 10 rating to an 8.1 during the similar four-year period.

Read more on the subject in our next issue.





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Something to show

My sales department is very busy running around town showing [the May 29 classical radio section] to all their clients. TV/RADIO AGE has demonstrated again why it is the best in the industry.

ROBERT L. CAULFIELD

President

WFMR(FM) Milwaukee

Classical radio

Many thanks and congratulations on a superb overview of the marketing side of classical radio in your May 29 issue of TV/RADIO AGE.

You did an excellent job getting to the heart of the special service that classical radio provides to agencies and retail clients.

Your magazine is eagerly read by everyone at WNCN, and the classical radio issue was a special delight as well as being a very useful selling tool.

My personal congratulations to you for maintaining the extraordinary high quality of your great and essential magazine.

MATTHEW FIELD

Senior vice president, and general manager

WNCN(FM) New York

Go west

I appreciate it that TV/RADIO AGE has taken such a strong interest in the classical format as exemplified in your annual special section.

My one criticism is that the entire article was slanted to a handful of eastern stations—namely WQXR, WNCN, WFMT, WFMR. The only west coast station mentioned was KFAC-FM and then only because of its recent sale. Classical stations commanding the largest shares of audiences for their markets are predominantly in the west (KFSD San Diego, KING Seattle, KVOD Denver, etc.).

Even the two San Francisco stations KKHI & KDFC combined to a 5.9 share (winter) placing classical as the “second format” in the market. I know the article was not about ratings—in fact, just the opposite—but next year I would like

to see the format covered coast to coast.

Somehow KKHI AM-FM even got left out of the Interep article on page A9, yet we've been with HNWH since its inception.

BRUCE E. BEEBE

*Vice president, general manager
KKHI AM-FM San Francisco*

Florida confusion

I am both shocked and appalled by the quality of reporting evidenced in your *Station Report* of May 29. Obviously, your reporter talked with the station profiled, took the word of the station contact as the gospel and failed to seek verification (or comment) from anyone else in the market.

The article is fraught with error. First, it classifies WAQ as the third independent in the market. Nowhere does your reporter specify that the station is a “low power” station licensed to the tiny island of Palm Beach. Could it be that they never told him, he did no research, and he didn't know?

Next, he states that Malrite's independent WFLX-TV “concentrates on Broward County.” Nothing could be farther from the fact. This station's efforts have always been targeted to our viewers within our ADI. The fact that as much as 33% of our audience sometimes falls within Broward County is purely and simply a result of superior programming and signal. It's a bonus at which we do not work.

Your reporter also lists WPTV, the strong NBC affiliate in West Palm Beach as an independent. And all of the foregoing in the first two paragraphs.

MURRAY J. GREEN

*Vice president, general manager
WFLX(TV) West Palm Beach*

More from Florida

Your *Station Report*: “South Florida fallout” was the strangest piece of reporting I have ever encountered. The topic is clearly appropriate, because South Florida has experienced overwhelming change in television service. But your choice to concentrate on an LPTV station and only one of the Miami affiliates gives a grossly distorted image of what is happening here.

WAQ is trying hard, but they are not a factor. The May Nielsen gave them hash marks in every daypart. They are a low power station licensed to the town of Palm Beach, but that fact was not included in your article.

WPTV is the NBC affiliate in West Palm Beach, not an independent. WFLX does not concentrate on Broward County; they appear to focus on the whole region and do well. The information on WCIX seems accurate. They are working hard to improve their performance and to become a full service Miami affiliate. However, that is only a small part of what is happening.

WSVN is doing quite well as an independent, contrary to predictions. WPEC has inherited a large CBS audience in Broward County.

WILLIAM B. PETERSON

*President, general manager
WPEC(TV) West Palm Beach*

'News about news'

As a television news director, any information concerning the business is always of vital interest to me. I'll be frank to say that the page you devote to TV news is the first thing I turn to when I open my copy of TV/RADIO AGE.

JIM BENNETT

News director

WTOG(TV) Tampa-St. Petersburg

Electronic invoice

Congratulations on your insightful article *Year of the Electronic Invoice?* (TV/RADIO AGE, May 29, 1989). Your ability to capture all of the complex, ever-changing and critical issues confronting spot broadcast is evidence of your reporting professionalism.

As a follow-up to your “Final Edition” comments about the delay in JDS' mailing (see May 29 issue), it was decided to establish an agency/client code so as to improve the existing procedures. JDS, Group W and CBS-TV are vigorously working with us to expedite the test. We are all very optimistic about the outcome.

J. WALTER REED

*Senior vice president, corporate director of spot broadcast,
New York*

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Mireille Guiliano
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Senior Vice President
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Philip A. Bossert
Business Week
Director of Sales
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"WQXR's our classic market. The audience doesn't just listen to CDs, they invest in more bank CDs and money market funds than the listeners of any other station."

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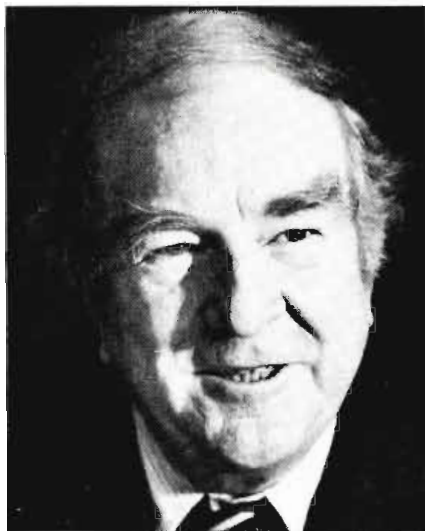
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The Classical Music Stations of The New York Times

Rebellion disrupted U.S. TV show sales; China now aims for 'normalcy'

Although there is concern among various businessmen about possible longterm instability in mainland China in the wake of its students' spring uprising and the military crackdown, there are signs that a return to something resembling normalcy is underway.

Paul Talbot, president, Fremantle International, New York, says



Paul Talbot

that a letter he just received from an executive of Chia Tai—a Thai conglomerate that has the Kentucky Fried Chicken concession as well as Mitsubishi and Honda deal-

erships in China and is a sponsor of China Central Television programming—states that *USA Today*, the TV series that Fremantle recently sold to CCTV, “still is showing in China.” “Of course,” adds Talbot, “I’m sure they don’t play a lot on the China story” that might have been reported within that GTG Entertainment series.

After thanking Talbot for his earlier expressions of concern, the Asian executive adds in his letter, “Our hope is for a better tomorrow in mainland China. . . . Life must go on. . . . I would like to purchase the following programs for China from Fremantle”—provided they pass government censorship, he adds. He then listed a dozen movies.

Some government ‘preemptions.’

In early 1985, as part of Beijing’s surprising new “open door” policy, CBS Broadcast International made probably the biggest sale of TV programming to CCTV—64 hours of product, ranging from *60 Minutes* and Walter Cronkite-hosted science specials to *Dr. Seuss* cartoons and TV movies like *Muggable Mary* and *Quarterback Princess*. In recent weeks, however, CBI was “victim” of some disruptions in terms of scheduling of contracted shows.

Rather mulls a Beijing return

Dan Rather, who was in Beijing covering the student rebellion story before the massacre, tells TV/RADIO AGE he hopes to return “later this summer” to update in person the crushed Chinese democratic movement. So far, Rather has no specific timetable, however.

Meanwhile, at a press conference to announce CBS New’ IBM-sponsored special marking the 20th anniversary of the U.S. moon landing (TV/RADIO AGE, June 26), the *CBS Evening News* anchor alluded to the current China government’s disinformation campaign regarding the hundreds killed in Tiananmen Square. He recalled another instance of government manipulation of the people. In 1972, when he went to China to cover President Nixon’s historic visit, he learned that the Chinese government had only then informed its people that the U.S. had landed on the moon three years earlier.

This spring, Rather was the first major U.S. TV anchor on the scene in Beijing, in May. NBC’s Tom Brokaw and ABC’s Ted Koppel arrived later, the former reporting for *NBC Nightly News* and the latter gathering material for ABC’s June 27 primetime special, *The Koppel Report: Tragedy at Tiananmen—The Untold Story*.

The situation in China now seems to be improving, according to Donald Wear, Jr., CBI’s senior vice president and general manager. “During the period of time when the [Beijing] government tried to regain control,” says Wear, “the



Donald Wear, Jr.

military intervened in the broadcast infrastructure and there were a lot of preemptions, to put on what the government wanted to be put on.”

Now, however, Wear adds, “We’ve received indications recently from CCTV that hopefully the schedule will go forward in a normal manner. For example, we’ve just received the July schedule and hopefully they will return to the status quo, ante [the rebellion].” When asked if CBI advertisers—sold via Don Camera Associates—have shied away from buying time on the CCTV schedule during all the unrest, Wear says, “They’ve exhibited a certain caution,” like other businessmen whose companies deal with China in various fields. However, “There have been no boycotts I’m aware of.”

Among the shows that have lately been airing, or are about to air, on CCTV are *Spotlight on Sports*, *Jack the Ripper* and the entertainment series *The New Twilight Zone*, *Blue Blood*, and *Katts and Dog*, adds Yuet-fung Ho, CBI manager on the China venture. CCTV had included *60 Minutes* in its original order, but “not in recent years,” she adds.—Jim Forkan

(Final Edition continued on page 13)

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Lost news minute in football upsets ABC television affiliates

You win some and you lose some. That's how ABC Television Network affiliates feel following their annual convention in Los Angeles. They won a \$5 million incentive plan and a pledge that ABC plans no major compensation cuts. But they are upset at losing a minute of their local news window in the *Monday Night Football* halftime.

ABC, in cutting that local window from three minutes to two this fall, intends to use the time for a feature tied into *MNF's* 20th anniversary (TV/RADIO AGE, June 12).

The affiliates were unable to persuade the network to restore the lost minute, despite what David Lane, president and general manager of WFAA-TV Dallas, calls "an open, honest discussion" about the "sensitivities" involved on both sides. Lane, the outgoing ABC affiliate board chairman, points out that the stations' late local newscasts are delayed substantially for about 16 weeks of the fall season due to football overruns and that the news window offers an important local news presence.

Eyeing NFL renewal. Clyde Payne, the new ABC affiliate board chairman and vice president and general manager, WBKO-TV Bowling Green, Ky., says, "The thing we're looking at more than anything else is maintaining that local window" under the forthcoming NFL TV contract, to be negotiated in the near future. The stations have made known their concerns in this regard, he notes, so hopefully ABC will include that in their negotiations.

Turning to the \$5 million bonus plan—which will reward affiliates who "best demonstrate performance in delivering premium audiences, clearing network programs and promoting them," as ABC puts it—Payne says that was "well received by the affiliates. It's a complete turnaround, from cuts to be-

ing compensated for performance. That's the name of the game in this business, being paid for delivery. It's a very positive step." When asked if that incentive concept was sparked by NBC's recent pay-for-performance plan (TV/RADIO AGE, May 29), Lane observes, "This was in the works prior to the NBC [affiliate] convention, so I don't think it would be fair to say it was inspired by [that]."

ABC's affiliates also are happy about ABC's \$8 million-plus cash bonus for promoting the 1989-90 lineup. Rather than carrying the



Clyde Payne

promos gratis, the affiliates now will be paid if they run two or more 30-second spots for the primetime lineup within their local early newscasts and access programming. According to Mark Mandala, ABC network president, a station in the 17th-ranked market that carried three promos a night during the plan's 23-week stretch could get \$113,000, while an affiliate in the No. 84 market could earn nearly \$44,000 and one in market No. 102 could get \$29,000.

More tie-ins due. "I think it's a great idea," says Payne. "The affiliates already promote the network, but not as religiously as they should. We take advertising—yet sometimes we're our own worst advertisers."

All three networks have forged promotional tie-ins for the fall season, with CBS joining K mart, NBC with Sears and ABC with Pizza Hut. All involve signage and on-site showing of previews of upcoming series programming. In addition, ABC "still has some things to work out" on other possible promo link-ups, says Payne. Although the names McDonald's and J. C. Penney have cropped up in the rumor mills, Lane says, "Nothing has been finalized."

Storm map offered

KHOU-TV Houston is offering viewers a hurricane-tracking chart, map, safety tips and an emergency supply list—sponsored by Kroger Food Stores. The material, put together by meteorologist Dr. Neil Frank, former director of the National Hurricane Center, is available as a foldout brochure at Kroger supermarkets. The A. H. Belo Corp.-owned KHOU is a CBS affiliate.

WUSA adds news

WUSA-TV Washington on Sept. 5 will expand its local news with the addition of a one-hour newscast starting at 4 p.m.(ET). The Gannett-owned CBS affiliate already offers a local 90-minute *Eyewitness News* block from 5 to 6:30 p.m. Hank Yaggi, vice president and general manager, boasts that WUSA's local newscasts rank first at 6 a.m., noon, 5 p.m., 5:30 p.m. and 11 p.m.

News boss at KGO

KGO(AM) San Francisco, having finished a four-month national search, has named John McConnell news director. Previously New York-based vice president of news and sports at United Stations Radio Networks, McConnell succeeds Bruce Kamen, now program director at KOA(AM) Denver. KGO, a news/talk station, is owned by Capital Cities/ABC.

TvB committee gets specific on electronic transmission for spot

In endorsing the use of electronic data transmission for various spot TV transactions, the National Sales Advisory Committee (NSAC) of TvB has gone beyond what was expected. At the group's annual meeting June 23, it encouraged in particular the use of electronic data transmission for "such labor-intensive functions as contracting, invoicing and discrepancy resolution."

NSAC was expected to vote on support of a test of an Electronic Standard Broadcast Invoice (ESBI), which is being strongly pushed by the 4A's (see *Final Edi-*



J. Walter Reed

tion, May 29, and a feature article on the ESBI in the same issue).

The test, which has been delayed, will involve the transmission of invoices to Foote, Cone & Belding and Ogilvy & Mather by Jefferson-Pilot Data Services (JDS), representing a number of BIAS-equipped stations. The transmission would actually originate in the BIAS maniframe in Memphis and be sent to a computer at Donovan Data Systems, which handles spot paperwork for the two agencies, in New York.

Welcomes action. J. Walter Reed, senior vice president and corporate director of spot broadcast at FCB and point man of a 4A's committee pushing the electronic invoice, welcomed the NSAC action but said his focus for the time being would

remain on the electronic invoice. Reed has been meeting with or talking to industry associations recently and said they have been "supportive" regarding the ESBI. This includes the ANA and Broadcast Financial Management Assn.

JDS had been on the verge of sending letters to its BIAS stations asking them to sign an approval for the test. But it was discovered, says Reed, that BIAS stations weren't following a standard computer format in entering information for the invoice. He estimates that resolving this problem will take a month or two.

NSAC chairman Peter Ryan, executive vice president of Harrington, Righter & Parsons, stated at the group's meeting that the 13 member reps "strongly support any and all efforts to simplify the usage of our medium and thereby increase its attractiveness to advertisers."

But the reps made clear their hostility toward any attempt to set up electronic negotiation of spot schedules. There is no substitute, they said, for "person-to-person interface."—**Al Jaffe**

Unwired indie web reaches affil goal

NIB Inc., a new unwired network of independent television stations, has reached its announced goal of signing up indies covering more than 90% of the U.S. The network is organized to offer children's audiences in early morning and mid-afternoon time slots (see *Final Edition*, May 29).

NIB has signed stations in 120-plus markets, including WNYW(TV) and WWOR(TV), both New York; KCOP(TV) Los Angeles and WFLD(TV) Chicago. Advertisers buying into NIB must buy the entire network; hence, Kerry Andrews, vice president, eastern sales, and Sam Ashenofsky, vice president, western sales, will be concentrating on pursuing network dollars.

SRC explores national TV rating service

In an attempt to knock the seemingly impregnable A. C. Nielsen Co. out of the box, Strategy Research Corp., Miami, is exploring the launching of a national TV rating service based on personal interviews in the home.

Richard Tobin, SRC president, believes the people meter system understates the TV audience. "Since it came in," he says, "TV ratings have been going down, down, down."

Problems with the system. Tobin cites "problems" with the Nielsen network measurement system. "There's a lot of fatigue in the sample from pushing buttons. There's a lot of turnover in the sample. And Nielsen doesn't measure out-of-home audiences."

Because of these problems, argues Tobin, measurement will have to "move back" to personal in-home interviews.

The moving back refers to The Pulse, a door-to-door survey that was popular in the '50s. Headed by Sydney Roslow, The Pulse measured TV and radio locally via aided recall of the previous 24 hours, but succumbed finally in the '70s.

Costing it out. SRC is now in the process of costing out the person interview system and honing the methodology. The company has considerable experience, however, in the door-to-door technique, having been measuring Hispanic local viewing via that method for 13 years. He also turns out a national Hispanic survey (three are scheduled for '89) based on data from 33 markets. Tobin says he has a "good questionnaire" already for his general market service. He is preparing to go to the TV networks and wants to pitch a test of his system for next spring.

Tobin hasn't much good to say about the planned Nielsen people meter service for the Univision and Telemundo networks, naturally. He says it will be two to three years "before we see anything from the meter."

THE NEXT GENERATION

Sy Cowles and his offspring share copywriter, cable and ABC roots

Although the son and daughter of Symon B. "Sy" Cowles, a 20-year ABC sales and promotion veteran who now heads his own consultancy, have not followed his footsteps into the network television field, their career paths have been influenced by their father.

Son Stephen has chosen the ad agency field and "I don't think he's interested in the networks" as a career, the senior Cowles says. On the other hand, daughter Lisa, who has been working in the promotion area of cable for several years, "will go wherever the challenge is."

Interestingly enough, Cowles reports, "Each has taken pieces of my career. I started as a copywriter—like my son is now—and I did convention planning, like my daughter has been doing" for the Arts & Entertainment Network. The elder Cowles wrote advertising copy for the Warner Bros. film studio, starting in 1958, before moving on four years later to his first television job, as the first director of advertising and promotion for a new station, WCKT-TV Miami (now WSVN-TV).

Moving to ABC. Later, after various posts with Metromedia, Cowles joined the ABC television stations division in 1962. After six years in charge of that division's advertising, promotion and public relations, he moved over to the ABC Television Network as vice president of sales development. During his six-year stint in that post, he oversaw the network's sales presentations, affiliate conventions and the like. In 1974, while ABC ranked No. 2 in the primetime ratings race, he was named vice president of creative services, overseeing ABC's advertising, promotion, art and sales development departments. Two years later ABC had become No. 1.

After such successes as the "Still the One" on-air promotion campaign, Cowles moved over to the ABC Video Enterprises division for his final two years at ABC. Though called vice president and director of international development, he also helped structure the promotion operations for that division's cable services, A&E, Lifetime and ESPN.

A familiar fixture for more than two decades, the Cowles name continues to have a place within ABC, with daughter Lisa serving as A&E's manager of sales support. As such, she develops promotion to support the A&E affiliates' sales effort and also manages conferences and meetings for the cable service—a function "very much" like Dad's at the ABC network.

Ad agency links. Stephen Cowles, 30, has spent the past seven years in the ad agency business. For just over two months, he's been a Chicago-based senior copywriter for Hal Riney & Partners, specializing in direct response clients. Earlier, he was a senior copywriter at Ogilvy & Mather Direct in Chicago for a year, and in its New York office for about two years prior.

As an English major at Susquehanna University, Stephen got into advertising by spotting a notice on the campus bulletin board that sought entries in a McCaffrey & McCall contest for students interested in copywriting or art direction. He won the copy section with a campaign designed to recruit students to his school—the prizes being a salaried summer internship at the agency plus \$1,000 in cash. He then parlayed that into a junior copy position at O&M.

His father, too, now has links to the ad agency business, via his Cowles + Co. marketing consultancy. That Glen Ridge, N.J.-based shop—which began in January 1985 with Group W's TV stations division as its first account and has since done projects for the ABC, CBS and NBC television networks—now is developing business for Frankfurt, Gips + Balkind, an advertising and design agency that specializes in movie clients.

Cowles and his daughter also share a love of art. Besides painting as a hobby, he has periodically staged one-man shows at various galleries. He now is "putting together a show and negotiating with a couple of New Jersey galleries."

Lastly, Cowles points proudly to his wife Christine, who has been handling administrative duties for his consultancy over the last four years. "The only family member not in the business is our dachshund, Happy," he jokes.



The Cowles clan: Symon Cowles is flanked by daughter Lisa, l., son Stephen and wife Christine.

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PENALTY PHASE



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- COMBAT ACADEMY •
- SOMETHING IN COMMON •
- PLAYING WITH FIRE •
- AFTER THE PROMISE •
- THE GLADIATOR •



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TV Business Barometer

Spot time sales up 3.8% in May

May was not such a bad month for spot TV—as things have been going, anyway. The increase was pretty modest, but it was the biggest monthly percentage increase for the year to date. Also, May this year was a four-week Standard Broadcast Month, while May of last year was five weeks. So, the amount of increase—whatever it is—is better than it looks.

The spot increase for May was 3.8%. That tops the 3.2% increase for March, which was the '89 percentage peak up to May. One of the months so far this year showed a drop; that was February, which was down 1.2%. Decreases are no novelty this year, of course, as a lot of stations are well aware.

Spot billings in May were almost as big as April's, which were a monthly record in spot TV history. Total spot time sales for May came to \$617.4 million, compared with \$627.6 million the month before.

May was the third month ever to top \$600 million in spot TV. The first month to pass that level was April of last year, when the *TV Business Barometer* sample of stations reported spot TV time sales of \$612.9 million.

Spot billings in May '88 came to \$594.8 million.

The five-month cume for spot passed the \$2 billion mark and stood at \$2,530.2 million, up 2.2% over last year. The '88 total for the January–May period was \$2,474.8 million. For whatever little satisfaction can be drawn out of this year's spot performance, it may be noted that, starting in February, the cume percentage increases have gone up a little month by month. At the end of February the figure was up 0.4%, at the end of March, up 1.4%; at the end of April, 1.7%, and, as noted, 2.2% at the end of May.

Stations billing under \$7 million annually did better than the bigger stations in May, with an average spot increase of 10.2%. This represented the fourth month this year

that the smaller stations ranked first in the degree of spot growth. The exception was February, during which the smaller stations showed a drop of 3.2% and ended up ranking third among the three revenue brackets.

The bigger stations (\$15 million-plus annual revenue) ranked second in May with an average 4.0% increase. May was the fourth month that this group of stations ranked second.

Local vs. Spot

As for the medium-size outlets, they were essentially flat in May, showing a 1.1% increase. May was the third month that the medium-size stations ranked third.

The next *Barometer* report will show that, through May, spot is still running ahead of local time sales. Local had passed spot in March but heavy seasonal billings in April put spot in the lead again, though local business is also seasonally heavy in the spring.

Last year, local didn't pass spot until October. Indications are that local will assume a firm lead earlier in the year during '89.

May

Network (millions \$)

National spot +3.8%

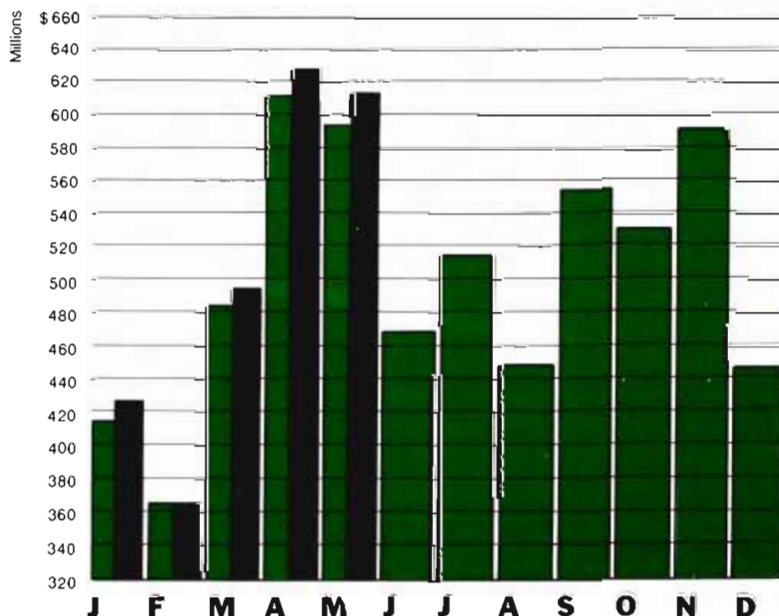
(millions)

1988: \$594.8

1989: \$617.4

Changes by annual station revenue

Under \$7 million	+10.2%
\$7–15 million	+1.1%
\$15 million up	+4.0%



THE NEXT GENERATION

'Legends' are Berl Rotfeld's game; son Steve opts for sports laughs

Producers Berl Rotfeld and son Steve both have parlayed their love of sports into careers in TV and cable sports programming.

The senior Rotfeld's biggest claim to fame is the durable *Greatest Sports Legends*, a nostalgic interview series which begins its 17th syndication season in January and which has profiled nearly 200 star athletes. Steve Rotfeld, meanwhile, is concentrating on the realm of sports humor, with shows like *The Lighter Side of Sports* on ESPN.

The younger Rotfeld, 33, went to law school until 1980 and started working for his father's company, Sports Legends Inc., based in Bala Cynwyd, Pa. "I didn't know much about TV, but I wrote the Jackie Robinson documentary [for *GSL* in 1983] and, amazingly, won an Emmy. I haven't seen [an Emmy] since!" Nor does he expect to, as he feels sports humor is not viewed as having the same prestige as other forms of sports programming.

'Wacky World.' In 1986, he formed Steve Rotfeld Productions in Wynnewood, a Philadelphia suburb, with "the world of sports comedy" as his goal. "After a dozen years of working on *Legends* plus my experience as a lawyer," he recalls, "it was time for something on the lighter side." His first project was the barter-syndicated *Bob Uecker's Wacky World of Sports*, which ran for three years. That was followed in January 1988 by *The Lighter Side*, which he notes is "a barter deal with ESPN. We sell our commercial time on the show." Last season, Ford, Chevrolet and Clorox were major sponsors, he adds.

For its new season, to start in January, the half-hour *Lighter Side* will sport a new host, Jim Valvano, the North Carolina State basketball coach, who has had considerable TV/radio experience in that state over the past decade. For the past two seasons' 39 episodes, Jay Johnstone had been the host.

Described in the syndicator's press releases as "baseball's No. 1 certified prankster," Johnstone has become a radio announcer for the New York Yankees. Valvano "brings spontaneity" and interview skills to the show, the exec producer says. Moreover, "he has genuine wit."

Syndication potential? The weekly series, which the cable network has shown on weekends in late night after Top Rank boxing matches and rerun on Sunday mornings, "does a 2 Nielsen rating, which is very good for this kind of program," says Steve Rotfeld. "It's right up there with ESPN's top shows. I don't think any non-event show does better consistently."

Valvano, who has guested on NBC's *Late Night with David Letterman*, was among the *Lighter Side* guests drawing the best ratings last season, the producer continues. Others, he adds, were Morgana, the busty "kissing bandit," and the *Sports Illustrated* swimsuit models.

Asked about his series' after-life potential, Rotfeld notes that the first home video special has sold

well under the title *Bloopers, Swimsuits and Superstars*. As for syndication, he says, "It's possible. We'll see what happens." Meanwhile, *Wacky World* has pretty much run its course in the U.S., although Orbis Communications, New York, has sold it in a time-bank arrangement to stations like WGN-TV Chicago.

Berl and Steve Rotfeld have found a way to work together as well as solo. Father and son are co-producing—via Rotfeld & Rotfeld Productions—a new 26-week syndicated series called *Super Sports Follies*. Like *Lighter Side*, this series will be heavily laden with sports bloopers and, aptly enough, it will bow April 1, April Fools Day. Cleared in 100 markets for 70% coverage of U.S. TV homes, *Follies* has signed Ford and Procter & Gamble as major sponsors. The series originally was announced as *Super Blooper Sports Show* (TV/RADIO AGE, April 3).

Setting a record. According to Rotfeld *pere*, *Greatest Sports Legends* ranks as the longest running syndicated sports series. "But my greatest source of pride is not just that it's the longest running sports show in syndication but the longest running made-for-syndication series of any kind." *Hee Haw* and *The Lawrence Welk Show*, he points out, began on network before entering first-run syndication.



Father and son Berl and Steve Rotfeld both produce programming with a sports theme. Berl does "Greatest Sports Legends," whereas Steve's preference is summed up in the title of his ESPN show, "The Lighter Side of Sports."

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Sky News may go pan-European, but it's determined to stay British

Sky News is likely to be available on cable systems in several European countries within the next few months. In spite of the prospective expansion, however, Sky chief executive Andrew Neil makes it perfectly clear that Sky News will remain British. "We are not going to be a homogenized European channel," he declares, emphasizing, "We are a British news service. We will stay that way, just as CNN is an American news service."

Before the service could expand into Europe, Neil says, the channel had to resolve the problem of license fees on the reuse of news material. Sky liberally incorporates material from a number of news services into its newscasts, including items from ABC, CBS, NBC and Fox.

Counterattacks. As the battle over the worth of satellite television is waged more fiercely in Britain's newspapers than anywhere else, it is not surprising to hear Neil maintain his denunciation of those British columnists who he claims never welcomed any new venture. Sky's case is amply presented in Rupert Murdoch's papers. During a news conference marking Sky's 2,000 minutes of news broadcasting since its early February launch, Neil attacked his enemies by announcing that contrary to what had been written in some papers, Sky was actually expanding its operation rather than contracting. Forty people were being added to an existing staff of 215, and Sky has been allocated a dedicated microwave channel for live news broadcasts.

While acknowledging that Sky was continuing to incur large deficits, Neil noted that Ted Turner also experienced similar early-days problems. Not only did he face huge losses, said Neil, but also the skepticism of U.S. networks about the prospects of CNN becoming successful.

Neil also admitted that plans to launch a fifth channel were on the back burner. He said Sky's money

might be better spent by concentrating the company's efforts on marketing its four existing channels or on ASTRA's eight English operating channels collectively rather than investing heavily on the launch of a fifth channel at this time. Nevertheless, he vowed that if British Satellite Broadcasting actually went on the air with five channels, Sky also would have five. Although many experts believe that Sky has been overly optimistic with its estimate that 1.15 million homes would have satellite dishes by next February, Neil insisted Sky was on target. "When I'm in a more optimistic mood, I believe we even will surpass that figure."

Discount push. How close Neil will come to his estimate is questionable, but to help achieve his aim, it is anticipated, Sky will begin introducing equipment at a discount rate or combining the dish with some pay TV benefits. In addition, by the middle of July, Sky was to announce new programming plans for one or more of its channels. The revamping also is a move designed to generate additional dish sales. Many observers believe the genuine lack of quality programs on a continuing basis is one of the major reasons why consumers have been underwhelmed about the prospect of owning a dish.

Meanwhile, as expected, BSB was awarded the two remaining British direct broadcast satellite franchises. At the same time, BSB officials were told to incorporate some of the Children's Channel ideas and programs into one of its channels.

Although it still is not certain when BSB will begin regular programming, it doesn't seem as if it will happen before next spring. The launch was originally slated for September but was postponed because of technical problems. It does seem clear, however, that the British Independent Broadcast Authority officials are likely to change their minds about BSB's technical

requirements in the interest of expediency.

Originally IBA engineers insisted that BSB must transmit on full power, but that was before it had all five licenses. Unfortunately, the Hughes satellite which BSB bought can only transmit three channels at full power. BSB is planning August tests aimed at convincing the IBA the diminution of power on the individual transponders will not materially affect signal pickup.

For its part, the IBA executives are now suggesting that in the interest of helping BSB get off the ground with all five channels, the reduced power concept might be acceptable after all.—Irv Margolis

EBU officials evaluate effect of consortium

Some European Broadcasting Union officials at presstime were trying to evaluate the potential effect on the EBU, if any, of a new European consortium of five major commercial broadcasters.

The group's composed of Britain's Independent Television stations, Italy's Fininvest, France's TF1, Germany's SAT 1 and Luxembourg's CTL. All the participants except Fininvest are full members of the EBU. While organizers emphasized that the new group would not compete with the EBU, but merely was intended to bring together like minded people, some observers thought it could have a negative impact on the EBU.

From time to time there has been friction between some of the state broadcasters, which essentially dominate the EBU, and some of its commercial stations members.

Although some organizations in the latter group, such as ITV and TF1 are quite active in the EBU, with privatization and the virtual explosion of stations in Europe, experts say, it is not surprising that some more serious differences of opinion will develop.

Founders, however, say the group will principally engage in lobbying on economic and political matters which affect their collective operations.



INFLUENCE

Spot kept to hot pace in May with 16.5% rise

Spot radio kept up its hot pace in May, according to the latest figures from Radio Expenditure Reports. Ad sales by reps were up an adjusted 16.5% to \$100,291,500. The adjustment was required because May was four weeks according to the Standard Broadcast Month, but May of last year was five weeks. Hence, last year's May figure of \$107,652,800 was adjusted downward to \$86,122,200.

For the first five months of the year, spot was up 12.8% to \$411,788,400.

By market size, adjusted percentages show the top 10 markets up 26.5% to \$40,767,700, the 11-to-25 group up 14.2% to \$21,155,200, the 26-to-50 markets up 7.6% up \$15,100,900 and the 51-plus group up 9.0% to \$23,267,700.

For the year-to-date the top 10 markets rose 17.1% to \$161.3 million, 11-25 climbed 12.4% to \$88.2 million, 26-50 increased 8.8% to \$63.7 million and the 51-plus markets were up 9.1% to \$98.5 million.

Giant CBS-K mart game may add Hispanics to act

One of several possibilities for expansion that CBS Television and CBS Radio are looking at in connection with their "biggest promotion in broadcast and retail history" with K mart is extension into this country's fast-growing Hispanic market via "La Casita" (Little House).

La Casita, developed by Spanish Broadcasting System's SBS Promotions division, currently offers advertisers on Spanish-language KSKQ Los Angeles participation in multipronged, high-visibility in-store promotions in some 100 supermarkets in Los Angeles-area Hispanic neighborhoods. And SBS Promotions marketing director Marv Rubinek plans to bring La Casita to supermarkets in New York and Miami this fall.

If talks in progress lead to La Casita participation, SBS will be adding Hispanic listeners to a promotion that CBS senior vice president, communications George F. Schweitzer calls "an action-oriented promotion that will give us a broad reach to a wide audience, generate early program sampling for CBS fall premieres and provide terrific affiliate station involvement at the local level. Nothing on this scale has ever been attempted before."

The promotion will be built around a viewer involvement game tied to the premiere of the new CBS program schedule in September. It will be talked up on CBS Radio and on CBS Television and in print, including special K mart Sunday newspaper circulars reaching 72 million households each week for three weeks early this fall and highlighted by a special CBS

Premiere Spectacular insert detailing the game and CBS' new fall shows. Schweitzer says the "collective media reach" should exceed 4 billion impressions.

Jerry Habeck, K mart's director of advertising, explains that "When our agency, Ross Roy, suggested we use our stores as media outlets to develop a major promotion in connection with CBS, we saw it as an opportunity to further enhance our image and gain recognition as the place America shops for everyday low prices on quality items. And we saw it as an opportunity to give back to the communities across the country who have supported us for so many years."

Shopper samples. Rubinek says his people manning each in-store Casita—"about the size of a Fotomat kiosk"—offer shoppers samples of the participating brands and coupons for still more. He explains that because this builds brand demand, "The stores order additional volume and set up end-aisle displays to support our featured brands. In Los Angeles, shoppers visiting our Casitas get a chance to enter a contest to win a new car. It would be no problem to add or substitute the CBS premiere game for our automobile drawing in K mart stores."

He adds that the whole in-store package is backed on air by radio spots "that presell La Casita. The spots tell our Spanish-speaking listeners they can get free samples and money-saving coupons. And if our talks with CBS prove fruitful, radio will also tell our listeners they'll also get a chance to play the CBS premiere game at their nearest K mart store."

Radio's hot swap shop never stops

Louise Heifetz, who picked up \$55 million selling classical music stations KFAC-AM-FM Los Angeles, is letting \$33 million of it go to Ragan Henry's Communications Management National L.P. for WXTR(FM) Waldorf, Md./Washington. The broker for the deal is Kalil & Co. of Tucson.

Meanwhile, Henry is also buying. He's agreed to acquire WAKR/WONE(FM) Akron from Summit Broadcasting for \$13 million and also to buy WRXJ/WCRJ(FM) Jacksonville from Hoker Broadcasting Inc. for \$8.6 million in transactions handled by H.B. LaRue and Media Venture Partners, respectively.

And seller Summit is both buying and trading. At press time it was expecting to close momentarily on its acquisitions of WRKS(FM) New York and WFYR(FM) Chicago from RKO General, and had just gotten word its station swap with Gilmore Broadcasting had received the FCC's blessing. This deal involves the transfer of ownership of gospel station KHVN Fort Worth from Gilmore to Summit in exchange for KMEZ Dallas. Summit had owned easy listening KMEZ-AM-FM until the FM switched call letters and format to become urban contemporary KJMZ. Now Gilmore has picked up the KMEZ call letters and easy listening sound for its newly acquired Dallas FM.

KASY, an Auburn, Wash., AM, with a nod from the

Spain weighs award of licenses for national private TV channels

Spanish officials are now in the process of determining which companies will be awarded the three licenses for the country's new national private TV channels. A decision is expected before the end of August.

Although foreign investment in the new licenses is limited to 25%, two of the most powerful international moguls, Rupert Murdoch and Silvio Berlusconi, are members of groups trying to obtain franchises. In all, five consortia are bidding for the three franchises.

Murdoch has aligned himself with Univision Canal 1, in which Grupo Zeta and two Spanish banks have interests. Berlusconi has joined forces with the publishers Anayo/Telefuturos and Once. The remaining bidders include the Antena 3 consortium, in which Godo Grupo and several institutional investors are participating, as well as a group of Catalan businessmen.

Under review. A special council of government ministers is reviewing the applications and considering the projected financial, technical and administrative structures. In addition they are analyzing each of the consortium's programming proposals. Last year's legislation, which authorized the new channels, also specified production quotas, explains Ruiz de Velasco, International Relations officer for the Ministry of Telecommunications.

With the exception of the first two years of operation, where leeways are being given, in general the restrictions follow closely along the lines of what is about to become common European policy—that is, a majority of the programs will have to be produced either domestically or in other common market countries. Observers say the small number of applicants reflects the fact that the anticipated expense of running an outlet has made owning one less attractive in Spain than in some of the other European countries.

Groups which are awarded the licenses will have to make an initial investment of about \$75 million

just to meet startup costs. Nonetheless, cost and shortness of time notwithstanding, the government hopes the operators who get the franchises will be on the air in Spain's largest cities, Madrid and Barcelona, early next year.

Yorkshire makes programs to suit U.S. market

Yorkshire Television (U.K.) continues to make inroads into the U.S. market by producing or coproducing programs destined for American networks before shooting even starts.

While several of the larger U.K. television companies are reluctant to become "facility houses" for what essentially are American productions, YTV is anxious to expand its production activities. YTV will assiduously pursue coproduction possibilities throughout the world, says international sales manager Susan Crawley.

Not all of its productions, of course, can presatisfy American tastes. A 13-part police series being completed in Hong Kong, *Yellow Thread Street*, will depict the multiracial aspect of the British colony's police department. "It's sort of like trying to sell *Miami Vice* to the U.S.," laughs Crawley.

Success story. Nevertheless she is confident that worldwide sales, including to North America, will be good once buyers have a chance to see the final production. YTV will be showing the series at this year's fall markets. YTV's latest success story is the just completed five hour miniseries, *Til We Meet Again*, based on Judith Krantz's best-seller. This, the fourth of Krantz's five novels to be turned into a miniseries, stars Bruce Boxleitner, Courteney Cox, Mia Sara, Barry Bostwick and Michael York.

As with the other Krantz miniseries, *I'll Take Manhattan*, *Mistral's Daughter* and *Scruples*, this one too will be broadcast on CBS, to which it had been presold. Com-

mercial requirements mean the American version will be 20 minutes shorter than the one shown on Britain's ITV network later this year.

Til We Meet Again is a YTV/Steve Krantz Production (U.S.) coproduction. Yorkshire's last major American venture was the award-winning, *The Attic: The Hiding Place of Anne Frank*.

Learning French aided by satellite

"Go to the source," may well be the motto of Coventry, England officials. In an European first aimed at teaching youngsters conversational French, Coventry Cable Television and the city's local education authority have arranged to broadcast selected programs from the French satellite channel, TVS. The programs are being picked up from the European Space Agency's Olympic satellite, which, along with the French channel also will transmit a number of other educational programs.

As part of the undertaking all of the city's schools and other educational establishments, it will be connected with Coventry Cable TV.

Six-hour drama generates heat

Visitors to MIPCOM 89 are likely to find Channel Four International's (U.K.) stand crowded with buyers negotiating for the rights to the six-hour drama, *Traffik*, now getting rave U.S. reviews. The series deals with drug trafficking.

C4 international sales executive Frances Berwick, says she is extremely encouraged by the initial reaction to the program, adding she already has had a number of inquiries from overseas buyers. The series itself was presold to Australian Channel 9.

EBU Olympics rights

The European Broadcasting Union has paid \$16 million for the right to broadcast the 1992 Winter Olympics. The Games will be held in Albertville, France from February 8 to 23, 1992.

Radio Business Barometer

Network revenues up 12.6% in May

Network radio scored high again in May. The month marked the fourth straight time that the webs racked up double-digit percentage gains and the 12th consecutive month in which there was a rise in revenues over the year before. (See also *Final Edition*, June 26)

All four sales territories were up in May, but the smallest billers were the biggest gainers, according to data from the Radio Network Assn.

RNA president Peter Moore was jubilant about current and future activity. He said: "Activity continues to come from all sectors—package goods, retailers, automotive, as well as seasonal accounts, with no sign of a slowdown. June and the third quarter look promising. When one considers the poor showing of national for most other media, we are doubly pleased that network radio's attributes continue to serve so many advertisers so well."

Network radio revenues were up 12.6% in May to \$37,236,116. Last year the May figure was \$33,059,119. Percentage increases during the three previous months were, in reverse chronological order: April, up 10.2%; March, up 19.6%, and February, up 10.7%. Only January fell below the double-digit level, with an increase of 7.1%.

Of the four sales territories, only New York appeared sluggish, a performance hard to forecast in light of its up-and-down sales picture this year. New York was the only territory that came up negative during the first quarter.

For May, New York was up only 2.5% to \$20,211,893. This follows a 26.2% rise in April but a minus 2.4% result for the first quarter. The minus figure was based primarily on a poor January, when sales dropped 22.3%.

Chicago was up 11.2% in May, its lowest monthly percentage increase this year. May revenues were \$11,213,674. The Windy City was up a healthy 29.2% during the

first quarter.

Detroit generated strong network sales in May, taking in \$3,237,091, for an increase of 57.8%. This follows a drop of 51.7% in April, but sudden shifts are not unusual for the Motor City. For example, Detroit web sales were up 195.7% in January, up 68.5% in February and up only 10.3% in March.

Los Angeles had a second quarter experience somewhat similar to Detroit's. May revenues were up 112.9% to \$2,573,458, but April's books showed a 5.4% drop after a first quarter that was up 36.4%.

Five-month total

For the first five months of '89, network radio overall was up 12.0% to \$160,408,188. As indicated, New York was below the norm, with a 4.0% rise during the January-May span and revenues of \$88,465,013. Chicago scored a 21.5% increase, with billings of \$48,609,765, Detroit climbed 22.6% in the first five months, with a total of \$12,842,299, and Los Angeles turned in the best performance with a rise of 37.7% to \$10,491,111.

Network **+12.6%**

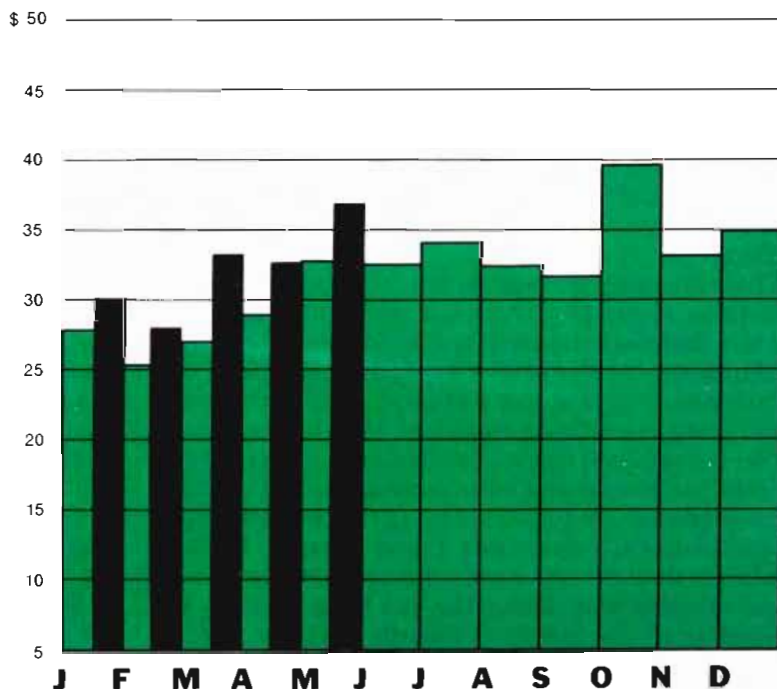
(millions) **1988: \$33.1** **1989: \$37.2**

Changes by territories

Territory	Billings (000)	% chg. '89-'88
New York	\$20,211,893	+2.5%
Chicago	11,213,674	+11.2
Detroit	3,237,091	+57.8
Los Angeles	2,573,458	+112.9

Source: Radio Network Association

May



FCC to boost its power from 10,000 watts to 50,000, is on its way to being acquired by Viacom International. Viacom already operates KBSG(FM) Seattle, and KASY president Edward Garre has agreed to change KASY's calls to KBSG-AM and start simulcasting KBSG-FM. So with the transfer of license and more power, William Figenshu, president of Viacom Radio, says the new KBSG AM-FM duo will extend the FM's format "to Auburn and Federal Way as well as the entire Puget Sound area."

Whatever you're selling, radio can do the job

While many sounded the common theme of radio's hold on the imagination in relaying the advertisers' message, one of the more notable aspects of the 22nd Annual Radio Workshop cosponsored by the Radio Advertising Bureau and the New York Market Radio Broadcaster's Assn. was the wide range of product and service categories represented among the companies that described their successful use of radio.

The success stories ranged from those reported by Sears Roebuck, Delta Airlines and Ford Audio Systems to Nutri/System, a company that "helps people help themselves" slim down to better health, and Benjamin Moore paints, which uses radio to "paint pictures in listeners' minds."

But for all the sales gains racked up by radio, no medium is perfect. For instance, Sears' national retail advertising manager, Scott Harding, said that as retailing changes and Sears changes with it, "Network radio will continue to be the foundation of our radio strategy. But in 1990 we'll be expecting more than effective delivery from our network radio buys. We'll be looking for ways to make more impact, ways to rise above the density of other radio messages. We'll be looking for packages—not just points—to deliver the Sears message."

Price differential. And on top of Sears' national network buys, Harding said Sears would continue to be rolling out its new strategies on a market-by-market basis. On the local level he suggested that a wider price differential between 60- and 30-second spot units could "increase the attractiveness of radio as a local medium."

These are complaints radio has in its power to do something about. But there are others neither radio nor television can do much to fix. For instance, Judy Jordan, assistant vice president of advertising for Delta Airlines, played a gag commercial to underscore how boring advertising would be if it followed the guidelines required by the National Assn. of Attorneys General to promote an airline's special air fare savings plan. Hitting a sore spot also among recommendations of the National Advertising Review Board, Delta's Jordan figured a radio spot would have to be about three minutes long under the NAAG guidelines to squeeze in all the fine print describing all the conditions of offer involved in qualifying for a typical airline bargain fare.

Country folk downscale? Not so, says Katz pitch

The value of the country music audience on radio is not appreciated by many advertisers, says a new presentation on the format by Katz Radio. Though these clients associate such listeners with uneducated, rural types, the facts are otherwise, Katz maintains.

The presentation points out that country listeners cluster highest in the three ClusterPlus groups, among 10 groups overall, "most identified with commercial purchasing influence." This is based on Arbitron data analyzed by the Country Music Assn. Of all country music listeners, 40.4% are found in these three top groups, compared with 23.5% of the total population.

Also pointed out by the presentations: 74% of country listeners own their own homes and over one-third of country listeners have gone to college. As for country stations, they are rated No. 1 in over 30% of the top 100 markets among adults 25-54.

Amy Griffin, market research specialist at Katz Radio, explains that country music has changed with younger artists like George Strait, Randy Travis and Reba McEntire "creating a more upbeat, upscale image of country music." Banjos and fiddles, she says, have been replaced by synthesized sounds.

NYMRAD elects officers



Discussing the new slate of officers for New York Market Radio Broadcasters Assn. are, l., chairman Ed Kiernan, v.p., gen. mgr., WCBS-AM, and vice chairman Warren Maurer, v.p., gen. mgr., WINS. Also elected at the annual management dinner at Gallagher's were secretary Rod Calarco, v.p., gen. mgr., WCBS-FM and treasurer Peg Kelly, sta. mgr. WYNY(FM). New board members are: Gary Fisher, v.p., gen. mgr., WHTZ(FM); Ray Gardella, v.p., gen. mgr., WQCD(FM); Ron Gold, gen. mgr., WALK-AM/FM (Patchogue, N.Y.); Dana Horner, v.p., gen. mgr., WPLJ(FM); Stu Layne, v.p., gen. mgr., WQHT(FM); Stu Olds, pres., Katz Radio; and Rich White, v.p., gen. mgr., WFAS-AM/FM (White Plains, N.Y.).

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Last season's movie nights

(Oct. 24, 1988–April 16, 1989)

Rank	Program	Rating	Share
1.	NBC Sunday Movie	16.3	26
2.	NBC Monday Movie	16.2	25
3.	CBS Sunday Movie	16.1	25
4.	ABC Sunday Movie	14.6	23
5.	CBS Monday Movie	11.9	19
5.	CBS Tuesday Movie (tie)	11.9	19
7.	ABC Saturday Movie	9.6	18

circa springtime, as happened last season. Of course, the 1988–89 season was atypical in that the writers' strike forced the delay of fall premieres of most series.

CBS Entertainment president Kim LeMasters says, "The strike hit CBS hardest last fall," forcing the network to frontload more movie titles than planned in order to keep repeat series to a minimum. NBC and ABC were in better shape for the fall, as they had the Summer Olympics and post-season

Cable's menu includes off-net

As part of their afterlife tour of duty, many made-for-TV movies fall into enemy hands.

Among the titles cropping up in various dayparts on cable schedules during the February and May sweeps—to be used against the networks that originally ordered them—were: *The Boy in the Plastic Bubble*, *Mayflower Madam Long*, *Hot Summer* on HBO; *The Law*, *Women of San Quentin* and *Classified Love* on Showtime; *I Want to Live* and *Matt Helm*, a series pilot, on The Movie Channel; and *The Questor Tapes* on Cinemax. The process continues in the warm-weather months, with *Perry Mason Returns* on The Movie Channel and *Barnum* on the Disney Channel.



NBC made-for: "Desperado: Outlaw Wars"

baseball, he notes. Consequently, CBS' stockpile of titles "got thinner and thinner" until in May the network was cutting postproduction so closely that it was "literally delivering prints wet" for telecast, he says.

CBS now hopes to "warehouse some of our movies" for better scheduling throughout 1989–90, he says. The network already is committed to just over 22 TV movies and hopes to put about 20 more into the production pipeline for the new season, all for Sunday play, he adds.

To the few who call CBS' schedule conservative, LeMasters responds, "I don't think it's a cautious schedule when it collapses a movie night" to make room for two additional series. "We had a very good [series] development season." On the other hand, some agencies are not so confident about this strategy. Tom Winner, executive vice president and media director, Campbell-Mithun-Esty, for one, predicts that CBS will scrap two series on its overhauled Tuesday lineup and revert to movies "by early '90."

As an indication of how hard-pressed CBS was, network sources point out that in the September–April span, CBS aired 38 TV movies, while NBC ran 31 and ABC—which had not only post-season baseball but *War and Remem-*

brance—ran just 11 TV movies. In theatricals too, CBS increased usage the most, to 6% of its schedule, up from 2% the previous season, whereas NBC's and ABC's film use rose modestly, to 6% and 11% of their rosters. In ratings terms, CBS' features gained 9% over the prior season, versus 11% for ABC and a 3% dip for NBC.

At NBC Entertainment, Brandon Tartikoff, president, praises his Monday movie as "the No. 1 network movie package in households as well as with the key women demographics." NBC's Sunday movie last season became that night's dominant package for the first time, he claims. By NBC's measure, its Monday movie rated tops for the season (No. 22 among all programs), while CBS' and NBC's Sunday nighters tied at No. 25. By CBS and ABC's calendar, the NBC Sunday movie came out ahead (No. 22 overall), followed by NBC Monday (No. 25), CBS' Sunday movie (No. 27) and ABC's (No. 34).

Despite his bullishness on movies, Tartikoff has long harbored hopes of phasing out one of those movie packages in favor of potentially more lucrative hit series—most likely comedies and most likely on Sunday. He has tested this concept on both nights, with mixed results and apparently does not yet feel he has series strong

Theatricals scored well in '88-89, largely as counterprogramming to ABC's older-skewing "War and Remembrance."

Minus a movie night, webs heavy up TV titles, buy films more selectively

TV movies a key ingredient in nets' fall mix

By JAMES P. FORKAN

There was considerable rejoicing over the performance of movies on network TV last season, but it is not clear whether the news will continue to be as good in the primetime season ahead.

Made-for-TV movies' overall Nielsen ratings were slightly lower than in the 1987-88 season—if one looks at the October-April span that ABC and CBS prefer due to the fall season being delayed by the prolonged writers' strike. Their scores were slightly higher, if one chooses the September-April season NBC prefers. In any case, network researchers agree that TV movies last season performed better than the average rating for all programs. As for theatricals, they gained somewhat in 1988-89, largely due to scoring well as youthful,

fast-paced counterprogramming to ABC's older-skewing, lumbering \$110 million *War and Remembrance*. Movies, theatrical and TV proved less successful against NBC's Summer Olympics last fall, however.

CBS heavies up

Come fall, there will be one less movie night on the Big 3 TV networks than there were last fall, but movies will by no means be less important. Instead, CBS and ABC will be concentrating their movie titles on one night, Sunday, while NBC again spreads its inventory across two nights, Sunday and Monday. Despite eliminating its Tuesday movie night in favor of two new dramatic series, CBS says it is heavying up on movies for 1989-90 so as not to come up short

On ABC: "Indiana Jones and the Temple of Doom"



Last season's top movies

(Oct. 24, 1988–April 16, 1989)

	Rating	Share
Made-for-TV movies		
1. The Karen Carpenter Story (CBS)	26.4	41
2. A Very Brady Christmas (CBS)	25.1	39
2. Those She Left Behind (NBC)	25.1	38
4. Two of a Kind: Case of the Hillside Stranglers (NBC)	23.1	36
5. In the Line of Duty: The F.B.I. Murders (NBC)	22.2	34
6. Naked Lie (CBS)	21.2	33
7. Too Good to Be True (NBC)	19.9	31
7. Take My Daughters Please (NBC)	19.9	31
7. Perry Mason: Case of the Lethal Lesson (NBC)	19.9	30
10. David (ABC)	19.5	30
Theatrical movies		
1. Beverly Hills Cop (R) (ABC)	19.4	30
2. Romancing the Stone (R) (ABC)	18.2	28
3. The Wizard of Oz (R) (CBS)	18.1	27
4. Back to the Future (NBC)	18.0	26
5. Raiders of the Lost Ark (R) (ABC)	17.5	28
6. Sudden Impact (R) (ABC)	17.4	26
7. Spies Like Us (NBC)	17.1	27
8. Raw Deal (ABC)	16.7	26
9. Manhunter (NBC)	15.7	26
10. Down & Out in Beverly Hills (ABC)	15.5	25
10. Karate Kid Part II (NBC)	15.5	24

of 30 or better, led by ABC's *Little Ladies of the Night* (1977) and NBC's *Burning Bed* (1984).

Whether programming one mov-

ie night or two, selectivity has become the buzzword at the Big 3 networks when it comes to theatrical film buys in this pay cable/home

video era. That approach seems to be paying off. Six of the top 10 theatricals on the networks last season were new to network, Poltrack points out. "A very select group" of theatricals will continue to show up on the networks, he notes, with that selectivity based on their potential to repeat well even after numerous plays on pay TV and in home video. The ratings data indicate that certain types of features play best, Poltrack continues, citing comedy and action/adventure. Virtually anything starring Clint Eastwood, Eddie Murphy, Chevy Chase, Arnold Schwarzenegger and Sylvester Stallone holds up well, other TV execs note. So do the James Bond films on ABC, which in its fall presentation to the ad community described that package as "the most popular series of movies to hit television." Among CBS' recent movie buys, Poltrack points out, is a Paramount Pictures package that "includes a lot of Showtime exclusives"—simply because those were seen by fewer people than if they had been shown on Home Box Office, the No. 1 pay cable service. One Paramount title, *Witness*, scored well against *War and Remembrance* for CBS, while two others, *Top Gun* and *Ferris Buehler's Day Off*, did so for NBC.

Scanning the most popular movies of last season, Poltrack observes that five of the top six theatricals scored "extraordinarily high ratings" despite being network re-

On CBS: "Beverly Hills Cop II"



Movies formidable 'War'-time ammo

When it came to opposing ABC's 30-hour, \$110 million *War and Remembrance* miniseries in November and May, NBC and CBS' counterprogramming strategies were nearly as clever in their field as the generals' were in World War II.

As NBC's Gerald Jaffe, a research vice president, said at the end of the May sweeps, shortly before he was the victim of a research staff cutback, NBC had expected *W&R* to score best among the 50-plus demographic groups. "We suspected that going in. We took advantage of that weakness and we went for the young adults. We conceded the older adults to *War and Remembrance*."

The four movies faring best against *W&R* were theatricals—NBC's *Top Gun* and CBS' *Witness*, each over a 30 share, and NBC's *Back to the Future* and *Ferris Bueller's Day Off*, each above 26. The next four strongest were made-fors: NBC's *Goddess of Love* and *Trial of the Incredible Hulk* plus CBS' *The Diamond Trap* and *Out on the Edge*, in the 24 to 26-share range.

Top performers. Although a 31-share *W&R* episode defeated *Back to the Future*, that new-to-network film emerged as the highest rated feature of the November sweeps and the top first-run theatrical of the season. Half of November's No. 2 theatrical, *Karate Kid Part II*, also aired opposite *W&R*. *Goddess* and *Trap* each lost to the ABC epic's 26-share fifth episode last November, while *Witness* and *Hulk* both beat a 21-share May installment and *Ferris Bueller*, buoyed by *Family Ties*' finale as lead-in, easily overcame *W&R*'s 26-share May conclusion.

Jaffe described the May theatrical ratings as "substantial, very solid numbers. They were really top performers. I guess we were all surprised at the numbers these generated." Ultimately, these NBC and CBS movie maneuvers kept *W&R*'s ratings down enough so that ABC lost \$30 million-plus on the venture through makegoods to major sponsors like Ford, Lincoln-Mercury, General Electric and IBM, ABC execs said.

enough to chance such a risky move. The ratings leader in TV movies for the past five seasons, NBC has shot at least 26 TV movies so far for the new season.

At ABC Entertainment, Robert Iger, the new president, describes his Sunday movie lineup as one that "looks like the strongest package we've had in a long time." J. Walter Thompson USA's Richard Kostyra, executive vice president and U.S. director of media services, is among those "impressed."

As a rule of thumb, network ex-

ecs say, an individual TV movie is labeled successful when posting at least a 17 rating and 27 share. Although NBC had the strongest movie packages, CBS had the top two made-for-TV movie titles of the season, *The Karen Carpenter Story* and *A Very Brady Christmas*, both bolstered by their popularity among women 25-54, researchers note.

Thanks to intensified competition from other media, however, even the highest rated TV movie and theatrical feature on network



"Back to the Future" counters past.



"War and Remembrance"

last season—CBS' *Karen Carpenter Story* with a 26.4/41 and ABC's *Beverly Hills Cop* at 19.4/30—were a far cry from the levels attained by giants of yesteryear. NBC's showing of *Gone With the Wind* in fall 1976 remains the highest rated theatrical with a 47.5/65, and ABC's *The Day After* is the No. 1 TV movie with its 46/62 Nielsens from fall 1983. No fewer than 20 other theatricals are among the 30 highest rated films with a Nielsen rating of 33 or higher. A like number of TV movies notched Nielsen ratings

Three-network averages

1988-89* vs. 1987-88

	1988-89		1987-88		% change rating
	% schedule	Rtg	% schedule	Rtg	
Regular series	67%	13.7	67%	14.1	-3%
Made-for-TV movies	13%	14.7**	13%	15.4	-5%
Theatrical movies	8%	12.4	6%	11.8	+5%
Miniseries	2%	20.0	1%	16.2	+23%
Entertainment spec.	6%	13.2	5%	13.8	-4%

Source: A.C. Nielsen Co. * = Oct. 24, 1988-April 16, 1989 season. ** = 15.8 average for Sept. 19-April 16.

The fights may be less with Congress and more between the commissioners

New era dawns as FCC members fall into place

By HOWARD FIELDS

Painfully, slowly, the U.S. government is giving birth to a new FCC. In a few weeks, eulogies are expected to be pronounced over the Reagan era at the agency.

No one can predict for sure how the new commission will turn out, but the widespread expectation in Washington is that the FCC under Al Sikes will have better relations with Congress, be less ideological,

less economics-driven, and more combative within its own eighth-floor halls than with outsiders.

Even Republicans on Capitol Hill are delighted with the prospect of a change. While they expect the commission to be different from, although not the opposite of the old one, they don't expect to have to continue defending positions they don't agree with.

More importantly, though, is the change in philosophy expected to take place at the FCC under the

leadership of Sikes, to be appointed for five years; and buttressed by the philosophies of nominees Sherrie Marshall and Andrew Barrett. They alone will form a majority on the five-member commission.

No one looks for an immediate switch on positions. The change is expected to be more subtle than that—more in approach and long-term impact than on any specific issue before the commission at present. And change, however much it is, could be delayed as long as until after the Labor Day congressional recess.

By the time the Bush administration got around to sending its FCC nominations to the Senate Commerce Committee for confirmation, the panel already had booked itself up until August. A delay in naming Sikes as chairman, widely interpreted as a slap on the wrist for being too candid about his ambitions, also made quick confirmation harder. Chairman Fritz Hollings (D-S.C.) had said he wouldn't consider any nominee before the replacement of Dennis Patrick as chairman.

Al Sikes



Pragmatic approach

When the new commissioners do take their seats, they are expected to bring a more pragmatic and less ideological approach to the commission and its regulatory, or de-regulatory, duties. The FCC under Chairmen Mark Fowler and Patrick has been described as taking the approach of: "Let the marketplace decide, with the burden of proof on those who would claim harm." The new commission is expected to harken back to the philosophy of the Fowler/Patrick commission's predecessor under Chairman Charles Ferris: "Let the marketplace decide in general, but there are certain areas we are going to protect."

Whereas the Fowler/Patrick FCC was seen as more economically oriented, the Sikes FCC is expected to be more politically oriented. Unless Sikes has been cowed by being forced to sweat out the announcement of his nomination, his views are somewhat predictable from his term as head of the National Telecommunications and Information Administration.

Movies in the sweeps (1988-89)

	Rating	Share
November		
1. In the Line of Duty (NBC)	22.2	34
2. Too Good to Be True (NBC)	19.9	31
2. Take My Daughters Please (NBC)	19.9	31
4. Back to the Future (NBC)	18.0	26
5. Goddess of Love (NBC)	16.7	26
6. The Ladykillers (ABC)	16.6	27
7. Shootdown (NBC)	16.0	25
8. Down & Out in Beverly Hills (ABC)	15.5	25
8. Karate Kid Part II (NBC)	15.5	24
10. The Diamond Trap (CBS)	15.1	24
February		
1. Naked Lie (CBS)	21.2	33
2. Perry Mason: Case of the Lethal Lesson (NBC)	19.9	30
3. Raiders of the Lost Ark (R) (ABC)	17.5	28
4. Swimsuit (NBC)	17.3	27
5. Original Sin (NBC)	16.8	26
6. The Fulfillment of Mary Gray (CBS)	16.5	26
7. Full Exposure: The Sex Tapes Scandal (NBC)	16.2	24
8. Bridesmaids (CBS)	14.6	24
9. The Outside Woman (CBS)	14.3	22
10. Revenge of Al Capone (NBC)	13.9	22
May		
1. Everybody's Baby (ABC)	22.9	36
2. Top Gun (NBC)	20.2	32
3. Witness (CBS)	19.1	31
4. Ferris Bueller's Day Off (NBC)	17.6	29
4. Bionic Showdown (NBC)	17.6	28
6. Roe vs. Wade (NBC)	17.0	27
7. Trial of the Incredible Hulk (NBC)	16.2	25
8. My Name is Bill W. (ABC)	15.2	24
9. Out on the Edge (CBS)	14.6	23
10. Mike Hammer: Murder Takes All (CBS)	12.8	20

Source: A.C. Nielsen Co. Note: Excludes two-part TV movies

runs. Given those performances, he says, "It looks like they're worth the money."

The money shelled out by the Big 3 networks for a popular theatrical averages about \$3 million for two showings, industry sources estimate. Such \$100 million-plus box office hits as Disney's *Three Men and a Baby*, MGM/UA's *Rain Man* and Paramount's current *Indiana Jones and the Last Crusade* are expected to sell at more than \$5 million apiece, most sources feel.

A network TV movie costs just over \$2.5 million to produce, on the other hand, and can generate \$7 million in ad revenues. Advertisers may be charged \$150,000 to \$175,000 per 30-second spot on the most popular packages. However,

as always, agencies with the most client clout and shrewdest negotiators can bargain those rates downward.

The most controversial TV movie of the May sweeps, NBC's *Roe vs. Wade*, was a ratings hit but a revenue loser due to all the protests over its telling of the Supreme Court decision on abortion. An NBC exec said that its ratings were "pretty much about what we had projected." Due to all the controversy, however, many advertisers pulled out of the movie, forcing NBC to sell that time at bargain-basement rates—in the \$30,000 to \$45,000 per 30 range, according to some agency sources. As a result, NBC lost about \$1 million, they estimate. Despite the controversy on

the national level, Pier Mapes, NBC network president, says, "The affiliates really don't have a problem with it. All carried it." Nor did they have sales woes locally, he adds.

Looking ahead to the new season, Bozell is the first agency to offer a detailed forecast for fall, including the four movie packages. Projecting household ratings for the fall, Bozell sees only NBC's Monday movie among the overall top 20, at No. 16. Among women 18-49, that movie package (No. 13) should be joined by NBC's Sunday nighters (No. 19). As for men 18-49, the agency sees NBC's Sunday movies rating higher—No. 9 on that list, followed by ABC's Sunday movies at No. 10. Women 25-54, meanwhile, should opt most for the NBC Monday (No. 12 on that chart) and Sunday movies (19th), the agency continues, but men 25-54 will prefer NBC's Sunday movies (No. 9), followed by the ABC Sunday package (No. 11) and CBS' (No. 20).

Tackled by football

Bozell's fall analysis foresees the NBC Monday movies being edged out in the time period by ABC's *Monday Night Football*. The outcome will vary week to week, the agency notes, depending upon the strength of the NFL matchups and the individual movie titles. Turning to Sunday, Bozell predicts CBS should enjoy "a solid win" for that night, although its movie and NBC's will wind up in a virtual dead heat. ABC's Sunday movie again will lag, hurt in part by having its younger and male viewers lured away by Fox Network's *Married... With Children*, the agency feels.

Several TV movie titles will be presented as specials, with additional promotional support due from their full sponsors. ABC, for example, will offer *The Final Days* as a three-hour AT&T Presents event and *Shell Seekers* as a Hallmark Hall of Fame drama, starring Angela Lansbury. Hallmark Cards also will sponsor *Caroline?* starring Stephanie Zimbalist and, sources say, it may also buy NBC's *The Old Man and the Sea*, with Anthony Quinn. □

associate counsel to President Reagan, as executive secretary at the Treasury Department, to Wiley, Rein and Fielding, to the FCC, the George Bush transition team, and back to Wiley, Rein.

Other than her lobbying efforts, she has displayed little background in broadcasting issues. The industry can take heart, however. She would appear to have some interest in programming: She writes scripts as a hobby. Barrett, who readily admits no background in broadcast issues, defers questions about them with "I want to be a good listener. I want to hear what all sides have got to say, and I'm going to be a quick learner. But, I don't want to bring a regulatory philosophy there so as to be an ideologue. I feel much more comfortable having an open mind. I tend to be moderate, somewhat conservative on certain issues."

He will, however, bring some philosophy of regulation, based on an eight-year background in dealing with telephone regulation and a good knowledge of the debate over telecommunications competition.

"Some regulatory bodies, state and nationwide, tend to go blindly into deregulation rather than allowing the marketplace to exercise what one perceives to be the better judgment," he says, and then cites former Senate Democratic Leader Robert Byrd's adage of "Make haste slowly."

Barrett adds, "I am interested in

seeing that market forces are at work, but I'm also very, very concerned that we protect those people that cannot be beneficiaries of that competition in that marketplace."

Then he says what the cable and broadcast industries enjoy hearing: "You've got to be careful when you start letting telecommunications companies into the cable business. One of the things that concerns me is that if we allow the telephone companies into the cable business, are we putting the cable companies through regulation at a distinct disadvantage? There is some cause for real concern there. And you'd better be extremely careful about allowing them to develop the content of programs."

However he comes down on the issue, he says, he would tend to limit telephone companies to common carrier status. "The cable industry may have a very good point when they talk about the foot in the door," he adds.

Ward Quaal, a broadcast consultant in Chicago and formerly with the Tribune Co., who has been, along with Patrick and Bush-friend Gov. James Thompson of Illinois, a strong supporter of Barrett's nomination, calls him "deregulatory-oriented on everything. He's very much of a marketplace man."

Barrett also takes the time to study everything before him, Quaal says. But while he believes Barrett is less ideological and more pragmatic than the last two FCC chair-

men, "I wouldn't agree that he is that far removed from Mark Fowler and Dennis Patrick."

As a black who switched from the Democratic Party to Republican and received his first public appointment on the Illinois Law Enforcement Commission, Barrett would be expected to take a special interest in issues relevant to blacks and Hispanics. As a community activist, he already works in those areas. And he would bring to his new role a background as executive director of the Chicago NAACP and associate director for the National Conference of Christians and Jews.

Although Barrett is giving up a secure job on the ICC to take a one-year appointment at the FCC, he says he is making the move under the assumption he will be reappointed next year to a full term. Cautiously, however, he is not pulling up his Chicago roots and will not resign from the ICC until he gains Senate confirmation.

Stop and look

Looking down the road at the new commission he would help create if he is confirmed, Barrett says, "I would hope that the commission, before it goes running off the deep end would stop and take some assessment of where the commission has been and where it is we think the commission should go." That would cheer the FCC's adversaries in Congress.

But if the storm that has raged over the two-mile span between Capitol Hill and the FCC is subdued somewhat by the new FCC, none of the nominees can be considered a shrinking violet. With three commissioners, issues were ironed out in the background, with little public exposure of raging debate. With a five-member complement, the FCC's squabbles can be expected to return to center stage.

And now comes the question of whether a new vacancy will occur and who will fill it. The term of Patricia Diaz Dennis expired June 30, and having suffered the same benign neglect from the White House that Patrick suffered before he announced his resignation, she is actively seeking a job elsewhere. She can, however, keep her seat until a replacement is confirmed. □

Sherrie Marshall



The cable industry knows Sikes' views, and is not too happy that the agency will be chaired by someone who believes in loosening the restrictions on telephone company distribution of cable programming. The National Association of Broadcasters recently joined cable in opposing telco entry.

One of their own

But since Sikes, 49, is a former radio station owner in Missouri, broadcasters generally are happy that another of their own (Commissioner James Quello is a former station operator) is heading the agency.

The other two nominees, however, are more enigmatic. Neither has any in-depth experience with the broadcasting business.

Barrett, 47, does have eight years' experience as a regulator, with the Illinois Commerce Commission, and identifies himself as one who believes "the marketplace is a good measuring pole of competition, but you've got to be very careful. It sounds great to let the market work, but you've got to be damn sure" that the public is being protected.

Marshall, 35, incommunicado since her nomination, reportedly because of illness in the family, served as congressional liaison for Patrick for more than a year and thus is perceived in some quarters as an adherent of Patrick's total marketplace philosophy. Others, however, dispute that and say she is much more moderate in her beliefs than either Fowler or Patrick.

The delay in the Sikes nomination has been attributed to an interview he gave to *The New York Times* that appeared on the day the nominations were to be announced. Sikes didn't acknowledge that the delay was "making him sweat," if that was what was intended. He merely declared that he was approaching the dispute philosophically.

In the *Times* story, he was quoted as saying, "There are clear instances where there is a great deal of power that, if it was left completely unchecked, could be used in harmful ways." But Sikes' views generally are well-known, from reports his NTIA has released



Andrew Barrett

to Congress and the public, from congressional testimony, and from speeches he has made. He takes a marketplace approach, as in his agency's major report on telecommunications through the end of the century.

"In general, the more restrictive the national communications regulatory regime, the slower the annual rate of traffic and revenue growth," Sikes says.

Telco support

On the issues themselves, Sikes' statements tend to favor fewer restrictions on the telephone companies becoming cable competitors, at least in the distribution of programming. On that, he sounds like Patrick. He has been a strong supporter of U.S. research on high-definition TV, and his agency has been supportive of research. He is expected to assume a stronger role in the promotion of HDTV as FCC chairman.

Sikes has taken issue with the FCC in the past on particular issues, successfully urging the commissioners at one time to hold off allocating UHF spectrum to land mobile operations until a determination was made on the needs of HDTV. He also revealed he would have listened more to engineers than economists in deciding the AM stereo question several years ago.

The much more private Marshall

is painted by those who know her as more in the mold of Sikes, particularly when it comes to not listening to economists. The combination of both their personalities suggests the Office of Plans and Policy will have a diminished role in the Sikes FCC, and the Reagan administration view that public-interest questions must be weighed against the cost imposed on the industries involved may be greatly diminished, if not eliminated at the agency.

The Capitol Hill people who dealt with Marshall during her year as an FCC lobbyist expect her to continue the Patrick philosophy on the agency. Patrick was her mentor, but others who know her outside of her lobbying role say she was just doing her job in representing Patrick on the Hill. She would have her own views as commissioner, they say, and will approach issues more pragmatically and less ideologically.

Her expertise, before the FCC, and at the law firm of Wiley, Rein and Fielding, which she would leave to join the agency, has been with election and trade law, given her background as an aide in two stints at the Federal Election Commission and as an assistant on election issues for the Senate Rules Committee.

Her background is purely political. She left the FEC to join the Senate committee, moved from there back to the FEC, to the lobbying arm of the White House,

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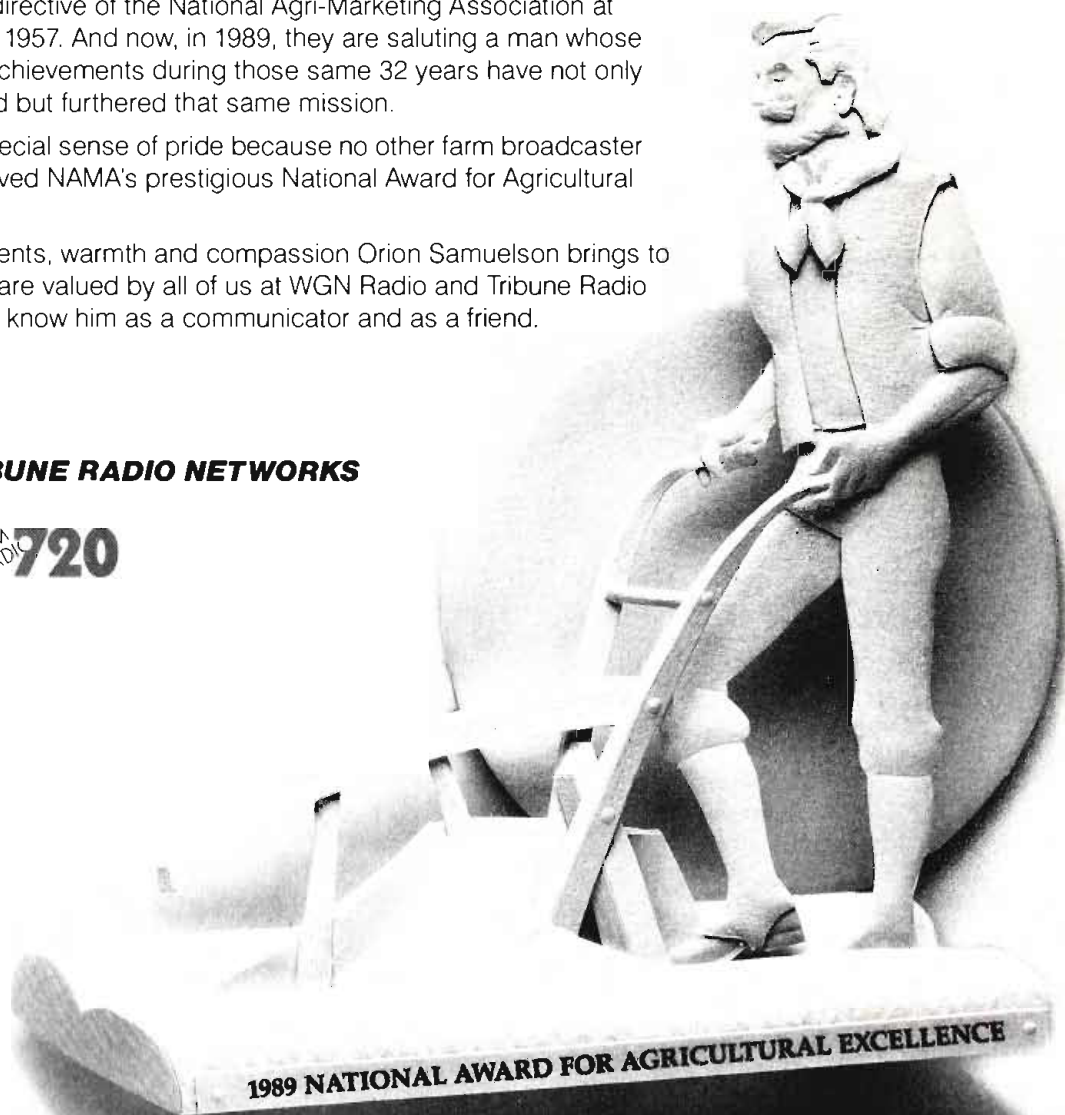
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Television/Radio Age

July, 1989

Rapid shifts in weather help some, cause problems for others

Forces of nature selective in impact on nation's farmers

By FRED ALLEN

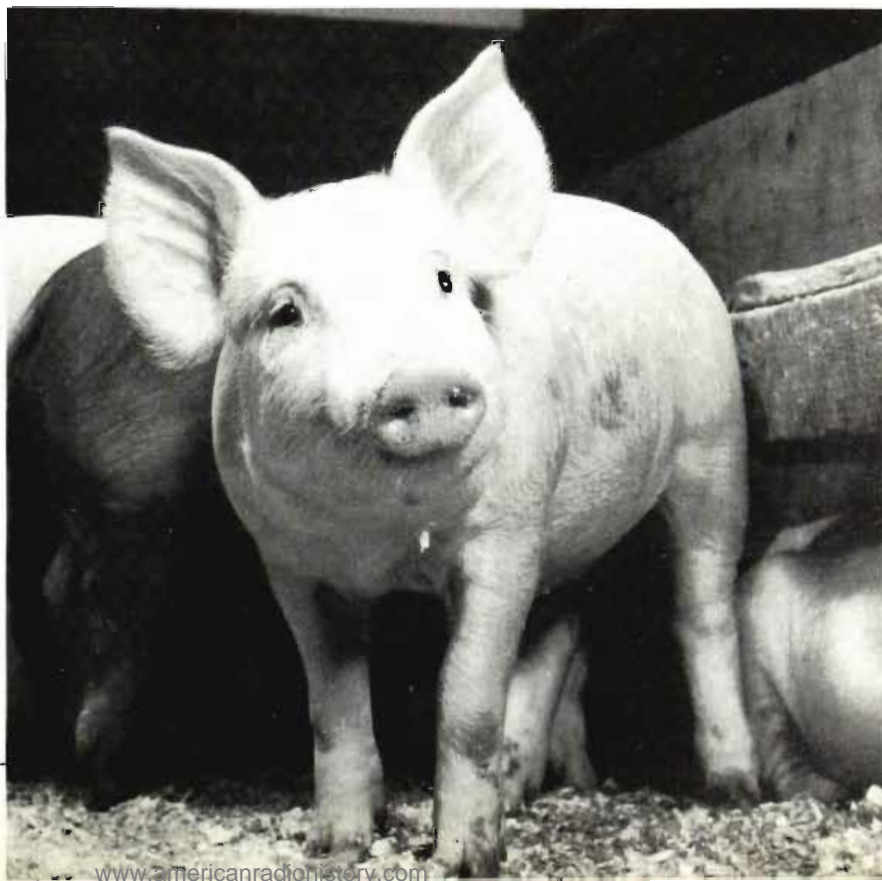
Despite the drought that made headlines and history in 1988, America's farm economy—overall—emerged in somewhat better shape than it had from the years of crushing economic drought earlier in the '80s.

So far in 1989, nature has been more selective, hitting the winter

wheat regions and the western Corn Belt with a variety of weather punches, including another round of dryness early in the spring. This year, though, the weather pattern changed more quickly, just in time to register an uncertain impact on the growing-seasons for most major crops.

Too much rain in recent weeks, in the eastern sections of the Corn

Hog producers can expect some price improvement, though levels will probably be lower than those a year ago through most of the summer.





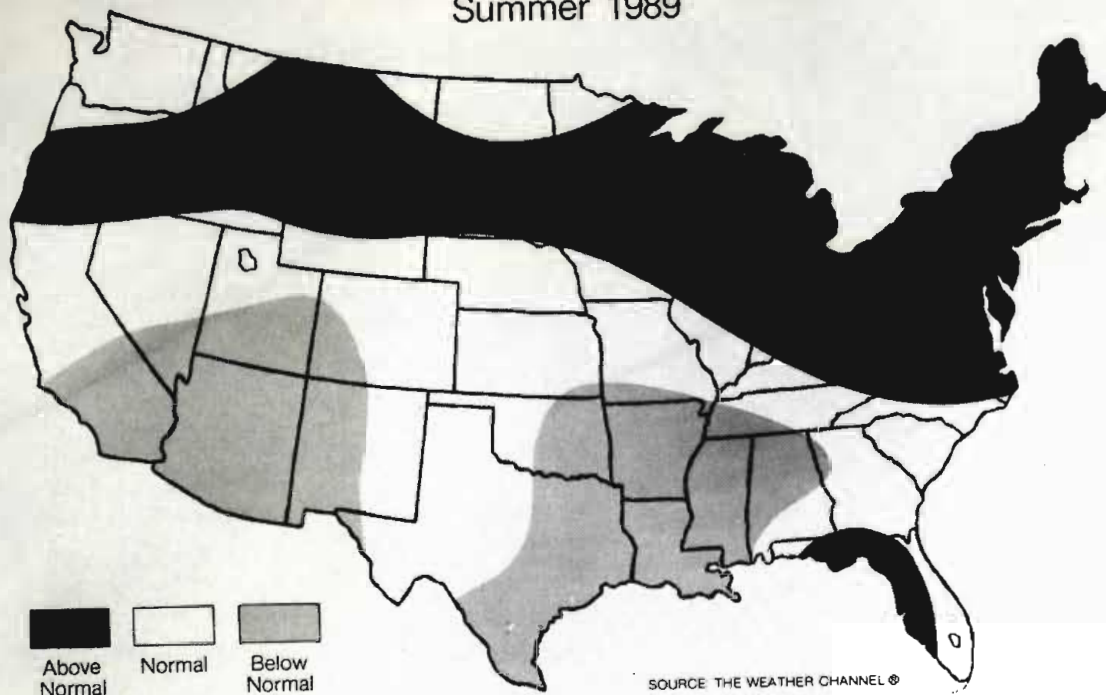
U.S. farmer's planting intentions/1989

(000s acres)

Crop	1988 planted acreage	1989 planting intentions	% change
Grains & soybeans			
Corn	67,619	73,253	+8.3
Sorghum	10,358	11,829	+14.2
Oats	13,927	13,217	-5.1
Barley	9,676	9,620	-0.6
All wheat	65,529	74,285	+13.4
Winter	48,800	54,731 est. fall/'88	+12.2
Durum	3,336	3,855	+15.6
Other spring	13,393	15,699	+17.2
Rice	2,928	2,861	-2.3
Soybeans	58,870	61,720	+4.8
Other crops			
All cotton	12,497	11,045	-11.6
Upland	12,310	10,754	-12.6
American Pima	187	291	+55.3
Hay/area harvested	65,559	63,061	-3.8
Peanuts	1,648	1,638	-0.6
Sunflowers	2,138	2,074	-3.0
Tobacco/area harvested	632	713	+12.9
Dry edible beans	1,498	1,670	+11.4
Sugar beets	1,327	1,326	0

Source: USDA/ERS May, 1989. Based on voluntary responses from a sample of U.S. farmers and ranchers during the first half of March, 1989

Precipitation Forecast Summer 1989



Belt and in parts of the South, has made it difficult for farmers to get their crops in the ground, on schedule. Even with a damaged winter wheat crop, plus resulting higher prices, the Department of Agriculture believes that total U.S. farm income will change little from forecasts made late last year. What will change, reports the U.S. Department of Agriculture, will be the distribution of that income.

The rapid shifts in weather will help some farmers and cause problems for others. Wheat producers, for example, with large carry-in stocks and the advantage of some moisture, should realize higher incomes because prices are up.

Those who were hit hard again by dry weather this winter and spring and who don't have hold-over stocks or crop insurance, say USDA economists, will probably face losses this year. Bad weather in the eastern part of the Corn Belt, which has delayed planting, may also see some producers shifting from corn to soybeans.

So, uncertain weather is again a big factor sure to affect the U.S. farm income picture for 1989. Government meteorologists, however, believe the situation should improve during the critical summer months ahead.

Surveying the situation for TV/RADIO AGE in mid-June, the chief meteorologist for the World Agricultural Outlook Board, Norton Strommen, shares this outlook: "The 30-day forecast we're looking at appears very favorable. It looks as though we should be getting timely rains throughout the month of June."

"Above normal precipitation," he reports, "is forecast for the northern Plains, normal for the central Plains, and above normal for the Southeast... definitely a good precipitation pattern for the major agricultural areas."

"Looking ahead, even the June through August outlook calls for

normal to above normal moisture in most of the Great Plains and Great Lakes regions. Though certain pockets may have minor problems, the big picture looks reasonably favorable at this point in the year."

The Outlook Board's chief meteorologist tells TV/RADIO AGE that, in the eastern Corn Belt states of Indiana and Ohio, planting of regular-season corn has been delayed so much that many farmers will be considering options for planting either soybeans or late-season corn. Excess spring moisture in the Delta, says Strommen, has also slowed completion of planting, and some producers in that area may opt to plant soybeans or other crops instead of cotton.

In the Great Plains, he points out, the absence of subsoil moisture means that more rain will be needed before the '89 outlook for crops in that area can really be determined.

As for livestock producers in the Plains area, Strommen notes that slow development of early forage crops has caused cattlemen to continue supplemental feeding or to shift their cattle to areas with better range and pasture.

Hit hardest by unusual weather

Broiler production, leading states/1987

(million birds)

Rank	State	Amount
1	Arkansas	879
2	Georgia	733
3	Alabama	666
4	North Carolina	478
5	Mississippi	343
6	Maryland	264
7	Texas	259
8	Delaware	209

Source: USDA/ERS May, 1989.



from expanded production are expected to offset the gain.

In March, American farmers indicated they planned to plant 17% more spring wheat, 8% more corn and 5% more soybeans than they did last year. Rising production would increase stocks to some extent, and this would result in a rise in net farm income, which measures the value of crops produced minus costs and includes both sales and additions to inventory.

With favorable weather, the American farm economy could continue to rebound from the devastating years of the early '80s. During the year ending last February, the value of U.S. farmland rose 6%—in part because of signs that farm assets might produce higher returns.

Although the U.S. farm debt continued to fall last year, USDA

economists are forecasting that it will rise again this year—for the first time since 1982—as American farmers expand their acreage, buying more equipment, seed, fertilizer and land.

With weather prospects brightening, an uncertain farm export situation still poses possible problems for farm producers later this year. Early in June, the Agriculture Department announced the sale of 1,850,000 metric tons of U.S. wheat to China. However, the recent political turmoil in China has raised doubts about shipment of the grain and whether the Chinese were making the deal because of a fear of possible U.S. sanctions on down the line.

At almost the same time, the USDA reported that the Soviet Union had purchased 300,000 metric tons of corn, and 100,000 metric

tons of sorghum from the U.S. With that sale, total grain purchases by the Soviets, for the year ending September 30, reached a record 20.5 million metric tons.

But the soaring value of the dollar, and the delicate question of subsidies, may reduce the potential for additional big grain export transactions in the remaining

Cash receipts/crop marketings leading states/1987

(million \$)

Rank	State	Amount
1	California	\$10,781
2	Florida	4,125
3	Illinois	3,913
4	Iowa	3,510
5	Minnesota	3,510
6	Texas	3,027
7	Indiana	2,016
8	Nebraska	1,975

Source: USDA/ERS May, 1989.

months of '89. What will happen on both the weather and the export fronts are two big question-marks still facing U.S. farmers during the remainder of the year.

Meanwhile, livestock producers sent record numbers of feeder cattle to feedlots during the first quar-

Farm equipment retail sales

January–April '89 vs. year earlier

Type of equipment	Unit retail sales		% change
	1988	1989	
Farm wheel tractors			
2-wheel drive			
Under 40 HP	18523	13994	-24.5
40 & Under 100 HP	11053	10987	-0.6
100 & Under 140 HP	1684	1809	+7.4
140 HP & Over	3985	5530	+38.8
TOTAL 2-wheel drive	35245	32820	-6.9
4-wheel drive			
Under 200 HP	336	411	+22.3
200 HP & Over	599	1037	+73.1
TOTAL 4-wheel drive	935	1448	+54.9
TOTAL FARM WHEEL TRACTORS	36180	34268	-5.3
Combines (self-propelled)	1583	1246	-21.3
Rectangular balers	1022	1339	+31.0
Forage harvesters (shear bar type)	358	362	+1.1
Mower conditioners	2166	2270	+4.8

Note: These data are, in part estimates which are subject to revisions when final detail data become available. Because of the seasonal nature of the industry, comparisons of monthly data should be done with extreme caution. Data represent most, but not all, of the manufacturers in each product category, being sold at retail in the U.S. Source: Farm & Industrial Equipment Institute, May, 1989

Acres planted/ principal field crops, leading states/1988

(000s acres)

Rank	State	Amount
1	Iowa	24,692
2	Illinois	22,949
3	Minnesota	20,648
4	North Dakota	19,798
5	Kansas	19,302
6	Texas	17,986
7	Nebraska	17,349
8	South Dakota	15,191

Source: USDA/ERS May, 1989.

above last year's drought-affected total.

Despite a 12% rise in planted winter wheat acreage this year, harvested acreage is expected to be up only 3%. Nevertheless, with more acres planted and a rebound in yields for the spring wheats, total U.S. wheat production, according to the USDA, should increase by 13% over last year's drought-re-

Total value/farm real estate (land & buildings) leading states/1988

(million \$)

Rank	State	Amount
1	Texas	\$62,113
2	California	43,701
3	Illinois	31,850
4	Iowa	29,803
5	Florida	20,750
6	Kansas	17,637
7	Missouri	17,503
8	Nebraska	17,280

Source: USDA/ERS May, 1989.

Net cash income from farming, leading states/1987

(million \$)

Rank	State	Amount
1	California	\$6,183
2	Iowa	3,941
3	Texas	3,597
4	Illinois	2,722
5	Minnesota	2,703
6	Nebraska	2,648
7	Florida	2,639
8	Wisconsin	2,260

Source: USDA/ERS May, 1989.

in the first part of '89 have been the producers of winter wheat. Winter wheat production in the U.S. this year is currently forecast by the Department of Agriculture as down 10% from last year—the lowest level in over a decade.

USDA analysts believe that a combination of dryness, winterkill and wind damage will result in only a slight rise in harvested acreage

duced crop. However, lower carry-in stocks will mean that U.S. wheat supplies will be 14% lower than in 1988/89.

The prospects of a return to more normal weather patterns in many key agricultural regions could lead to record-high cash receipts for American farm producers this year, but lower government payments and higher expenses



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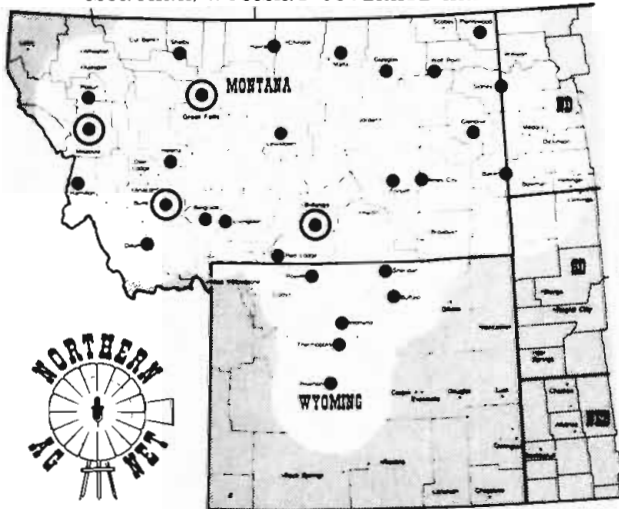
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Number of hogs & pigs, leading states/ Dec. 1, 1988

(000 head)

Rank	State	Amount
1	Iowa	13,900
2	Illinois	5,600
3	Minnesota	4,690
4	Indiana	4,300
5	Nebraska	4,050
6	Missouri	2,850
7	North Carolina	2,700
8	Ohio	2,210

Source: USDA/ERS May, 1989.

Number of sheep & lambs, leading states/ Jan. 1, 1989

(000 head)

Rank	State	Amount
1	Texas	1,900
2	California	940
3	Wyoming	837
4	Colorado	825
5	South Dakota	590
6	Montana	568
7	Utah	503
8	Oregon	475

Source: USDA/ERS May, 1989.

seasonally and cyclically. Producers can expect some price improvement, though levels will probably be lower than those of a year ago through most of the summer. In addition, it's expected that heavy supplies of frozen pork, drawn out of storage, will also hold down prices in the next few months. This summer, U.S. pork production, predict the experts, will drop below last year's levels, and remain lower through the rest of this year.

Still adjusting to the drastic change buffeting the U.S. farm economy since the start of the '80s, American agribusinesses continue to work to find new and more efficient ways to serve their farm customers. In a survey of farm equipment manufacturers released as part of its 1989 "State of the Industry" report, the Farm and Industrial Equipment Institute found changing views on the importance of elements influencing farm equipment sales in 1989, as com-

pared to 1988.

Manufacturers gave the most votes to "U.S. planted acreage" as the most positive element influencing sales this year. In descending order: "attitudes toward buying new equipment, agricultural equipment fleet condition," "replacement demand," "net farm income," "farmers' gross cash receipts" and "U.S. grain exports" led the list of positives this year.

Leading the list of negative elements were "new tax laws," "equipment prices," "commodity loan rates," "good used equipment for sale," "dairy support prices," "total government payment," "live hog prices," "aggregate farm debt," "live beef prices" and "credit availability."

Other agribusiness sectors, particularly the fertilizer and agricultural chemical industries, are keeping a close watch on trends and pending legislation related to environmental issues. In May, The Fertilizer Institute sent its member companies information concerning introduction of a low-input sustainable agriculture bill (LISA) proposed by Sen. Wyche Fowler (D.-Ga.). The Institute has completed an initial analysis of the bill, pointing out areas of agreement and disagreement with key features of the legislation.

The Institute also reports delivery of nearly 600 pages of comments and background information to the Environmental Protection Agency regarding proposed rules governing radon emissions from phosphogypsum stacks. Most of the EPA's proposed options, says the Institute, would have "crippling effects on the American phosphate industry... without making any significant contribution to the protection of human health."

In a recent memo to members,

Farm real estate values, (average value/ \$ per acre), leading states/1988

Rank	State	Amount
1	Rhode Island	\$6,240
2	New Jersey	6,189
3	Connecticut	4,914
4	Massachusetts	3,534
5	New Hampshire	2,037
6	Maryland	2,014
7	Delaware	1,895
8	Pennsylvania	1,819

Source: USDA/ERS May, 1989.

the president of the Fertilizer Institute, Gary Myers, noted that in his industry there are many companies which have consistently maintained a standard of leadership and innovation, surviving by adhering to a single, sound marketing philosophy: "The farmer comes first."

Said Myers, "In the midst of all the attacks on our industry, it is the farmer who has the final word. It is the farmer who knows and understands the proven value of our product. It is the farmer who remains the most skeptical, intelligent and relentless manager of his business and protector of his environment."

"The leaders in our industry," continues Myers, "are those who recognize the simple fact that farmers are the key. The leaders are those who understand that 'more' doesn't necessarily mean 'better.' They know that we all have a stake in a truly lasting agriculture—and they gear their marketing and customer service plans accordingly."

"So long," he concludes, as we continue to put the farmer first in all our efforts, this industry will remain on solid footing." □



Cash receipts/ livestock product marketings, leading states/1987

(million \$)

Rank	State	Amount
1	Texas	\$6,059
2	Iowa	5,270
3	Nebraska	4,848
4	California	4,741
5	Wisconsin	4,222
6	Kansas	3,914
7	Minnesota	3,645
8	Colorado	2,321

Source: USDA/ERS May, 1989.

ter of '89. A recent USDA report indicates that on-feed numbers, as of April 1, were the largest since 1985. The report added that "the large on-feed inventory of heifers over 700 pounds indicate that the number of replacement heifers held for herd expansion may have been reduced because of dry conditions, especially in the central

Great Plains."

"Expectations are," the report continues, "that beef production will be higher and cattle prices lower through July." Fed cattle supplies were reported "tight" in February and early March, resulting in reduced slaughter and increased prices for fed animals. Later, prices eased late in the first quarter and will likely slide more as marketings increase into midsummer.

Direct government payments to farmers, leading states/1987

(million \$)

Rank	State	Amount
1	Iowa	\$1,988
2	Illinois	1,477
3	Texas	1,441
4	Nebraska	1,275
5	Minnesota	1,193
6	Kansas	966
7	North Dakota	719
8	Indiana	670

Source: USDA/ERS May, 1989.

Number of cattle & calves, leading states/ Jan. 1, 1989

(000 head)

Rank	State	Amount
1	Texas	13,700
2	Kansas	5,900
3	Nebraska	5,400
4	Oklahoma	5,200
5	Iowa	4,750
6	California	4,700
7	Missouri	4,500
8	Wisconsin	4,130

Source: USDA/ERS May, 1989.

"The key to late summer and fall marketings," says the USDA, "will be forage conditions and subsequent changes in the number of heifers retained for the breeding herd. A modest increase in heifer retention is still expected, which could result in a 3% drop in second-half beef production from a year earlier."

Meanwhile, the hog market is said to be at a turning point—both

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He's Oklahoma Agrinet's Ron Hayes, who's been with the network since it began operations in 1977. He reports that the state has benefited from significant rainfall in recent weeks, recharging topsoil moisture supplies and producing "a fairly decent set of summer pastures at midyear, very important for Oklahoma's beef cattle producers."

He provides some comments from Bob Fitzgerald of Hitch Enterprises in Guymon, Okla., cattle operator and feedlot owner, now expanding into the retail beef business.

Fitzgerald told Hayes that "this spring, overall, beef demand has been pretty good. But the big question is—can we keep it up?"

"Historically," he says, "prices seem to weaken at this time of the year until about July 4, and I do think you'll see declining prices over the next 30 days. But there should be good interest and demand from packers since they're still making money at this point...the breakevens are still positive for packers."

Bullish about longterm consumer demand, Fitzgerald also told NAFB's current vice president that export demand "has picked up a lot of slack in our markets, and I think that it will continue to grow."

In Texas

Heading still further south into the big farm state of Texas, Curt

Doug Cooper, r., KWMT Fort Dodge, Iowa, and Rich Balvanz, I., WMT Cedar Rapids, Iowa, interview President Bush's White House Agricultural advisor Cooper Evans, a former Iowa congressman.



Gary Stewart, Northwest Ag News Network

Lancaster, a farm director for VSA, the Voice of Southwest Agriculture and this year's NAFB regional vice president for the South Central part of the country, indicates that wheat and cotton producers in the High Plains area in the western section of the huge state are coping with extremely dry conditions which were intense earlier in the year but are now not quite as severe because of recent rainfall.

Still, Lancaster reports that producers in those areas, served by the extensive satellite network of VSA, face the same problems as their wheat-producing counterparts in the great Plains regions further to the north.

Another area hit hard by the early-season lack of moisture, reports Lancaster, has been the Rio Grande valley in the southern part of the state. But most farm producers in the Lone Star State, he notes, face severe weather conditions at some point in almost any year. If weather conditions improve, most smart producers will find alternatives to "tough out" problems produced by adverse weather during the first part of the year.

In the Northwest

This year's NAFB regional vice president for the western section of the country is Gary Stewart, president of the Northwest Ag News Network, serving over 50 stations in the Pacific Northwest from new headquarters in Newberg, Ore. as well as sections of Washington, Idaho and Montana.

Surveying the commodity outlook in the Northwest for TV/RADIO AGE, Stewart provides this analysis from Larry Lev, an agricultural economist at Oregon State University in Corvallis.

"Earlier this year," Lev told Stewart, "the winter wheat areas in Washington experienced a devastating freeze, and winter wheat production is expected to be down 40% from last year. However, many of those areas are being replanted with lower-yielding spring wheat. There has been increased production in Oregon and Idaho, so the

Feeding off the facts of the land

Broadcasters satisfy growing hunger for information

With each new year and each new growing season, the American farmer finds a wider variety of talents are required for success. These days, the farmer must be constantly in touch with developments around the world, analyzing their effect on the products he produces. The demand for information includes continual updating on government, economic and technological change occurring rapidly within his own country and county.

As a constant information source on the farm front, the professional farm broadcaster continues to widen his or her own technology and resources to meet the growing demand by today's information-hungry producers.

This year, his own organization, the National Assn. of Farm Broadcasters, is also changing and expanding.

The 1989 president of the NAFB, Mark Vail, farm director of the Kansas Agricultural Network, headquartered in Topeka, notes, "The association has moved to strengthen its marketing and promotion efforts, accelerating such activity under the guidance of Roger Olson, the organization's first fulltime executive director."

Working with a committee made up of both voting NAFB members and representatives of station management, advertising agencies and agribusiness and broadcast rep firms, Olson will head the effort to better position broadcast as one of the most viable media to reach U.S. farmers and ranchers.

On the Great Plains

Leading off this series of status reports from the national and regional officers of the NAFB, Vail says that "those welcome mid-May rains dampening dry Kansas farm and ranch lands may well be the salvation for '89 soybean, corn and

sorghum crops throughout the state. With forecasts indicating a more normal weather situation during the next 90 days," reports the NAFB president, "the common perception that Kansas and a good portion of the High Plains have simply dried up and blown away is not accurate now."

As documentation, he shares this update on the state's crop situation from Galen Swenson, administrator for the Kansas Corn, Sorghum and Soybean Commissions:

Reports Swenson, "Producers in areas of the state dependent on dry land production are planting above-average acreage of corn and sorghum, with irrigated production acreage also expanding due to abandoned acres of winter wheat. In fact, soybean acreage is expected to be above average in areas of the state with large amounts of winter wheat loss."

And he adds, "Feedgrain producers anticipate increased demands for their commodity as a result of record numbers of on-feed cattle now being held in commercial feeding facilities across the state."

Mike Torrey, of the Kansas Grain & Feed Dealers Assn., passed on some more upbeat midyear news, shared by Vail with TV/RADIO AGE.

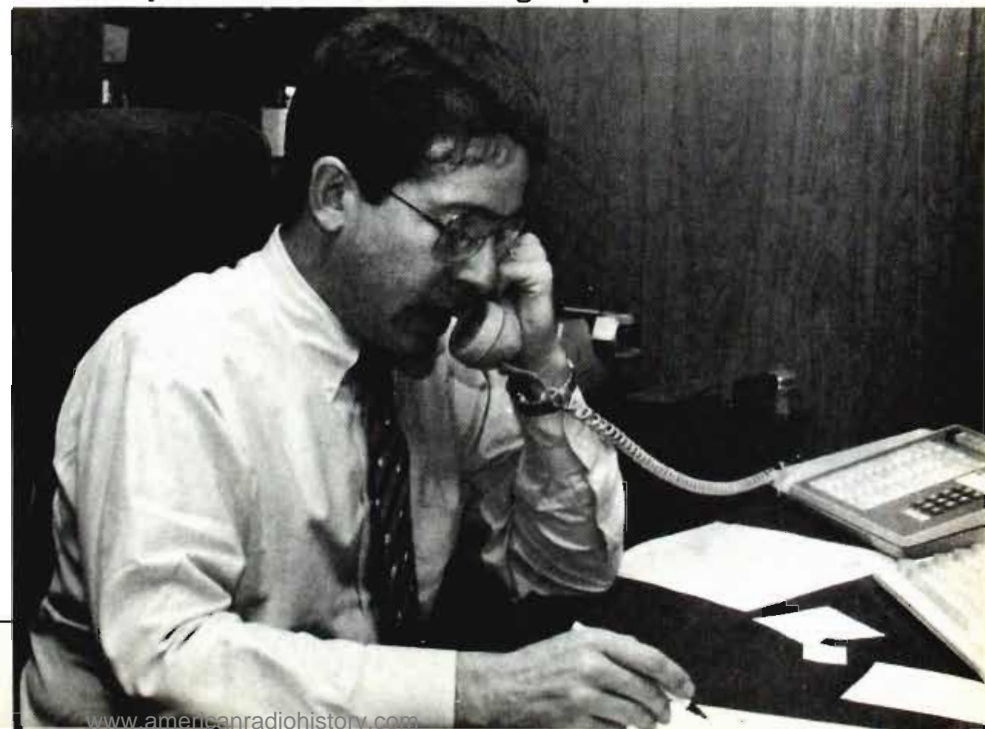
"Showers in the last month-and-a-half have definitely encouraged our farmers to go ahead and plant fall crops. The rains have been beneficial for farmers wanting to double crop."

"However," adds Torrey, "we still do not have the subsoil moisture needed to carry fall crops through the summer, but if we continue to get rains on a weekly or biweekly basis, then we're going to be OK, and we'll have a good fall harvest."

In Oklahoma

Moving south into the cattle center of Oklahoma City, the current vice president of the NAFB, provides some insight into the midyear cattle situation from his post with the Oklahoma Agrinet, a satellite-delivered network serving stations in five states and a part of Clear Channel Communications, based in San Antonio, Texas.

Mark Vail questions President Bush during telephone news conference.





Linder Farm Network's Lynn Ketelsen on soybean shopping spree

compared to imported, high-fat tropical oils."

"The joint effort began," he reports, "with a contest, in which listeners were asked to send in post-cards with the names of items found in the grocery store that use soybean oil. Each person entering was sent a coupon for food from Hardee's and a chance to be selected for a \$150 shopping spree in each of the 24 counties in our listening area."

"Each shopping spree winner's grocery list," Ketelsen reports, "was limited to food items containing soybeans. From 4,000 entries, the 24 winners engaged in 10-minute sprints through stores, in quest of products with soybeans while the Linder Farm Network broadcast live 'play-hy-play' reports."

"The results," says Ketelsen, "were fantastic! Public awareness of soybean oil and its health qualities increased. Farmers liked what they heard, and now the American Soybean Assn. plans to take the promotion nationwide next year because of its great acceptance here in Minnesota."

"Last year," he adds, "we joined the Minnesota Pork Producers in sponsoring a similar contest, in which listeners entered slogans promoting pork."

"Again," says Ketelsen, "the response by both consumers and producers was enthusiastic, helping to produce a positive vote on the pork

checkoff in Minnesota. The soybean and pork promotions are just two examples of how we, as farm broadcasters, are working to promote farm products and their safety and health values for consumers."

From Iowa

From his post as farm director of KWMT Fort Dodge, Iowa, the NAFB's regional vice president for the north central part of the country, Doug Cooper, surveys the mid-year situation in his key farm state

with officials from statewide crop and livestock producer organizations.

In addition to directing farm broadcast activity at KWMT, Cooper operates the Iowa-Nebraska Farm Radio Network, producing three programs daily, beamed to stations in both of the Corn Belt states.

Spokesmen for both crop and livestock groups in his state, reports Cooper, are concerned about the lack of sub-soil moisture throughout the area and about what the precipitation future holds for Iowa and Nebraska farmers during the critical final months of 1989.

Patrick Delanty, president of the Iowa Soybean Assn., told Cooper that some areas of the state have benefited from recent rainfall, but some have received too much, all at once, and there are pockets in the state which have seen very little rain at all. Delanty and his fellow soybean producers are working to convince government officials to develop an '89 drought contingency plan in the event that conditions turn drier during the rest of the year.

Marshall King, president of the Iowa Cattlemen's Assn., also shared with Cooper worries that the forage situation, for livestock feeding, is becoming increasingly critical.

Though conditions so far this

Ron Hays, Oklahoma Agrinet



outlook for the region is good.”

“Farmers in the Northwest,” Lev reports, “are watching export sales and international events closely—like the turmoil in China—since 90% of our wheat is exported.”

On a topic much in the news in recent weeks, Stewart shares this report from Chuck St. John, public relations director for the Washington Apple Commission.

“Rather than looking too far ahead,” commented St. John, “we’re concerned about making it through the next 60 days and trying to sell what we have. In the Northwest alone, growers have lost \$80 million since the Alar controversy began. There have been fewer sales, and prices have dropped.”

“We’re losing money,” he told Stewart, “on every box of apples we sell, and it’s having a major impact on growers.”

“Meanwhile,” said St. John, “this year’s crop looks excellent, and some growers say they’ve never seen the apples look better on the trees. Despite the Alar problem, consumers should expect to see an outstanding new crop this fall, since we produce more than half of the apples grown in the United States.”

From Minnesota

From his post as farm services director of the Linder Farm Network, headquartered in Willmar, Minn., next year’s president of the NAFB, Lynn Ketelsen, reports on still another dimension of farm broadcast activity.

Ketelsen and his network have been actively involved this year in a campaign to bring consumers, farm producers and industry together in a promotional effort designed to call attention to the major farm products produced in his area and their impact on personal health and food safety.

“Food safety,” says Ketelsen, “is a concern of everyone these days, and the economic impact on producers of food is every bit as critical as the health aspect.”

“This year,” he tells TV/RADIO AGE, “in a joint project with the Minnesota Soybean Growers, our network sponsored a shopping spree promotion to dramatize the value of U.S.-grown soybean oil

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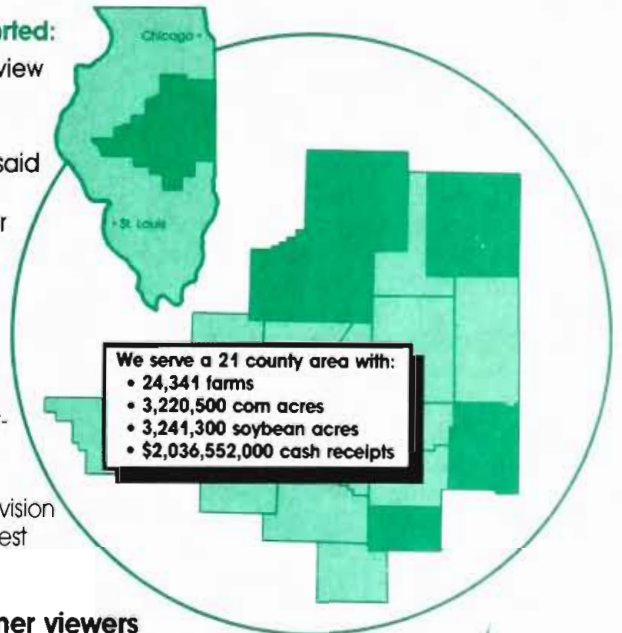
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Jerry Gehman, l., WASG Atmore, Ala., and Ken Tanner of the Tobacco Network, r., interview Albert McDonald, commissioner of the Alabama Agricultural Department.

the Alabama Department of Agriculture.

Despite spotty rains, there has been sufficient moisture, and Barr reported "crop progress across the state is above normal as far as planting is concerned."

Added Barr, "Sorghum, soybeans, and peanuts are doing well. The wheat crop, though, has been hit by infestation, and we've had problems with insects in the southwest portion of the state."

Generally, the crop situation seems to be progressing well in the South, though Gehman says the northern part of Alabama is still suffering from extremely dry weather so far this year.

From Ohio

Up in the eastern section of the Corn Belt, Joe Cornely, farm director of WRFD Columbus, Ohio, and this year's NAFB regional vice president for the Northeast, rounds out this 1989 series of regional reports with a single word summarizing the midyear farm situation in his area—wet.

From his headquarters at WRFD, known to many farm listeners throughout the state as "Ohio Farm Radio, Cornely reports that corn planting progress in the area is the slowest it's been in 30 years. Many producers are already making plans to switch to soybeans, and, he says, by early June—the cut-off date for planting

corn—only 50% of the corn had been planted, and only 22% of the soybean crop.

Gazing west in the Corn Belt, Cornely shares a report on crop planting progress in Illinois from Peggy Kaye Fish, at WTAX Springfield.

"The wheat crop in our area," she told Cornely, "is absolutely terrific, with 93% of the crop rated 'good' to 'excellent. About 85% of the soybean crop has been planted—a little behind schedule, because of extremely cold weather early this spring."

"The Illinois corn crop," she added, "is virtually all planted, but much of it is about three inches shorter than the normal average for

this time of year. Most of the state is in good shape as far as moisture is concerned, though we're still about nine inches below normal in terms of subsoil moisture. But there's a five-county area in the northwestern section of Illinois still suffering from extremely dry weather."

Underscoring the increasingly global nature of American agriculture these days, Fish told Cornely that farmers in her area were following the upheaval in China closely, since, she points out, "Illinois is the only state with a trade office in China, and the state's director of agriculture has been to China four times, working to develop markets for our farm products."

"Now," she adds, "we've been advised to take a 'wait-and-see' attitude until the situation stabilizes and we see how the political unrest in China affects trade with the U.S."

In another conversation with farm broadcaster Ned Arthur, of the Rural Radio Network in New Palestine, Ind., Cornely learned that crop plantings were about on schedule in the northern part of the state, and about 2½ weeks behind in central and southern Indiana.

"The big difference I see, this year compared to last year at this time," said Arthur, "is a difference in farm attitudes. By this time last year, many had very long faces, and had already given up hope they'd have a successful year. This year, they're starting to complain—about a lot of things, and that's a good sign." □

Curt Lancaster, Voice of Southwest Agriculture





Joe Cornely of WRFD Columbus, Ohio hosts a radio call-in show for farmers and gets local TV coverage.

year are somewhat improved from the drastic drought conditions of 1988, King and others feel that the current absence of subsoil moisture will produce hardship for both cattle and crop producers unless relatively normal weather and rainfall patterns help to dampen the state during the growing season ahead.

In addition to concerns about weather and rainfall, producers in Iowa are keeping a close watch on export potential for their products.

Jim Lindsey, who's chief executive officer and president of AGP, Inc., an Omaha-based soy crushing cooperative, told Cooper "Because of last year's drought, our beans have been fairly high priced, compared with the rest of the world. Last year, Brazil and Argentina came in with record plantings, and—usual—virtually took the export market away from the United States. So, at present, we're pretty much serving a domestic market."

From Alabama

Swinging down into the South, the NAFB's regional vice president for the southeast adds another perspective to the '89 roundup of farm broadcaster reports. He's Jerry Gehman, farm director, of WASG Atmore, Ala., serving farm audiences in southwest Alabama, northwest Florida and eastern Mississippi.

Recently returned from an area-wide poultry meeting, the Alabama

farm broadcaster relayed a report on how poultry waste is being utilized in new ways to generate additional farm income and—at the same time—lower the environmental hazard of groundwater contamination if the waste is not used in some way.

Gehman learned from Jim Donald, an agriculture engineer at Auburn University, that the nearly 1.7 million tons of poultry waste produced annually in the state is being used productively in three ways: as a sterile fertilizer for retail sale; in a compost-type formula for use by landscapers and horticulturists; and as a feed additive for cattle, in demand by feedlot operators.

The state's largest feedlot operator, Bill Brown—with a 15,000 head operation near Atmore—told Gehman that using poultry waste as an additive in growing programs for development of his feeder cattle, is extremely cost-efficient. But, he says, he does not use it in feed to finish cattle.

At the recent meeting, Gehman learned that poultry producers may eventually receive \$15 to \$20 a ton for their waste—an estimated additional \$30 million dollars of income for Alabama's farm operators.

Concerning the weather situation and crop conditions in his area, the NAFB regional vice president shares a report from Duffy Barr, of



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Sensitivity to ag-chemical bashers raises concern about broad campaigns

TV ads holding while radio looks toward an upturn

By **GEORGE SWISSHELM**

So far, 1989 looks like a pivotal year for farm operators and their suppliers. And it could be a turnaround year for farm radio. More than one farm broadcaster sees this as the year farm radio is starting to see the payoff for both its own hard work in recent years, and perhaps also from some outside forces over which it has little control.

The efforts of radio's own farm directors, reps and their National Association of Farm Broadcasters have built a listener product that keeps improving each year, and new research shows how these improvements keep their listeners, America's growers, ranchers and dairymen, coming back for more. The evidence appears in both the latest Doane study of farm radio listening and in the increased revenues reported by many farm stations and networks.

Outside forces

There's little solid evidence about the effect of the key outside forces that may also boost the fortunes of farm radio. But the scenario that some see emerging is that, as more ag chemical manufacturers become concerned about the negative image of pesticides and herbicides and the reaction of environmental activists, they may switch the television creative that the whole world sees from straight product sell to more of an image approach. If they do, this could leave farm radio, farm publications and RFD-TV (via satellite) to carry the ball for individual chemical

products and the specific job they do for growers.

So far there's little solid evidence that this scenario is materializing. There are signs pointing in both directions.

Mark Oppold, broadcast director at The Helming Group observes, "Radio people have wondered for years why so many chemical companies gravitate to the early news on television with all that waste circulation. With an audience that's over 90% nonfarmers, that includes a lot of environmental activists. It would seem logical for the chemical people to rethink and put all those TV dollars to better use targeting the growers who actually buy and use their product instead of frightening the whole world unnecessarily about their latest pesticide."

On the other hand, John Volk, president of The John Volk Co., says, "The subject of chemical advertising on TV certainly gets a lot of discussion at industry meetings. But we've seen no signs that chemi-

cal companies are curtailing their use of television."

But John Beebe, national sales manager, WGN Chicago/Tribune Radio Networks, says "American Cyanamid has already indicated it will cut back on its non-ag-specific use of television. Contributing factors include disenchantment with non-ag-specific television and the criticism from environmental spokesmen. There's also recognition that the credibility of radio's farm directors as the grower's friend can help the chemical companies with their PR problem among farmers. The grower's complaint is that he feels much of the vast nonfarm public perceives him as a careless user of chemicals who doesn't care about the environment. Many growers feel that chemical advertising in primetime entertainment shows only aggravates this perception because most primetime viewers are not farmers and therefore not aware of the facts about use of chemicals on farms."

Dick Giltner, director of agri-marketing for Petry Television, reports TV spending by chemical companies "down somewhat this spring," but adds, "where there were cuts, it wasn't necessarily a reaction to environmental problems.

"For instance, one insecticide is not advertising this year because the particular soil insect this product eliminates isn't around this year. In many areas where they used to be a problem, they didn't survive last year's drought and resulting dry soil. They failed to breed and multiply as they do in

Delivering "U.S. Farm Report," Max Armstrong, I., and Orion Samuelson

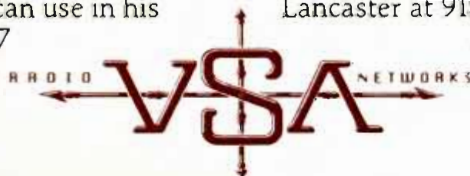




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Mark Oppold

viewers aware of chemical advertising showed greater confidence in growers' ability to use farm chemicals safely than city dwellers who hadn't noticed such commercials.

Sherman adds, "My own opinion is, image advertising is fine, except during actual planting season. During planting periods, when you're selling a specific product to do a specific job for a specific crop and you need to tell growers its benefits and when and how to apply it, you don't want to waste your planting-time air time on image. The image spots should be saved for winter and the waiting periods between planting and harvest."

Ken Root, executive director of the National Agrichemical Retailers Association and a former president of NAFB, says there's been almost no reduction in TV advertising, "though there is concern about the 95% of TV's primetime and news audiences who are not

farm operators but who see these spots. And the only thing most nonfarmers know about agchemicals is some scare story they saw on *60 Minutes*."

Root adds, "We keep wondering why so many agencies with ag accounts are smart enough to use Doane data to target growers with radio, yet when it comes to TV the target has to be total men in Nielsen or Arbitron. Only about 5% of that total are growers or ranchers. There are some crops for which a particular chemical may have a total potential user universe of only 300,000 growers."

Orion Samuelson, vice president and farm director of WGN Chicago, the Tribune Radio Networks and television's *U.S. Farm Report*, says growers "are becoming more selective in how they use chemicals. At the same time, the chemical manufacturers are making products that are more crop-specific, or

that affect only one type of weed. Therefore, growers can use less of these kinds of chemicals."

Samuelson adds that "After years of steady increases in the volume of farm chemicals used, a 1988 survey of Illinois growers showed that for the first time last year, they had used less."

But whether ag investments in television are threatened or safe, farm radio is showing its best gains in years.

Volk reports, "We continue to use radio as a major part of some of our clients' media plans. Farm radio budgets are holding steady and are also getting their incremental increases. Our major radio client is Moorman, an animal feed company that sponsors a number of farm broadcasters in the heavy hog producing areas."

Chemical ads ahead

John Beebe of WGN and the Tribune Radio Networks reports, "If I didn't put another dime on the books for the rest of this year, right now I'm already 12% ahead of 1988. Most of it is chemicals. Specifically, for the first four months of this year, our chemical advertising was 189% ahead of the first four months of '88. However, much of this jump is by comparison, up from last year, when drought affected many more areas than it does this year and held up so much production."

Petry's Giltner notes that one fact often overlooked by buyers about syndicated ag-specific TV programs, as opposed to news and traditional primetime shows, "is that even if it gets a 1.1 national rating that doesn't seem too impressive at first blush, it actually has a healthy share of the relatively small number of total HUTs at its early morning time period. And when you consider a *Morning Ag Report* is only in some 40-plus markets, a national rating of 1.1 calculates out to a farmer rating of around 20 in those markets where it does run. And these are the markets that are in the centers of the heaviest crop production areas."

Lee McCoy, assistant farm director and agrimarketing specialist at the Texas State Network, says his network's farm dollars "are just about even with last year. We're

Mindy Sherman



years when there's enough rain to keep the soil moist. The result is, there's not enough of them left to bother killing."

At the same time though, Giltner also notes that some other companies "have shortened their market lists and some have cut back on the point levels they're buying."

Maintaining budgets

Al Wegener, president, Saatchi & Saatchi Wegener, says he's seen no sign of any pullback from television: "Ag clients are maintaining their television budgets because television continues to be a powerful medium that does a good job for most advertising categories including ag accounts."

Wegener calls television "an important medium in reaching our clients' customers, the farm operators. And in using television, we place our messages in programming that growers watch, like news and sports. Where an account does pull back in individual markets, it's been for marketing reasons, such as dwindling sales potential: not because of environment-related factors."

Ed Clement, president, Doremus/Kansas City, says TV and radio budgets "remain about the same as last year. And we've made no basic change in our creative approach for herbicides. Just as we have in previous years, our commercial messages stress the importance of growers following the manufacturer's label directions in applying the product, along with the product benefits and specifications of the particular species of weed each product is formulated to go after."

Roger Yount, senior vice president, account supervisor at Kenrick Advertising, says, "We see the real issue as how the farmer perceives that *he* is perceived by city dwellers. We address this concern by avoiding any scenes of pouring, mixing or applying farm chemicals. Instead, we show the product as it comes, packaged securely inside its container. The only thing the viewer sees is the container. And we describe its product benefits. The chief goal of our commercials is brand awareness among the growers who use the product."

At Valentine-Radford, Scott



Richard Giltner

Stalnaker, account executive on Mobay chemicals and Garst seed, has "no figures, but from what we hear, not only has there been no cutback, but television spending by farm chemicals as a category may be a little higher this year. We track our competitors in all media and there's also no sign of a shift from straight product advertising to warm and fuzzy image commercials in either television, radio, or farm publications. Everything we see and hear talks about the product and its benefits in performing a specific job for the grower."

Mindy Sherman, vice president, broadcast media director, at Geer, DuBois, Inc., "can speak only from what our clients are doing, but for BASF we continue to place straight product commercials in television news. All I know about what other people are doing is that DuPont sponsored a study that shows we're on the right track sticking to TV

news in heavy farm ADIs—at least according to those farmers they surveyed. These growers said they don't feel nonfarm viewers mind chemical advertising in news, because in markets like Des Moines and Omaha where chemicals do use local news, these newscasts include farm, market and weather information, so the advertising fits in. But these same growers also feel that nonfarm viewers *would* object to chemical advertising in primetime entertainment, since these shows don't target farmers. But that's the opinion of farm operators themselves—not necessarily the opinion of nonfarmers."

Awareness helps

Among city dwellers, this DuPont study indicated, the greater their awareness of chemical spots on TV, the more positive they were toward them. Twice as many urban

John Beebe





Ed Slusarczyk, I., and Jeff Stewart of the Ag Radio Network concern themselves with New York and New England.

which was pretty flat last year. So we're looking at a second half this year that could be up in the double digits and a spring 1990 that could also bring farm radio some healthy increases."

Kummerow observes, "For the first time in years there's more optimism among growers. It's mostly a matter of waiting for the rain, but in some areas the rain is already here. And the farm operators' optimism is contagious, so it's extended to a number of their suppliers—our advertisers—and that's contributed to farm radio's upturn.

"Another contributor is the new Doane farm study. This backs the findings of Rockwood's 1985 study showing farmers during planting season spending three times as much time with radio as with TV. It also provides plenty of other documentation of the strength of farm radio and its importance to growers. The new Doane gives us an extremely important new bullet to

fire and I think we're only beginning to see the start of the dividends farm radio will eventually reap from this new information."

Ed Slusarczyk, president of the Ag Radio Network covering New York state and New England, says that following slow national sales last year, his flagship combo, WRNY/WUUU(FM) Utica-Rome, N.Y. added an hour-and-a-half farm report, Monday-Saturday. As a result, he says, "National sales are up a little, but regional and local revenues are way up."

Slusarczyk feels that though New York and New England are second only to Washington state in production of apples, is the No. 2 region in wine grapes and cherries, No. 3 in milk production and No. 1 in both cabbage and cottage cheese, "Many national advertisers still don't realize the extent of their ag sales potential in the northeast. And some who do know we maintain large dairy herds may not real-

ize that to help feed their cows, dairy farmers in the northeast raise over two million acres of hay and alfalfa. Northeastern growers also plant 1.6 million acres of corn a year."

He adds, "New York state alone grows much more wheat than many people realize. The first time Ciba Geigy used our radio network, they expected to win 7% of the market for Tilt, a product developed for wheat. They were happily surprised instead to wind up selling 50% of New York state's wheat farmers."

Radio's added value

One reason for radio's upturn is explained by Roger Olson, NAFB's new executive director: "As good a job as station farm directors have been doing for years, they don't rest on their laurels. They keep improving their product and with it their value to the farm and ranch operators. Farm radio has always kept them on top of the latest production techniques and on top of the constant changes in the commodities markets that affect the prices they can expect to get for their crops and herds. But today we're even more valuable in helping producers plan better because now we tell them *why* their markets are changing.

On the television side, Petry's Giltner reports that some of his stations have commissioned special research on their farm coverage. These include WPTV(TV) Memphis, WCIA-TV Champaign-Springfield, Ill., and WMBD-TV Peoria. Giltner adds that, following their success with this information, other Petry-represented farm stations are currently preparing similar reports on farm viewing.

To some observers' criticism that too many ag agency TV buys are based on total men rather than targeting farmers with syndicated early morning programs edited specifically for food producers, farm media experts like Eric Hirvonen, vice president, media director at Saatchi & Saatchi Wegener, replies: "We don't buy viewers when we buy television for ag clients. We buy TV ADIs and radio counties based on the number of acres devoted to the particular crop we're

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optimistic because things have settled down closer to normal now in a lot of Texas farm areas. We haven't seen any more mass bankruptcies or massive numbers of families losing their farms like we had a couple years ago. Most of the few who have sold out are normal retirements. And one of the banking industry organizations reported in late May that up to that point, anyway, farmers in areas that are still dry haven't been affected by the drought this year to the point where there's large-scale missing of regular payments."

Nick Gordon, chairman of the Keystone Broadcasting System, reports "continuing to do a heavy volume of agricultural advertising on our radio stations covering rural markets. This end of our business continues strong, and the ad rates on these stations continue to hold steady or are up modestly, no matter how much change keeps taking place in the ownership of the ag chemical companies and the resulting switches of chemical accounts from one agency to another."

Ken Root



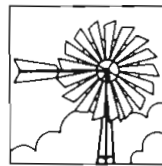
Interep's director of agrimarketing, Loyd Senn, sees radio "having a fairly decent year, farmwise. We're not setting the woods on fire yet, but we're doing a little better than last year."

At Eastman Radio, vice president, farm director Ken Gioia reports ag revenues "holding about even with last year on our stations. We hear that ag advertising on television is up this year, but what some advertisers have done in response to environmental concerns

is to go out of their way to show growers on television as the well-trained professionals they are—people who are careful to apply only that amount of chemical really needed for their particular crop, and certainly not as people who abuse use of chemicals."

Glenn Kummerow, vice president, Katz Radio Group, reports billings on the Katz Radio Group's farm stations "up significantly over last year, though 1988 was no barn burner, especially second half,

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Bob Walsh

general economy and how to look ahead and be better market analysts so producers can plan their own production levels better and know when to bring their harvests to market in order to command the best prices."

He says today's farm directors report "not only ag commodity prices. They also report on how copper, gold and the dollar, the pound and the yen are faring. They give the London gold fix along with the price of soy beans and pork bellies."

Nevertheless, Eastman's Gioia believes that to do much better revenue-wise than farm radio is doing right now, "There's going to have to be more communication between the farm supply manufacturer, his local dealers and the local farm stations so the manufacturer can coordinate his ad schedules with what his dealer is doing locally. If that were the case, the stations could provide some value-added promotions or other services that specifically address the local dealer's problem. I think the only way radio can expect farm suppliers to increase their budgets is if radio gives something back—either with a promotion or perhaps by making more inventory available to advertisers. This might be, say, a weather sponsorship, beyond what he gets within the station's farm and market information segments."

At Interep, Senn describes the company's new ag software program that it has sold to a number of agencies, with more expected to join the customer list. Senn says it makes farm radio easier to buy "because it allows the buyer to punch

up any state to get a county ranking, based on official USDA data, by any crop or livestock category. This is based on number of acres planted in soy beans, for example, in each county in the state. And with each county the CRT also shows our recommended Interep-represented farm station."

Geer, DuBois' Sherman says, "It's a fabulous planning tool, but it doesn't make radio easier to buy. It does enable me to target my ADIs and counties in seconds. For instance, in seconds I can see every county in Arkansas that produces cotton in significant volume. And I don't have to go to our main computer to do it. I do it right off my own desk top PC. Interep makes it available to agencies at nominal cost, and from what planners at other agencies tell me, it's been well received by them, too."

Sherman adds, "Without it, we'd have to spend hours poring over the USDA books. So it saves planners a lot of time, and that's what both planners and buyers need most. However, it doesn't help in station selection, because it shows only those stations repped by Interep's own companies. They aren't necessarily the only stations we want to buy."

Meanwhile, Volk agrees, "There's no question our farm economy is healthier than last year. Some areas are still dry, but the rain is falling this year in other areas in sufficient amounts to keep growers optimistic."

But Volk adds, "Besides radio and farm publications, we're looking at a number of new vehicles for reaching farm operators—satellite

TV, a new unwired TV spot network and data transmission services (DTN)."

Volk describes DTN as "an FM receiver that looks like a PC without a keyboard. It's essentially a CRT that puts up a typical computer menu with page numbers and a toggle switch. You flip the switch eight times to punch up page eight, if that's where the piece of information you want to see is listed on the menu. It's true that only the big, high-end producers have DTN, but these are the big ones with lots of acreage and the biggest potential users of advertisers' products."

Volk says satellite TV "offers a lot of potential. No one including RFD-TV seems to know how many growers and ranchers are equipped with receive dishes. However, a growing number of low power TV outlets pick up RFD and retransmit it throughout their own relatively small reception areas."

Volk adds that Jim Hunt has been describing his unwired network to the media department: "I'm not up on all the details yet, but I have a lot of confidence in Jim and his long experience in ag broadcasting. My inclination toward anything he'd be involved in is that it's likely to be a pretty promising venture." □

Lloyd Senn



looking at, or, in the case of animal health products, those ADIs and counties with the greatest number of livestock in the particular animal category we're looking for. We have computer software with this crop and livestock information stored by ADI and by county."

He adds that on top of radio and television, "Today we have some new options, including several forms of direct response." Hirvonen points out that effective direct response campaigns to growers and ranchers can be done via direct mail, coupon inserts in farm publications and 800 numbers on radio and on RFD-TV. The latter is an Omaha-based company that puts TV signals on a satellite for reception by producers equipped with receiving dishes. It's also picked up by some cable systems and low-power TV stations. Says Hirvonen: "We've used all these media successfully for direct response campaigns targeting farm and ranch operators."

One of the newer farm media options is RAM-TV, an unwired network of over-the-air television sta-

Eric Hirvonen



John Volk

tions put together by former Katz Television farm director Jim Hunt, now president of Hunt & Associates, a marketing and media consulting firm specializing in the farm market. Hunt has lined up an unwired network of TV stations covering 57 ADIs across the heart of America's farm belt. The largest are such markets as Minneapolis-St. Paul, Kansas City and Indianapolis.

Hunt stresses, "I don't go to the Monsantos of this world, who are already on TV, in an attempt to recycle dollars television already gets. Instead I concentrate on items growers use more of—pickup trucks, hardware, sports equipment. These aren't specifically ag products. Some nonfarm people use them, too. So what I do is target advertisers who aren't traditionally thought of as ag accounts but that nevertheless sell more per farm household and more per C and D county household than they sell in

the average nonfarm household in A and B counties with bigger cities rather than small towns.

"My bait is that while our advertisers are paying for only 19% of total U.S. TV homes, they're homes in 33% of all C and D counties, covering 47% of all U.S. farm households, and 57% of homes on Class I farms. Those are the big ones. We concentrate in evening news, noon news and early morning. Those are the dayparts Katz Television's latest farm study shows continue to be among the heaviest viewing dayparts for targeting farm operators."

Back at the Helming Group, Op-pold points to the shift in emphasis in the subject matter covered by radio's farm directors: "This has shifted from heavily production oriented—how to raise larger hogs—in the '40s and '50s to today's emphasis on marketing and markets: how to sell what they raise, plus ongoing education in the



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(R.) Jeff Stewart

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Agricultural Information Sources Used To Gather Important Information Quickly*

	One Used First	All Used
Radio	201,297	498,693
Electronic Ag Info Service	70,034	109,925
Enterprise-Specific Publication	65,522	319,313
Ag Newsletter	55,121	322,003
Network/Local Television	49,789	377,972
Local Newspaper	44,794	378,468
General Ag Publication	38,424	361,512
Satellite Television	14,002	64,487
Regional Farm Publication	13,995	242,065
Cable Television	4,461	36,833

(Projected from 600,627 Class 1 U.S. farmers)

*"Media Usage Among Farmers," Doane Marketing Research, Inc., February, 1989.



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Programming

Nets' busted pilots due as movies to spark summer doldrums season

During the summer doldrums some of the TV networks' movie time periods will be given over to running off busted series pilots.

That, says Kim LeMasters, CBS Entertainment's president, is "the only way we can possibly recoup" the millions spent to produce them. CBS did 24 pilots and will go to series with nine. Shorter pilots will run under the *CBS Summer Playhouse* banner in the leadoff Tuesday night time slot.

Come fall, some two-hour pilots for fall commitments may well air as Sunday movies to introduce the newcomer series, LeMasters says. So far, however, he is unsure whether the pilots for *Island Son*, *Top of the Hill* and *Wolf* will be telecast as Sunday movies or as longform premieres on their scheduled nights.

Other webs. The other networks follow similar summertime strategies. NBC, for instance, ran the pilots for *Shannon's Deal* and *The Gifted One* as recent Sunday movie titles. Brandon Tartikoff, NBC Entertainment president, plans to do the same with the pilots for *American River*, *Hanna*, *Nasty Boys* and *When We Were Young* in the weeks ahead. ABC has not yet indicated plans for its pilots, other



"Assault and Matrimony," on NBC, performed better than most spring-summer movie repeats, scoring a 22 Nielsen share.

than slating *A Girl's Life* and *Morning Glory*, two half-hour sitcoms, for July 7 and 14 behind *Mr. Belvedere's* lead-in. A strong showing by any of these warmweather projects could earn them a midseason replacement shot, some agency buyers observe.

All three networks also have been relying on a blend of TV movies and theatrical motion pictures to shore up weak time periods and give some series a rest. ABC, for instance, has revived its Monday movie to spell *Mystery Movie* this spring and summer. CBS has likewise inserted a Friday movie package, consisting of such titles as *High Road to China* and *Twilight Zone: The Movie*, because its primetime soaps *Dallas* and *Falcon Crest* tend to repeat poorly.

Stopgap. And, of course, the network trio continue to fall back on movies as a stopgap maneuver to plug ratings leaks or as a backup in case sports events like CBS' recent NBA playoffs do not go the full best-of-seven distance. ABC lately has called up a batch of 2½- to three-hour movie titles to start Sundays at 8 p.m. (ET) or 8:30, such as *On Her Majesty's Secret Service*, *For Your Eyes Only*, *Live and Let Die*—all James Bond flicks—and *Star Trek II: The Wrath of Khan*. That enables ABC to stall for time to find another series for 8:30 p.m. to complement *Have Faith*, airing at 8 p.m. since June 18, or to form a sitcom block 8 to 9 p.m.

Film-spinoff fever cools until midyear

The Big 3 TV networks' 1989-90 pilot crop included "more spinoffs than usual," not only from TV series but theatrical films, as BBDO's analysis notes.

The theatrical category alone totaled six, including *Coming to America*, *Adventures in Babysitting* and *Married to the Mob*, all for CBS. However, the only movie spinoff given a September start is *Alien Nation*, on the Fox Network. Still, some of the feature film spinoffs remain in contention for midseason berths. CBS plans *Bagdad Cafe* with Whoopi Goldberg, says Saatchi & Saatchi Advertising's development report. NBC's *Working Girl* is another series commitment, several agencies said.

ABC also has been plagued with poorly scoring hourlong dramas, particularly on Saturday nights. Having run the *North & South Book II* miniseries from 9 to 11 p.m. on Saturdays since late May, ABC now plans movies for that hot spot, such as *The Right of the People* on June 24 and *Supergirl* July 1.

In May, NBC scrapped its lackluster Friday series for movies like the original *Amityville: The Evil Escapes* and the repeats *Protocol*, *Earth's Final Fury*, *Haunted by Her Past*, *Mercy or Murder?* and *Assault and Matrimony*.

Assault scored a 22 Nielsen share, *For Your Eyes Only* a 21 and *Star Trek II* a 20—the latter held back by a 30-share *Perry Mason* rerun on NBC. Most other warmweather movies hovered in the high teens, such as CBS' Friday and ABC's Monday packages. While performing well below the series they replaced, both packages are shown at considerably lower cost than those programs.

More Walters specials due

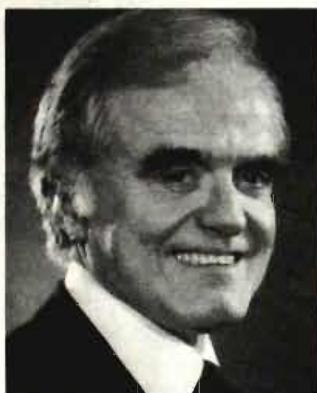
ABC Television Network plans three new hourlong celebrity interview specials hosted by Barbara Walters in the 1989-90 season.

Walters, coanchor of ABC news' *20/20* since fall 1984, celebrated her 50th celebrity interview special anniversary last November with a two-hour show.

Although she included political figures in her specials at the outset 12 years ago, she found they did not score well in the Nielsen ratings. She has since concentrated on show business personalities in her specials and presented the political figures as *20/20* features.

Viewpoints

Jack Valenti



President and CEO, Motion Picture Assn. of America in a recent speech before a luncheon of the New York Television Academy

Calculating the cost of allowing a change in the fin/syn rule

When the Federal Communications Commission, captained by a chairman of clear eye and resolute will, looked at national primetime television and found it soiled by a tri-monopoly, the FCC constructed the financial interest and syndication rule, (FISR). FISR is one of those rare regulations that actually has done what, in the public interest, it was created to do.

FISR introduced competition to a primetime TV market where before none existed. FISR gave birth to 100s of independent programming companies, all hotly competing with each other to the public's benefit. It broke open the barn where independent TV stations had been contained, so that where only 71 independent TV stations existed, today there are over 320 in operation. It opened a national TV window onto diversity and change. Before FISR, just three companies bestrode the national primetime pathway, dictating judgment and ideas. Now, that power, unfit for a democratic society, has been shrunk.

The networks crave a change in the rule. Therefore, the awful burden of proof is on them to prove that change is worthy in the public interest.

Uncaging a virus

To uncage the networks so that they are armed and ready to once again dominate primetime television is to infect competition with a tri-monopoly virus. The reason? The networks' power lies triumphantly enshrined in their total command of the national primetime television schedule.

Given this immense power, what is the network plea? They say, one, they are losing money, and two, they are restricted when all others are free to roam the marketplace.

The networks complain they desperately need more net revenues. Yet, the towering profit of the networks have produced a huge ballooning in network stock

values, a doubling of ABC and CBS stock prices, and an ever increasing worth of General Electric shares, owner of NBC.

In the first quarter of 1989, the networks are glowing with increased profits. Even the lowest Nielsen-rated network, CBS, reported record first quarter earnings, \$56.3 million, with the broadcasting group's gain a whopping 194% over the comparable period last year. ABC's first quarter net rose 18% to \$82.8 million.

As of now, the networks are free to do all and everything small and large production companies can do, except enter the two areas where they have behaved anticompetitively: First, the networks cannot extort from a producer an ownership share of his or her program as a price for getting a slot on national primetime television. Prior to the creation of FISR, over a five-year period the networks had an ownership interest in 93% of all primetime network programs. That number comes direct from the FCC's Report and Order of May 4, 1970. Second, the networks cannot be involved in syndication, which would collapse the future of independent TV stations in the land.

What they can do

Right now, the networks can go into movie production and movie distribution; own movie theaters; produce and own cable network programming; control pay-per-view facilities; enter the pay-cable arena; produce and market home video material; lease, produce and distribute satellite-to-home programs; syndicate abroad all their network-produced programs. And most importantly, in just 16 months, an element of a Justice Department antitrust consent decree expires. The networks will be able to produce and own 100% of all their prime-time programming.

That means every minute of each network's 24-hour weekly primetime schedule. By producing their own programs, the networks leap beyond FISR, encircling the marketplace with the rule still in place. That's why the networks do not want to achieve any concord in negotiations with producers. Why should they? They will either succeed in demolishing FISR officially or devastating it unofficially. Why make a deal when you can't lose? That's why the lifting of this Justice Department consent decree is a nail in our programming coffin.

The three networks *almost tripled* their share of the network-produced-and-owned primetime series market for the 1989/90 season. For the 1988/89 season NBC, CBS, and ABC produced 0%, 3% and 2% respectively of all series ordered, including midseason, for a total of 5%. For the 1989/90 season, NBC, CBS and ABC will produce 5%, 5% and 3% of all series ordered, for a total of 13%.

The crushing significance of this statistic falls most heavily on smaller, independent producers. The sharp increase in network-owned production for the 1989/90 season came almost entirely at the expense of smaller, nonstudio production companies, whose market share fell dramatically. If this trend continues, every show available to the public during network primetime will bear the creative stamp of just three network executives and the sound you will hear is diversity choking.

First-run half-hour (weekly)

<i>Program</i>	<i>Distributor</i>	<i>Episodes</i>	<i>Runs</i>	<i>Terms</i>	<i>Avail</i>
Better Home W/Gardens	Worldvision	26	2	B(2+/4)	Sept 89
College Madhouse	Warner Brothers	26	2	B(3/3+)	Sept 89
Crime Stoppers 800	All American	39/13	1/2	B(3/3+)	Sept 89
Dionne Friends	Tribune Ent.	26	2	B(3+/3+)	Sept 89
In Sport	Select Media	50/2	1/2	B(3/3+)	Sept 89
Lassie	M.C.A.	26	2	B(3/4)	Sept 89
Missing/Reward	Group W	24	1/2	B(3/3+)	Sept 89
Mr. Belvedere	20th Century Fox	22	6	C	Sept 89
Munsters (New)	M.C.A.	24	2	B(3/4)	Sept 89
Munsters (New)	M.C.A.	24	2	B(3/4)	Sept 90
Remote Control	Viacom	39/13	1/2	B(3/3+)	Sept 89
Secret World	Turner Program Services	24	2	B(2/4)	Sept 89
Secrets and Mysteries	I.T.C.	26	2	B(3/3+)	Sept 89
Smash Hits	Orbis	52	1	B(3/3+)	Sept 89
Subway Network	T.P.E.	26	2	B(3+/3+)	Sept 89
That's Wild	Perigrine	26	2	B(2+/4)	Sept 89
Video Store	MG/Perin/All American	52	1	B(3/3+)	Sept 89
Youthquake	JM Ent.	26	2	B(3/3+)	Sept 89
Water Sports World	Grt. Entert.	26	2	B(3/3+)	Sept 89

First-run hour (weekly)

<i>Program</i>	<i>Distributor</i>	<i>Episodes</i>	<i>Runs</i>	<i>Terms</i>	<i>Avail</i>
American Gladiators	Samuel Goldwyn	26	2	B(6/6)	Sept 89
Byron Allen	Genesis	26	2	B(6/7)	Sept 89
Mike Douglas/Keep In Touch	Grand Ent.	42	1/2	B(6/6)	Sept 89
Roller Games	Qintex	13	2	B(6+/6+)	Sept 89
The Eyes of War (Quarterly For Two Years)	Vestron	8	1	B(11/13)	Sept 89

Children's—live action

<i>Program</i>	<i>Distributor</i>	<i>Episodes</i>	<i>Runs</i>	<i>Terms</i>	<i>Avail</i>
5-4-3-2-Run	Taffner	17	1	B(2/4)	Sept 89
Kids Say The Darndest Things	ABR	195/65	1/2	B(2+/4)	Sept 89

First-run half-hour—children's (animated)

<i>Program</i>	<i>Distributor</i>	<i>Episodes</i>	<i>Runs</i>	<i>Terms</i>	<i>Avail</i>
Merry Melodies	Warner Brothers	65	8	B(2+/4)	Sept 90
Chip 'n Dale*	Buena Vista	65	4	B(3/3)	Sept 89
Denver the Last Dinosaur	World Events	52	5	B(2+/3+)	Sept 89
Disney Afternoon-A*	Buena Vista	65	8	B(3/3)	Sept 90
Disney Afternoon-B*	Buena Vista	65	8	B(3/3)	Sept 90
Disney Afternoon-C*	Buena Vista	65	8	B(2+/3+)	Sept 90
Disney Afternoon-D*	Buena Vista	95	8	B(2+/3+)	Sept 90
DuckTales*	Buena Vista	30	3	B(2+/3+)	Sept 89
G.I. Joe*	Claster	106	2+	B(2+/3+)	Sept 90
Muppet Babies*	Claster	65	8	B(2+/3+)	Sept 89
Police Academy*	LBS	65	8	B(2+/3+)	Oct 89
Punky Brewster*	Saban Prods.	21	2+	B(2+/3+)	Sept 89
Super Mario Brothers	Viacom	65	8	B(2+/4)	Sept 89
Tiny Tunes	Warner Brothers	65	8	B(3/3+)	Sept 90
Vytor, Starfire Champion	World Events	13	4	B(2+/3+)	Sept 90

57 syndicated programs debut in fall; 49 first-run, 8 off-net

The syndicated clock for first-run programs starting in the fall is winding down, and the total number that will see their way onto stations is 49, about the same number that began the 1988-89 season. In off-network, eight are due to run next fall, according to TV/RADIO AGE estimates from the latest program listings supplied by Pety Television (See table, for complete listing of programs beginning this coming season and beyond.)

Of the first-run 49, 15 are strips, and of these six are game shows, including Palladium's *Jackpot*, DLT Entertainment's *Talkabout* and *Third Degree*, from Warner Bros. In the hour strip form, only two are firmed, no surprise, consid-

ering the high mortality rate of daytime first-run hours.

In weekly first-run half-hours, 18 have "go's", in a variety of program types that range from *Video Store*, from MG/Perin and All American, to *Lassie*, from MCA, to Viacom's *Remote Control*.

In the animated field, seven shows are set for the 1989-1990 season. With an interesting and highly competitive battle shaping as *Chip'n Dale* from Buena Vista enters the fray as a companion of *DuckTales* in a one-hour block vs. the *Super Mario Brothers*, via Viacom. Both have large station line-ups and will play opposite each other in many cases.

In the hour weeklies, it will be

interesting, too, as to how two crash TV shows, *American Gladiators*, from Samuel Goldwyn, and Qintex's *Roller Games* will fare. Here, too, both have a large number of station clearances.

The off-network half-hour race for the coming season, which consists of six debuts, will have two major sitcoms: *Who's the Boss?* from Columbia and Warner Bros.' *Growing Pains*, followed by Twentieth Century Fox's *Mr. Belvedere*. The 1990 field has a lot of competitive promise, with off-network sitcoms such as *ALF*, *Head of the Class*, and *Perfect Strangers*, from WB; *227*, from Columbia; MCA's *Amen*; and *Golden Girls*, from Buena Vista.

Syndicated programs making debut in fall and beyond

First-run half-hours (strip)

Program	Distributor	Episodes	Runs	Terms	Avail
3rd Degree	Warner Brothers	195/65	1/2	C++	Sept 89
After Hours	Worldvision	130	2	B(2+/4)	Sept 89
Brothers	Paramount	114	6	C	Sept 89
Bumper Stumpers	MG/Perin	260	1	C	Sept 89
Celebrity Secrets	Casablanca IV/AMS	195/65	1/2	C++	Sept 89
Crimewatch Tonight	Orion	185/75	1/2	C++	Sept 89
Everyday W/Joan Lunden	Michael Krauss Prods.	195/65	1/2	B(2/4+)	Sept 89
Hard Copy	Paramount	195/65	1/2	C++	Sept 89
Inside Report	M.C.A.	260	1	C++	Sept 89
Jackpot	Palladium	175/85	1/2	C++	Sept 89
Joker's Wild	Orbis	195/65	1/2	C++	Sept 90
Mama's Family	Warner Brothers	160	6	C	Sept 89
Maxie's World	M.C.A.	120	6	C	Sept 90
Munsters (New)	M.C.A.	72	8	C	Sept 91
Name That Tune	Orion	195/65	1/2	C++	Sept 90
Out of This World	M.C.A.	120	6	C	Sept 90
Question of Scruples	Worldvision	—	—	—	Sept 90
Small Wonder	20th Century Fox	96	6	C	Sept 89
Talkabout	Taffner	195/65	2	C++	Sept 89
The Last Word	Turner Program Services	175/85	1/2	B(2/4)	Sept 89
Tic Tac Dough	Orbis	195/65	1/2	C++	Sept 92
Trial By Jury	Viacom	160/100	1/2	B(3/3+)	Sept 89

First-run hour (strip)

Program	Distributor	Episodes	Runs	Terms	Avail
21 Jump Street	TeleVentures	107	6	C	Sept 91
Everyday W/Joan Lunden	Michael Krauss Prods.	195/65	1/2	C++++	Sept 89
Joan Rivers	Paramount	200/60	1/2	C++++	Sept 89

Select Media has horror special, game show, vignettes on boards

Select Media Communications is looking to increase its production presence for next season and beyond with several proposed new syndication vehicles. Mitch Gutkowski, president, says plans call for product to be introduced in a number of genres, including an awards horror show with the winners being inducted into a planned

hall of fame, a game show and two vignettes.

Regarding the horror show, Gutkowski notes it will be called *The Horror Hall of Fame*, a two-hour live special that he hopes will be an annual television event. Gutkowski believes the show has large potential. "When you look at the number of people that are followers of hor-

ror movies and that the Oscar ceremonies just tickle certain categories, it seems natural that such a show as ours will do well. Our show will get into every single category of horror flicks. Also, we will put together a horror hall of fame for the followers to visit."

The program will be offered for cash and be available for stations sometime in 1990. The site for the Hall of Fame has still to be chosen, but Gutkowski says he's talking "to a lot of people and getting a lot of interest" on the planned venue.

The game show being put together is *Coast to Coast*, a trivia half-hour strip that deals with the geography of the U.S. Gutkowski notes the show, which is looking for access time periods under a cash arrangement, focuses on contestants answering questions on specific areas of the U.S. "Each contestant will represent a different section of the U.S." A computerized board of the U.S. will highlight the progress of each contestant. Gutkowski says the show will be offered at next year's NATPE and be available for stations beginning the 1990-91 season.

Vignettes. Two vignettes will be introduced as well: *Head to Head*, which consists of controversial sports issues, and *How Sweet It Is*, a Jackie Gleason trivia filler. *Head to Head*, which will start this fall, will be hosted by two sports personalities offering opinions on various issues, and viewers will be invited to call in opinions as well. Both vignettes already have sponsors that tie in with the program (an aspirin company for *Head* and a candy manufacturer for *Sweet*), although Gutkowski didn't want to reveal their names. *Sweet* will start in January 1990, and 50 vignettes will be produced, the same number as *Head*.

Sweet will air three times weekly, and *Head* will run on weekends, twice weekly. Gutkowski expects a coverage of more than 80% of the U.S. for both. He sees the sports vignettes as being used within or adjacent to sports programming, and with *Sweet*, the pitch will be for late-night.

He points out the company is getting requests to design specific sponsor vignettes.



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Off-net half-hour

Program	Distributor	Episodes	Runs	Terms	Avail
227	Columbia	116	7, 8	C	Sept 90
ALF	Warner Brothers	100	8	C	Sept 90
Amen	M.C.A.	110	8	C	Sept 90/91
Dennis The Menace	Qintex	65	4	B(2/4)	Sept 90
Gidget	Lexington	80	6	C	Sept 89
Golden Girls	Buena Vista	130	6	C	Sept 90/91
Growing Pains	Warner Brothers	110	8	C	Sept 89
Head of The Class	Warner Brothers	110	8	C	Sept 90
Hogan Family	Warner Brothers	97	6	C	Sept 90/91
Leave It To Beaver	Qintex	130	8	C	Sept 92
McHale's Navy	Qintex	130	8	C	Sept 89
Mr. Belvedere	20th Century Fox	73	6	C	Sept 89
Perfect Strangers	Warner Brothers	100	8	C	Sept 90
Twilight Zone	MGM/UA	94	2+	B(2+/4)	Sept 89
Who's The Boss?	Columbia	120 (Approx)	6	C	Sept 89

Off-net hour

Highway To Heaven	Genesis Ent.	87	3	B(5/7)	Sept 89
Remington Steele	MTM	94	6	C	Sept 89

Source: Petry Television. B = barter. C = cash. One + indicates barter spot. First number in terms column represents national minutes of commercial time, followed by local. Disney A = Chip 'n Dale; B = Tale Spin; C = Gummi Bears; D = DuckTales. * All 4th quarter (2/4) barter.

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Palladium Entertainment making old turn to new through enterprise

Palladium Entertainment is using hard business enterprise and creative savvy to transform what appeared on the surface to be product of questionable book value into properties with strong profit potential.

Three of the properties, *Lassie*, *the Lone Ranger* and *Sgt. Preston of the Yukon*, along with a multitude of movies, were part of a leveraged buyout of Southbrook International in July 1987 by Nathaniel Kwit, Jr. and a partner, who were majority Southbrook shareholders. The buyout decision was spurred by the belief that these series, although considered tread-worn, could be rejuvenated and have a life of their own, notes Kwit.

"We thought there were inherent values in the library that others didn't see. That's why we bought such classic properties."



Nathaniel Kwit, Jr.

In the acquisition, picked up were 33 *Lassie* and *Ranger* movies, 940 TV episodes consisting of 45 *Lassie* chapters, 78 *Prestons* and the remainder, *Lone Rangers* and *Skippy* half-hours, plus 53 made-for and theatricals, which now go under the umbrella name of Prime-time movies. Also, in the takeover were 3,000 hours of British programming.

Time appears to be bearing out the wisdom of the buyout. In the case of *Lassie*, as reported previously, MCA TV, in a coventure arrangement with Palladium, is distributing new episodes of the series, which is being produced by Al

Burton Productions. As of presstime, MCA had cleared 142 markets for the weekly half-hour series, representing 95% of the U.S. Included are stations in 95 of the top 100 markets. Also, the *Lassie* series is sponsored in part by the Ralston Purina Co., notes Kwit.

The new *Lassie* is being presold without a pilot, points out Kwit, "showing the faith that stations have in the show."

MCA has the TV syndication rights on *Lassie* and Palladium retains the rights to movies, home video "and everything else." Palladium distributes *Lassie* in the U.K., but *Lassie* series distribution is handled by MCA in the rest of the world, according to Kwit.

A Theatrical? While *Lassie's* future as a series is well established, other avenues for *Lassie* may be a theatrical, according to Kwit. "Al Burton is extraordinarily enthusiastic about it."

When it comes to *Lone Ranger*, while there is no new first-run series being planned, a movie is in development by the MCA Motion Picture Group. "MCA has optioned from us the rights to make a motion picture," says Kwit. Any plan for a TV series has not yet been formulated by Palladium, "by design." Although several parties have talked to Kwit about a *Lone Ranger* series project. "At this time we are waiting to see how the movie will do before going ahead with a series. "That probably makes the most sense."

The old *Lone Ranger* episodes are on both cable and at least 40 over-the-air stations. In the library are 221 in black-and-white plus 39 in color, cartoons and 15 movies. Turner Broadcasting System and The Family Channel are both airing *Ranger* episodes. In some cases, *Ranger* is running in a one-and-a-half-hour block on commercial stations.

The old *Lassie* not only has a decent lineup in the U.S. but is also shown on the BBC and as far afield as New Guinea. The new *Lassie* has been acquired by both as well.

Another oldie, *Sgt. Preston*, may

get new episodes as well, says Kwit. And if production plans go well, the shooting will be done in Canada, where costs are well below those in the U.S. There are several prerequisites before production can begin, points out Kwit, who is looking for government funding for *Preston*. To get a show on in Canada and to get government backing [Telefilm], a number of points need to be accumulated, he says. "It can be done where the writers and the producer are American and one of the top paid stars is American. However, 90% of the work has to be done by Canadians, but still have the look that will make it work in the U.S. That's the important part."

Palladium's movie packages are doing quiet well. Its Power Pack has 78 markets, and Palladium Silver is in 32 markets.

Meanwhile, Palladium's *Jackpot*, first-run strip game show set for the fall, continues to grow in market strength. At last count, *Jackpot* had cleared 78 stations, including nine of the top 10 markets. The Fox-owned stations were among the early licensees. Among other stations are NBC affiliates KRON-TV San Francisco and KYW-TV Philadelphia, and stations in Savannah, Roanoke, Tucson, Cedar Rapids and Madison. Geoff Edwards, host of the original NBC series, is host of the new series.

Most of the stations will use *Jackpot* in daytime, some will air the show in early fringe, and a few of the stations will run it in access, says Kwit.

WCIX adds local magazine

WCIX-TV Miami, the newest CBS-owned station, plans to start a local weekend news magazine series this summer. Moreover, this month it will expand its local evening newscast by 30 minutes, to occupy the 6 to 7 p.m. (ET) slot.

The magazine show, as yet untitled, is headed for weekend prime-time access, "probably Saturday," says Allen Shaklan, WCIX's vice president and general manager. While still under development, the show will have a local emphasis.

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BPME winners in campaigns

The Broadcast Promotion and Marketing Executives has announced winners of its competition. Receiving gold medallions at its convention, held in Detroit, in the campaign category are:

Campaign using more than one medium—large market—KNBC Los Angeles, "TV-Tone News"; **TV campaign—News**—large market—KCOP Los Angeles, "Very Independent #3"; medium market—KUTV Salt Lake City, "The Whole Story"; small market—WHUR Manchester, "TV Montage."

TV campaign—Programming/Image—large market—KPLR St. Louis, "Cardinals Vignettes"; medium market—KUTV Salt Lake City, "Baby Your Baby"; small market—KMSB Tucson, "Comin' In Proud and Clear."

Radio campaign—large market—KPIX San Francisco, "Court Block—Bust/Affair"; medium market—WCGV Milwaukee, "Jaws 2 and Stonekiller."

Print campaign—large market—KRON San Francisco, "Hitchcock Week on Channel 4"; medium market—WCGV Milwaukee, "Theme Week Ads Hitchcock/Nicholson/Guts-Gory."

Program distributor winners are:

Program/movie package marketing campaign—Vestron Entertainment's "Hot Tickets"; **sales promotion—Print or Specialty**—Orion Syndication's "IV Viewer"; **marketing presentations—Videotape or Film**—Tribune Entertainment's "Monsters"; **audience promotion kit**—Warner Bros.' "Freddy's Nightmares Launch,"

Also, **TV announcement—generic**—King World's "Forsyth County"; **TV announcement—Epidemic**—TV-Net/Viacom's "Ragtime—Warped Speed"; **radio announcement**—FOX TV's "911 Girl"; **print ad—For Station Use**—Tribune Entertainment's "Dust-bunnies-Monsters"; **trade ad**—Paramount's "The Four Tops"; **special project**—King World's "Do the Big Apple with a Friend—Wheel of Fortune."

In addition to other station awards, network and cable awards were presented.

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TELEVISION/RADIO AGE

Station Report

July 10, 1989

GOODWILL, GOOD BUSINESS

Stations are having success in wrapping up community service efforts by local businesses. Many of these efforts, bringing the stations both goodwill and advertising revenues, are oriented toward youth./73

SETTING SAIL

Sailing race coverage is paying off for stations in Newport, R.I., Wilmington, N.C. and Annapolis, Md. Even the sails are put to use—as floating billboards—in promotional packages the stations offer./74

BUYER'S OPINION

Jiffy Lube franchisees in Chicago demonstrated how radio can be used in a promotion at a lower cost than with discounting. Jim Privett of Lois/GGK New York tells the story./75

SPOTLIGHT ON . . .

David Wurfel, now national broadcast supervisor at Ogilvy & Mather, Chicago, shares some perspectives after his career change—from planning to execution./77

Radio coverage of sail racing rolling out in seacoast markets

Sales manager Bill Lancaster says WADK/WOTB(FM) Newport, R.I. have been the official radio stations of The Americas Cup world class yacht race since 1983. He explains, "We don't report sailing races as just a one- or two-minute segment in the sports section of our newscasts. We have our reporter out there on the water with the reporters from the sail racing association for four to five hours a day over the four or five day course of the daily series of races involved."

Of course, in recent years when the race has been run from Australia instead of off Newport, even WADK has had to settle for merely relaying satellite reports of the race's progress.

Sponsor logos. However, The Americas Cup classic is no longer the world's only yacht race covered by radio. There's a whole new professional sport of sailboat and catamaran racing that vies with auto racing for the number of different sponsor logos they can emblazon on their hulls. But unlike racing cars, these vessels sport huge sails offering broader expanses of moving billboard space than most boat hulls and racing car bodies combined.

But since sail racing is a relatively infant industry, ProSail, the sanctioning body of the Salem (sponsoring cigarette) ProSail racing series, not only makes the rules, but also promotes the sport. The rules call for short race courses, laid out close to shore to allow landside watching and spectator involvement. To help in the promotion, ProSail retains Marcia Simon Enterprises, a broadcast production and public relations firm, to set up radio promotion for each of the six races on ProSail's 1989 circuit.

More for listeners. In the case of this year's first race off Wrightsville Beach, N.C., WSSM Wilmington started promoting its race coverage two weeks before the event with live call-ins during morning drive plus messages throughout each day leading up to the race. General manager Dennis Deason says WSSM "is a music-intense

station, but it's important to offer our audience something other than just a jukebox. Our race coverage is a way to get our listeners to participate with our station. These races have all the right elements, including a strong, mid-to-upper income, 18-49 demographic and an exclusive opportunity for WSSM to be in the middle of a major event."

Simon adds that participating host stations "invite listeners to the event for beach parties, volleyball games and to meet the sailors and radio personalities. Race reports are aired live by a team of usually three play-by-play correspondents on the water. One is a popular air personality or sports reporter from the local host station. And Simon and another reporter who follows the racing tour around the country chime in. She says listeners get an up-to-the-minute account of the action, "whether they're on the beach watching, or at home or in their car. And the host station generates new revenue by selling our reports locally."

In Newport, Lancaster says sponsors for the WADK/WOTB 1988 sail racing coverage included Volvo Dealers of Rhode Island, the J.T. Ship Chandlery (boating equipment and marine maintenance supplies) and Carlsberg

Beer. Carlsberg hosted a beach party with the stations, and the stations won the 1988 Rhode Island AP Broadcasters Association first place award in the Sports Play-by-Play category.

This year, Samuel Adams, a regional New England beer, will be among sponsors of the WADK/WOTB racing coverage when the tour hits Newport again in mid August.

Simon says an additional promotional plus is the giant scoreboard ProSail sets up during the races. The local host station gets a three-by-five foot space of its own on the scoreboard that it can do with as it will. It can run up its own station logo, a blowup of a Sam Adams Beer label, the trademark of some other sponsor, or all three. ProSail also furnishes the host station with a host of ProSail premiums to give away or to offer as contest prizes. These run from caps and tee-shirts to grand prize trips to the site of the next sail race.

Meanwhile, Simon adds that besides covering the Annapolis races itself, as it did in May, "WNAV there has told us they've found sponsors for 60 second reports on WADK's coverage of the Newport races in August, too. One of the sponsors told WNAV they wanted some original sports coverage that sounded different enough to stand out from the usual clutter."



Stations work for kids and learning in sponsored public service projects

Like WSTM-TV Syracuse and many other television stations, there are advertisers who also work hard to be good corporate citizens. In the Syracuse area, the Pepsi Cola bottlers, Wegmans Food Stores, Heart of New York Chevrolet Dealers and Hills Department Stores each had their own public service projects going, complete with their own fundraising events, until WSTM combined them and created added impact by publicizing them under the umbrella of the station's local *Time to Care* project, originated by Group W.



Local sales manager David Luka explains that WSTM approached all four sponsors "much as other stations have called on other advertisers in connection with *For Kids' Sake*. That is, *Time to Care* is more than advertising. Besides the advertising, there's the plus of high visibility as a good corporate citizen, tied into dozens of community service activities and fundraisers. And there's the additional exposure in our news segments that describe many of these projects and the community benefits they provide. Our *Time to Care* sponsors can say, 'Yes, I'm advertising. But at the same time I'm giving something back to the people of Syracuse.'"

Fund raising. At Hills, besides its commercials and vignettes on WSTM, the discount department store also ties in to *Time to Care* with its fundraising events for the local Special Olympics. Other Hills community programs include raising funds for the children's hospital. WSTM got into the act by producing a 30-second spot explaining Hills' role in the Special Olympics, and the station's news team taped a segment on a Hills employee who competes in the Special Olympics.

To explain the project to managers of Hills' Syracuse stores, Erica Dedy, the retailer's associate special events coordinator, sent a memo explaining that Hills is committed to a two-year corporate sponsorship of the *Time to Care* program. She describes it as "a community-action campaign designed to encourage people to take the time to care. Its message is that one person can make a difference. But beyond the primary goal of encouraging community action, the campaign is designed to achieve specific objectives for Hills—"to serve as our 'image' campaign," and "to serve as our community outreach effort."

Dedy adds that the two-year project is broken down quarterly



WSTM-TV's Dave Luka

and over the total of eight quarters will include:

- Eight primetime TV specials
- An extensive promotional package
- 260 sponsor vignettes

(Continued on page 75)

KYW and underwriters target literacy



Suzanne Tavani

Television has no lock on lining up sponsor backing to spotlight key public issues. Group W's KYW Philadelphia has enjoyed the support of its Regional Affairs Council—a group of a dozen Philadelphia area corporate underwriters—for 15 years. Their joint target from June 26 through July 2 was literacy. The all-news station tackled the problem with its 20-part series, *Literacy: The Need to Read*. This included morning, midday, afternoon and evening segments developed by reporters Richard Maloney and Brenda Joret, who looked into such problems as how low reading skills hobble workforce productivity and whether computerization and growing competition

are pushing literacy farther away from the practical grasp of more people.

KYW Regional Affairs Council Director Suzanne Tavani says underwriter Council members currently include The Weightman Group (of advertising agencies); Bell of Pennsylvania; CertainTeed Corp.; Continental Bank; General Accident Insurance Co; Independence Blue Cross; McGettigan Corporate Planning Services; The PQ Corp.; Philadelphia Gas Works; Rohm and Haas Co.; TPF&C, a Towers Perrin company; and The Vanguard Group of Investment Cos.

Tavani says KYW meets with representatives of these underwriters four times a year to decide which issues should be the subjects of the station's quarterly special issues series aired in March, June, September and December. Then, the week before the next series launch, KYW runs teasers telling listeners, "Listen next week for the start of our special series on [subject]." Each underwriter gets nine or 10 30-second messages during "teaser" week. But like the underwriters' messages within the actual series segments, they must be "corporate image" messages and not product sell.

(from page 75)

ceeds going for the bike incentive project.

The idea turned into a major community effort with companies like Georgia Power and The Gannett Foundation contributing funds. WXIA *For Kids' Sake* coordinator Deidre McDonald reports that the bike assembly lasted over a week with volunteers ranging from the Southern Bike League to the Marines. And she adds, "I stopped counting the number of times people compared this to Christmas Eve."



WVIT-TV's Al Bova

In West Hartford, Conn., Alfred T. Bova, vice president, general manager of Viacom's WVIT-TV, reports his station demonstrates the importance of education and spotlights local success stories of educational achievement with the help of NBC's network stars as well as WVIT's own news anchors.

Bova says that *The More You Know* public service messages "work to influence the values and beliefs about education and teaching. The messages address issues of specific interest to teachers, students and Connecticut."

Wealth of resources. Locally, WVIT's own PSAs feature news anchors Joanne Nesti, Toby Mofett, Anthony Everett, Ann Baldwin, sports director Beasley Reece and meteorologist Brad Field. Bova describes the campaign as "a unique partnership of our corporate community, educators and WVIT to bring a wealth of resources to our effort."

And Mildred McNeill, WVIT's

vice president, news and public affairs, says one aspect of education will be covered each week by *Connecticut News Today* at 6 p.m. and *Connecticut News Tonight* at 11. And WVIT's public affairs programs, *Adelante*, *Black Perspective*, *Connecticut Newsmakers* and *What About Women* will dedicate one program a month to education for the rest of 1989 under *The More You Know* umbrella.

In New York, NBC's own flagship, WNBC-TV, in cooperation with the City of New York and the Mayor's office, has "adopted" a class of seventh graders at Brooklyn's Junior High School 265. General manager Bud Carey says the class will be exposed "to the world of television" via station tours, visits with professionals in various station departments and visits to The Museum of Broadcasting and the Staten Island Children's Museum.

WNBC community relations manager Julian Phillips adds that the students will also play *The TV News Game*. That's a weekly current events quiz, based on reports they see on News 4 New York. He says the finale will be an awards banquet attended by the students, their parents and their teachers to honor the students.

Teachers overwhelmed. And NBC affiliate KCBD-TV Lubbock, Texas, has joined the *The More You Know* project by airing a six-part series profiling the work of local teachers. News anchor Abner Euresti, honored with an award for the project from the Association of Texas Professional Educators, reported that Lubbock teachers, "like many across the nation, are increasingly overwhelmed by a system that places great demands on them but offers them few returns."

After spending a day as a substitute teacher, Euresti suggested that "Whoever says 'Those who can't, teach,' should spend a few hours in a classroom. The fact is, teaching is hard work. People with the determination to teach every day need to be recognized for the important role they play in shaping our children's lives."

At WLWT Cincinnati, national sales manager Tom Lamarche says this NBC affiliate started last year

to work with the Cincinnati Youth Collaborative, a group of local business leaders chaired by Procter & Gamble chairman John Pepper. The goal is to work with area junior high and high schools to encourage kids to stick it out instead of dropping out. The project includes scholarships and work-study programs.

Lamarche recalls, "Even before we had any way of knowing NBC was going to be coming out with *The More You Know* in January, all our WLWT department heads had gotten together last November and agreed that education was going to be the major thrust of our 1989 community service efforts. Then two months later NBC introduced *The More You Know*, and it was a tailor-made fit, even though the tailor had never seen us. Now

Stations and clients stay flexible in adapting to youth needs

NBC is incorporating the education theme even into the story lines of some of its primetime shows like *227* and *Amen*, as well as in its PSAs and vignettes. These are on top of our local messages focusing on education."

He adds, "Now, with NBC on the same track, we're in the process of marrying the two." And like many of these broadcasters, Hills Department Stores management is also flexible enough to adapt its pro bono work to each local market.

Hills has 200 stores in 14 states. In the Cincinnati ADI, Hills has six stores, one of them across the river in Florence, Ky.

Says Hills' Rutter: "So far, on WLWT, we've only run our commercials. But we're looking at a couple of different ways to do more as the station's education project unfolds in Cincinnati." She says one option may be to hold a career day "where we could tell young people, maybe some of them on the brink of dropping out of school, 'If you stick with it and keep plugging and graduate, here are these kinds of jobs in retailing.'"

(from page 73)

- A number of community outreach events

Among the eight specials, originally produced by Group W's WBZ Boston, was a program that aired June 25 to introduce the project by profiling volunteers who have already helped others.

Among the upcoming specials will be a docudrama of three troubled teenagers who managed to turn their lives around by helping other youngsters up against similar problems. Another tells the story of a person who "shunned public opinion to make a difference."

Staying flexible. Hills director of consumer affairs Nan Rutter says, "Hills likes to be involved with the local communities we serve, just as television and radio stations do. It builds goodwill, both for Hills and for the stations we work with. And we try to stay flexible enough to work with a wide variety of station projects, depending on local needs in each market where we have stores and where there are stations as active as we like to be in working to meet these community needs."

Meanwhile, other NBC affiliates have adopted the network's *The More You Know* project to spotlight education. And at the same time, *Time to Care* and *For Kids' Sake*, the predecessor total station project also created by Group W, are flexible enough so that any station can work on its own or work with cosponsoring advertisers to promote education.

At Gannett's WXIA-TV Atlanta, *Bikes For Kids' Sake* kicked off in January to motivate 2,000 elementary school students to improve their grades, attendance and conduct. This involved children in 22 schools selected by their teachers as "having the most potential to grow."

Local Atlanta businessman Frank Argenbright initiated an incentive program and came to WXIA offering to act as cosponsor. WXIA aired several news stories monitoring the campaign's progress, helped raise the \$110,000 cost of the bikes, and staged *The Hawks Happening*, starring the entire Hawks team, with all pro-

(Continued on page 76)

One Buyer's Opinion



How to build radio promotions for both client and station

Privett

You've probably heard that "Buying radio is hard work, if you know what you're doing." But building successful radio promotions is even more difficult, if you know what you're doing. Anyone can throw a lot of money at a station and sponsor anything from concerts to world tours. The problem is, that in a major market, dozens of stations give things away twice an hour, every hour. Talk about *clutter*. So how do we build a radio promotion that stands out from all that clutter? That delivers more advertising than the budget it eats up? That generates measurable sales increases *and* long-term public goodwill for the client?

There is only one rule: Never go to the table empty-handed, and never walk away from the table until *everyone* feels like a winner. Radio stations have to advertise, too. Broadcasting is every bit as competitive as your client's category. So if you want the station to do something for you and your client, the surest way to make it happen is to do something for the station.

A promotion we ran in Chicago for the local franchisee group of Jiffy Lube auto service centers is a good example. Their customers are generally a little older, a little more affluent and a lot less likely to have time to waste on auto servicing. And their customers are almost evenly split between male and female.

The typical radio promotion was out. We didn't want to discount because we're selling a service. We're community based, and needed something to reinforce that community feeling. And we needed a station that talked to adults over the age of 30.

We put our heads together with the people at WXEZ(FM) Chicago and the sales people from their rep, HNW. They wanted to give away emergency signs for motorists in trouble on the freeways. We put the Jiffy Lube logo on those signs and gave them away at the Jiffy Lube service locations. But we didn't stop there.

The Jiffy Lube dealers provided a matching number of glove-box emergency kits with flare sticks, first aid bandages and the like. And we offered to put the station's logo on the emergency kits if they'd back our promotion with additional air time. We wanted to talk to the station's audience, but we wanted to reach the rest of the market, too. So we offered to highlight WXEZ in TV commercials if they'd lend us their best-known air personality to do it. For very little money, we produced 10-second TV spots using the personality and featuring the emergency kits, with both Jiffy Lube's logo and WXEZ's logo highlighted.

The cost of the kits to Jiffy Lube was less than the discount offered by their competitors. WXEZ got a blowout promotion and a commitment of ad dollars. And we, the agency, made something dynamite happen over four weeks that cost less than we normally spent in a month of advertising. And the immediate result was that Jiffy Lube's service center traffic was up almost 30%, and at full price. Did it have a long-term value? So much so that customers began to ask whether Jiffy Lube would repeat the promotion. We did repeat it the following winter and achieved almost another 25% sales increase on top of the previous year's 30% jump.—**Jim Privett**, vice president, associate media director, Lois/GGK, New York

Appointments

Stations



Rosemary Fincher-Danon has been promoted to general manager of KSCI-TV Los Angeles. She joined the station in early 1987 and now steps up from station manager.



Glenn J. Bryant and **Thaddeus Hill** have been elected vice presidents of Sheridan Broadcasting Networks and assigned to new responsibilities. Hill, formerly director of affiliate relations, becomes vice president, network operations and Bryant was appointed vice president, regional sales-East. Bryant had been director of regional sales-East.

Charles M. Warfield, Jr. has been named vice president and general manager of WRKS(FM) New York, recently acquired by Summit Broadcasting Corp. from RKO General. Warfield had been vice president and general manager of Inner City Broadcasting's WLIB/WBLS(FM) New York.

David Moldrem has been appointed station manager of WGRZ-TV Buffalo and **Jeff Feyes** has been named general sales manager. Moldrem joined the station last year and now moves up from vice president, sales and programming. Feyes had been general manager of KJTM-TV Little Rock, Ark.

Representatives



Joi Christo-Schlapp has been promoted to vice-president/director of marketing services at HNW. She joined the Interep company as a sales assistant in 1983 and now steps up from promotion director.

Rich Goldman has been named senior vice president/general manager of program sales for TeleRep's Television Program Enterprises division and **Rick Meril** becomes vice president-program sales/East Coast. Meril came to TeleRep in 1983 and now moves up from vice president, station sales, New York. Goldman moves in from Buena Vista Television where he was vice president, general sales manager for the Disney TV syndication arm.

Barbara Grosiak has transferred to the Katz Radio Group Network as vice president, regional sales manager. She had been vice president, New York sales manager for Banner Radio.

Carl E. Miller has returned to New York as director of eastern sales for CBS Television Stations National Spot Sales. For the past six years he had been Atlanta manager of national spot sales for CBS.

Suzanne Teagle has been promoted to branch manager of MMT Sales' St. Louis office. She came to MMT in 1985 as an account executive and now transfers to St. Louis from MMT's Charlotte sales office.

Joyce Rodriguez is now director of programming research with Katz Television's programming department. She was formerly a research analyst for MCA-TV in New York, and before that she had been with John Blair & Co.

Agencies



Arnold Chase has joined Bozell as vice president/director of network operations, responsible for network, cable and syndication buying and programming. He moves in from J. Walter Thompson where he had been senior vice president of network negotiating.



Gilbert Farley has been appointed senior vice president, group media director on the Miller Brewing Co. account at Backer Spielvogel Bates, Inc. He had been a vice president and group media director, first at Cunningham & Walsh, then, following the merger, with N W Ayer.

Dana Christensen has been elected a senior vice president at Geer, DuBois in New York. She came to the agency six years ago from BBDO, is now Geer DuBois' director of research, stepping up from vice president.

Aebra Hochman has joined Laurence, Charles, Free & Lawson as an associate media director. She moves in from Saatchi & Saatchi DFS where she had been a media supervisor.

Kathleen Hogarty has been appointed vice president/associate research director at Campbell-Mithun-Esty/New York. She joined CME in 1987 from Rosenfeld, Sirowitz & Humphrey, where she was also a research executive.

Spotlight On...

David Wurfel



National broadcast
supervisor
Ogilvy & Mather
Chicago

Dave Wurfel describes his "career change" last year when he moved from a planning group at D'Arcy Masius Benton & Bowles. There he had been an associate media director, associated primarily with planning; other people were responsible for the execution. At Ogilvy he supervises network buying.

Says Wurfel: "Planners enjoy more of a big-picture overview of the entire media field, and I miss that. On the other hand, much of the planner's perception is on the blue sky side. It's only when you get down and actually start dealing with the media that you only

thought about and *talked* about as a planner, that you sometimes get smacked in the face with some of the realities of the actual marketplace."

Wurfel notes, "It's easy enough to write a great media plan, but I've found out it's tougher to actually execute it. When the buyer is negotiating with the seller, that's where the rubber hits the road and the dollars are on the line."

For one thing, explains Wurfel, the cost estimates in the media plan "don't always work out that way. Sometimes the planner can hit it right on the nose. But sometimes you're over and other times under. Sure, you feel great when it's under what you estimated—except that if it's *way* under, you wonder whether either you made a mistake or the planner did it."

He adds that in network, "Pricing changes from daypart to daypart. Dealing with the different dayparts is like dealing with separate companies. However, despite somewhat smaller shares than they used to have, the networks still aren't as flexible as syndication and cable when it comes to the extras like tune-in announcements. And the networks don't sell themselves to the extent that cable does. Cable sells its format and sells its audience. In a way cable is like radio, because we can target a specific audience segment, and we can arrange for tie-ins in special promotions. The audiences of most network programs except for the Sunday morning news reviews like *Meet the Press* and *David Brinkley* are still mostly mass audience situations."

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Westinghouse Broadcasting Company

FEEDBACK

How important is new business development to your overall sales effort, and what steps have you taken to ensure a steady effort in this direction? (Part II-Radio)



"In radio, there's a lot of attrition, so that makes new business extremely important. It comes down to the lifeblood of the sales effort. We track it and reward it—sometimes with sales contests. We talk to existing accounts to try to get referrals to new accounts. Sometimes a furniture store, for example, can be a source of leads for other furniture stores. Or a store owner may refer you to a friend in another business. We also use the Sunday help-wanted advertising for indications of new stores moving in. If you follow that lead, you'll most likely be 10 steps ahead of your competitors."

*Keith Gerst
General manager
KLUC(FM) Las Vegas*



"We're in the fortunate position of having a classical music format that appeals to an audience that includes many CEOs of blue chip companies that other blue chip companies want to reach. This gives us the opportunity to marry our format to the marketing needs of companies like IBM, Lufthansa and Chase Manhattan Bank, by offering 52-week sponsorships of full, one-hour programs. For some companies, such sponsorships are their introduction to radio. For others, who also advertise on other radio stations, we're the only station they're with for a full 52 weeks."

*Warren G. Bodow
President, general manager
WQXR AM-FM New York*



"New business development is one of the primary functions, if not *the* primary function, of our overall sales effort. We have taken certain steps to increase the effectiveness of our sales development. We now pay higher commissions for new business. We have a 10-person sales staff, and they're expected to do sales development."

*Lisa Fell
Vice president, general sales manager
WXKS-FM Boston*



"Obviously that's an ongoing effort. We've started to target different categories and we're finding great success with that. For example, we're having a great deal of success with sports medicine advertisers."

*Rich Gray
General sales manager
KMOX(AM) and KLOU (FM)
St. Louis*

Wall Street Report

Clash of media titans cools analyst on Paramount stock

Paramount Communications, very much in the news lately due to its clash with Warner Communications over Time Inc., has been removed from Oppenheimer & Co.'s recommended list because "the upside in the stock is mainly due to arbitrage. The primary reason for the stock to go up . . . is a takeover bid, either from a third party or from Time/Warner Communications."

Adds Oppenheimer's Dennis McAlpine, "Absent a takeover, the stock is unlikely to move up." Paramount's earnings per share of \$3.21 for the fiscal year 1988 ending Oct. 31 should climb to an estimated \$3.70 in the '89 fiscal year and \$4.10 in fiscal '90, according to the Wall Street analyst.

Oppenheimer had expected the Paramount stock to show upticks following the projected successful openings of *Indiana Jones and the Last Crusade* and *Star Trek V: The Final Frontier*. Both have scored impressively at the box office but, McAlpine adds, "Unfortunately for stock watchers, these excellent results will have little impact on the stock. . . Their impact has been lost in the takeover."

Indiana Jones III surpassed \$100 million in a record 19 days, causing another analyst, Shearson Lehman Hutton, to lift its U.S. box office projection by \$30 million to \$180 million. *Star Trek V*'s hefty \$17.4 million opening weekend launch "puts the film well on its way to reaching the \$80 million gross of its predecessor," Oppenheimer adds.

ABC future seen bright

Capital Cities/ABC should benefit from the strong upfront network TV sales environment, according to Mabon, Nugent & Co., which consequently is raising its prediction on the company's 1990 earnings per share from \$30 to \$32.50. Its 1989 EPS is estimated at \$26.50. CapCities should post \$37 a share in net 1989 operating cash flow and \$44 in 1990, Mabon feels.

ABC should bolster its TV network sales by 6% in 1990 to nearly \$2.5 billion, with goodly cost-per-1,000 increases in all dayparts, the analyst predicts. Mabon expects ABC "to show some primetime ratings momentum, beginning to close the gap with NBC while widening the gap with CBS, at least in regular series programming." Oppenheimer agrees, expecting ABC to get into position for "a run at first place in 1990-91."

Cable buoys Scripps' value

Merrill Lynch, pointing to E. W. Scripps Co., observes that "at 6.4 times estimated 1990 pretax flow of \$3.65 a share," it is "trading at the bottom of the range for the newspaper companies we follow." However, the analyst adds, "Cable, which we estimate contributes close

to 30% of the value of Scripps, should produce good growth in operating earnings over the next few years." With the completion of its Sacramento new build, Scripps' cable operations "should start contributing more significantly to earnings," ML notes.

Although Scripps is generally characterized as "a newspaper company," with the *Pittsburgh Press* its biggest single revenue producer, Merrill Lynch points out that it "generates close to 50% of operating cash flow from broadcasting and cable properties." Five of its nine TV stations—all five of which are network affiliates—rank No. 1 in most dayparts in their respective markets, ML says. Its top two outlets are WXYZ-TV Detroit and WEWS-TV Cleveland, both ABC affiliates, followed by WCPO-TV Cincinnati (CBS) and WPTV West Palm Beach (NBC). United Media, which syndicates newspaper columns and licenses *Charlie Brown* and *Garfield* for product spinoffs, is Scripps' "fastest growing business," ML points out.

Cautious on Belo, Pulitzer

Focusing on two other companies whose properties encompass newspapers as well as TV and cable, Merrill Lynch is cautious about the prospects for A. H. Belo Corp. and Pulitzer Publishing.

Although the Belo stock is "well situated to benefit from a turn in the Texas economy," with 75% of its operating profits from media properties in Dallas and Houston, the financial analyst is concerned about "valuing media operations in markets that have been impacted by oil economics." Belo management, moreover, has cautioned that the Texas economy "has yet to show conclusive signs of recovery from its worst decline since the Depression."

If there is an economic recovery in its markets, Belo's 1991 pretax cash flow "could be in the \$5.50-\$6/share range," Merrill Lynch observes. "We value [Belo]stock at 6-8 times estimated cash flow, implying upside pride potential in the mid-\$40s/share. The downside is probably \$22/share."

First quarter results were "encouraging" but not conclusive, ML adds. "Particularly encouraging" among its broadcast results was the revenue share gain tallied by WFAA-TV Dallas, that "occurred despite comparisons to year-ago results which benefited from ABC's coverage of the Olympics and Super Bowl." Although its opening quarter trends continued into the second quarter, ML notes that Belo management "is reluctant to extrapolate current revenue momentum very far and is maintaining tight cost controls. Second quarter EPS could be in the 35 to 40 cent range (vs. 30 cents a year ago) by our estimates."

Turning to Pulitzer, ML states, "While there is probably little downside risk in the stock at this time, we don't see much upside given the uncertainty of the new competition" against its flagship paper, *The St. Louis Post-Dispatch*, which alone represents 25% of operating income. Pulitzer, which also owns seven network-affiliate TV stations and two radio outlets that account for a combined 60% of its operating income, saw those operations' revenues rise 2.6% in the first quarter—and "we expect [them] to continue to grow at roughly 3%," ML says.

In the Picture

Charles F. Might



As he steps down from his last dozen years at the National Assn. of Farm Broadcasters, and his work in developing research on broadcasting's farm audience, he says the association's surveys "tell us the major need of companies selling to farm operators is for still more information on farm broadcasting and on our market."

Might reflects on farm broadcasting and on key contributions of the NAFB

Looking back on his past dozen years as executive sales/marketing director of the National Assn. of Farm Broadcasters, Charles Might feels that development of NAFB's "blue sheets" and working with Doane Marketing Research to mold its surveys of farm operators and the resulting reports into an increasingly useful research product for farm broadcasters and agrimarketing companies have been NAFB's two most important accomplishments.

The "blue sheets" are the Farm Broadcasting Statements providing ag suppliers and their agencies with data on farm radio stations and their listeners with information similar to what BPA—Business Publications Audit of Circulations—provides about readers of trade journals. And as Might points out, "Every radio station in the country can tell you the age and sex of their listeners. But farm radio is the only format whose sales managers can tell you their listeners' occupations."

Of Doane, Might observes, "Our surveys tell us the No. 1 need of companies selling to farm operators and their agencies is for more research and more information on farm broadcasting and on our market. So under our new executive director, Roger Olson, we'll be conducting additional research to provide more qualitative information. In the process, we'll also be developing more information on our listeners' needs to help our member farm directors ascertain what kinds of information will be most helpful to them. We like to think we're already doing a good job of this, but we'll always keep looking for ways to make our service to our members and to the growers and ranchers they work for even better."

Radio dominates

But right now, adds Might, the latest Doane "confirms one more time that radio is the dominant information source for growers during their actual working day, while they're on their land, seeing what the soil needs

at every stage of the growing season. Doane shows farm operators listen to radio 16 hours a week, Monday through Friday, during the planting and growing season. And that's not counting weekends."

Might points out that one reason for this heavy level of listening is that "So many developments all over the world, happening so quickly, now affect the prices growers will get for their crops and herds that radio is the only medium fast enough to keep up. Another reason is, radio is the only medium they can take into the fields with them and that can talk to them while they work."

Might says that, when he bows out at the end of June, "What has been our sales-marketing board will become a new marketing-promotion board, and NAFB will have a new source of additional funding." He explains that NAFB will continue to be partly funded as it has long been, by contributions from each member farm station. But now he says that under Olson, member stations will also be setting aside some of their inventory for the association's new farm service announcement program.

Set-aside spots

The plan calls for these set-aside commercial units to be sponsored by the various special interest organizations "with a big stake in the health of America's farm and ranch economy: groups like the Corn Growers Assn., the Dairymen's Assn. and each of the other one-crop and one-livestock category groups. This should give us a somewhat larger budget for the association's marketing and promotion activity."

Asked about NAFB's plan to involve its 175 member farm directors in a nationwide information project to reach the nonfarm public with the real facts about food safety, Might notes that besides having some nonfarm listeners in their radio audiences, "Many of our members are on the speaking circuits of their area Rotary and Kiwanis Clubs. This gives them opportunities to get the word out on areas of current interest—as the subject of food safety is these days. And when our farm directors also put this message across to the growers on radio, it gives all our listeners the ammunition they can use to rebut any criticism they may run up against from nonfarm citizens they happen to be talking to. This will help give everyone involved in our farming economy the real facts to set the record straight for the general public about the safety of the food our farmers produce and the lengths our growers and ranchers go to to keep it that way."

His work with Doane and development of the Farm Broadcasting Statements was actually only a small part of what Might did for NAFB. These projects were the icing on a cake that included working with Nielsen and Arbitron on various pilot projects to measure the farm audiences of both radio and television.

And Might's research projects were also something he kept plugging away at during the office intervals that punctuated a dozen years of traveling the country with the rep farm specialists like Katz Radio's Glenn Kummerow, Interep's Lee Bullis and Bill Alford of Blair Radio, to show the major farm suppliers and their agencies how to make the most of farm radio.



"That's probably more important now than in the past few years, especially in this market, which has become a lot more competitive. We've looked into, and are actively pursuing, new business in the food industry. I may be a bit premature but this could turn into the next goldmine. Very little of their money now goes into spot radio. It's just a matter of touching base with the right contacts. We've been able to convert some automotive accounts to high frequency, especially since this year has not been as good as last year [for the auto companies]."

*Larry Gawthrop
General sales manager
WMJI(FM) Milwaukee*



"We do a lot of different things. We have a national sales manager, a local sales manager, a new business development manager and me, plus 12 local account executives. This way we're staffed to place pressure on demand from all directions."

*Dan Savadove
General sales manager
WEGX(FM) Philadelphia*



"We changed our format March 2 to an oldies format from a hybrid AOR contemporary adult rock [formerly as KNX-FM], so almost everything we do is new business development. There are a handful of existing clients buying the new format, but we're pre-book; we have no ratings to go by yet. We have some formulas to make sure all our people make cold calls on a regular basis."

*Charlie Seraphin
Vice president, general manager
KODJ(FM) Los Angeles*



"Sales development is extremely important. Our company, Albimar Communications, bought the station last December, and we took steps right away to increase our sales development capabilities. We acquired three new computers—two for sales and one for creative services—along with laser jet and color printers and graphics software to be able to produce tailored client presentations. We also subscribed to MART research, which gathers information on media usage, product usage and shopping habits in the market. They have a very large sample—6,700. All this cost us about \$100,000 and we got our money back in less than two months. Everyone on our sales staff does sales development, though we have a special person for vendor sales."

*Skip Finley
Vice president, general manager
WKYS-FM Washington*

FCC, House Committee take another look at cable fetters

In an exchange of letters by their leaders, the House Energy and Commerce Committee and the FCC have shown that at least so far as they are concerned, the squeeze is being put on the cable industry. But the results of the FCC's work are still more than a year away.

As a part of his letter initiating the exchange, Committee Chairman John Dingell (D-Mich.) also

indicated he was not in favor of any relaxation of the FCC's cross-ownership rules, now under consideration.

Even though the commission effectively chose to end its regulation of cable after passage of the 1984 cable communications act, Dingell said "the cable industry should not be immunized from regulatory scrutiny."

He noted that the same law required a report from the FCC to Congress by October, 1990 on the impact of the law. He also made a pointed reference to a portion of the act he interpreted as: "The continued regulation of cable rates is permitted only in circumstances in which the commission found that a cable system is not subject to effective competition."

Congress gets it. Congress is getting it in the neck from the public and other industries, he suggested,

the marketplace

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Broadcast implications seen in recent Supreme Court opinions

Before the U.S. Supreme Court officially ended its term, not to resume again until the first Monday in October, it issued several opinions that have at least some impact on the broadcast industry. The dial-a-porn case, the one with the most direct implications is covered in *Washington Report* (page 86), but the others may be equally important to some broadcasters.

On the same day, the court handed down two decisions that have been watched, at least tangentially, by broadcast lawyers. Both went against presumed broadcast interests, at least for now.

One said, in effect, there is no limit on the amount of money a jury can award in punitive damages in a civil suit. Although the case in question concerned an attempt by one waste disposal company to run another out of business, it also could apply to products liability suits and to libel and slander suits.

Not unconstitutional. The court ruled, 7-2, that even a \$6 million punitive-damage award in a case that carried only \$51,000 in compensatory damages was not unconstitutional. Two of the court's most liberal justices said, however, that they joined with the majority only with the understanding that the door was not closed on the issue. The two dissenters said simply the high awards could not be justified.

In writing for the majority, Justice Harry Blackmun said the Eighth Amendment to the Constitution, which bars "excessive fines" along with cruel and unusual punishment, does not apply in civil cases such as the one before the court. It applies only in criminal cases in which the government would receive the proceeds, he said.

Until oral arguments were presented to the court earlier this year, lawyers never raised the question of whether, in addition to violating the Eighth Amendment, the action by a Vermont jury violated the 14th Amendment guaranteeing due process. Blackmun suggested it

may, but the court couldn't rule on it in that case because it had not been raised in the lower courts.

"There is some authority in our [previous] opinions for the view that the due process clause places outer limits on the size of a civil damages award made pursuant to a statutory scheme, but we have never addressed the precise question presented here: whether due process acts as a check on undue jury discretion to award punitive damages in the absence of any express statutory. That inquiry must await another day." That was the point to which Justices William Brennan and Thurgood Marshall referred when they said the door was still open.

Size of awards. The size of jury awards was made all the more relevant to broadcasters by a decision the court had handed down the previous week. In that, a jury awarded a candidate for an Ohio judgeship \$195,000 in punitive damages after finding he was libeled by a Hamilton, Ohio newspaper. The award also could have been \$6 million, but the significance of the case was that it was a rare instance in which the U.S. Supreme Court upheld a libel verdict brought by a public figure.

Previous court decisions had held that it was almost impossible for a public figure to be libeled and confined the justification to a showing of "malicious intent" on the part of the offending newspaper or station.

In this case, the court found just that. The newspaper, it said, was guilty of malicious intent when it quoted a grand jury witness as having accused the candidate for judge of attempting to bribe her and her sister to testify that the Hamilton Municipal Court, headed by the candidate's incumbent opponent, was guilty of corrupt practices.

The high court said the newspaper had failed to ascertain whether the woman's statements were true, and found the newspaper thus was

guilty of "malicious intent," the only reason for upholding a libel judgment involving a public figure. In that case, the actual damage was assessed at only \$5,000 but punitive at \$195,000.

RICO used. In a third case, the court ruled, unanimously, that the federal antiracketeering and corrupt practices statute (RICO), intended to be used to get at organized crime, also can be used to clamp down on certain illegal business practices.

In other words, if a station is found guilty of at least two incidents of violating anti-obscenity laws, particularly those involving child pornography, its entire assets could be seized under RICO. "Congress knew what it was doing when it adopted commodious language capable of extending beyond organized crime," wrote Justice William Brennan for the entire court.

"RICO may be a poorly drafted statute; but rewriting it is a job for Congress, if it is so inclined, and not for this court. . . . We thus decline the invitation to invent a rule that RICO's pattern of racketeering concept requires an allegation and proof of an organized crime nexus."

Rinaldo proposes makers provide for AM stereo

Rep. Matt Rinaldo (R-N.J.), ranking Republican on the House Telecommunications Subcommittee, has introduced HR-1136, which proposes to do what the FCC declined to do at the beginning of the Mark Fowler era at the agency. It would require new radio receivers to receive AM stereo if they also are capable of receiving FM stereo.

The measure, which he says would help to put "AM on an equal footing with FM in terms of signal quality," would require the joint stereo systems on all stereo radio receivers manufactured after Jan. 1, 1992. In addition, the radios would have to be capable of receiving all broadcast frequencies, "thereby ensuring that broadcasters on both bands will be competing for the same audience."

Washington Report

Dial-a-porn decision poses contradictions for 'indecent' broadcasts

When the U.S. Supreme Court issued its Sable Communications decision, it effectively clarified whether federal or state governments could place limits on "indecent" telephone calls. Clearly they cannot.

But in writing that decision, the court appears also to have muddied the waters surrounding another matter involving indecent speech, and that is on broadcasts. Frequent references were made to the FCC versus Pacifica Foundation case of 1978, which serves as the benchmark for all current FCC action in that area.

Lawyers involved in a case now before the U.S. Court of Appeals for the District of Columbia will read the court's Sable decision closely, trying to interpret every nuance of the opinion to suit their own arguments. But a close reading of the court's ruling in the Sable dial-a-porn case discloses many contradictions in its application to the challenge to the congressional fiat of last year banning indecent broadcasts. That law has been rendered ineffective while the appeals court considers the challenge, expected to be decided sometime in the fall.

How relevant?

At first blush, broadcasters who challenged the indecency ban could take heart at the umbrella decision that said obscene communications are not protected by the First Amendment, but indecent messages to adults are protected as free speech. The frequent references in the court's opinion to the Pacifica decision, which notes the unique nature of broadcasting, suggest that the dial-a-porn decision may not be so easily applied to broadcasting and may not be relevant at all.

The majority opinion in the dial-a-porn case, written by Justice Byron White, and with agreement by all of his colleagues to the relevant sections, based part of its reasoning on the argument "that while the government has a legitimate interest in protecting children from exposure to indecent dial-a-porn messages, [section] 223(b) was not sufficiently narrowly drawn to serve that purpose and thus violated the First Amendment."

He added, "Sexual expression which is indecent but not obscene is protected by the First Amendment; and the government [including the FCC] does not submit that the sale of such materials to adults could be criminalized solely because they are indecent. The government may, however, regulate the content of constitutionally protected speech in order to promote a compelling interest if it chooses the least restrictive means to further the articulated interest. We have recognized that there is a compelling interest in protecting the physical and psychological well-being of minors. This interest extends to shielding minors from the influence of literature that is not obscene by adult standards.

"The government may serve this legitimate interest, but to withstand constitutional scrutiny, it must do so by narrowly drawn regulations designed to serve those interests without unnecessarily interfering with First Amendment freedoms."

The test in the indecent broadcast case, then, will turn, at least in part, on whether the 24-hour ban imposed by Congress is the least restrictive on the constitutional rights of adults to view or hear indecent broadcasts.

Judging from past considerations, the 24-hour ban apparently is not the least restrictive way of doing it. What is before the appeals court now is only the latest version of the issue. The FCC has attempted to tinker with some sort of limitation for several years, the latest being to channel the indecent broadcasts to hours during which children are not likely to be up, such as midnight to 6 a.m.

A 'safe harbor'

When that restriction was challenged, the appeals court said the FCC would not be violating anyone's constitutional rights so long as it offered a "safe harbor" for adults who wanted to receive such material. But it said the FCC had made no case for its choice of midnight to 6 a.m. and sent the case back to the agency for reconsideration on that point.

Congress, fed up with the back-and-forth, reverberation issued its 24-hour ban instead, thus usurping any FCC action.

Now comes Sable and the questions about whether the ruling in it applies to the eventual ruling on indecent broadcasts. Right after White talks about the allowing the "least restrictive" bans, he begins to speak of the Pacifica decision.

"In attempting to justify the complete ban and criminalization of the indecent telephone communications with adults as well as minors, the government relies on FCC v. Pacifica Foundation, a case in which the court considered whether the FCC has the power to regulate a radio broadcast that is indecent but not obscene. In an emphatically narrow holding, the Pacifica court concluded that special treatment of indecent broadcasting was justified.

"Pacifica is readily distinguishable from this case, most obviously because it did not involve a total ban on broadcasting indecent material. The FCC rule was not," he said, and then quoted from Pacifica, "intended to place an absolute prohibition on the broadcast of this type of language but rather sought to channel it to times of day when children most likely would not be exposed to it." The issue of a total ban was not before the court in Pacifica as it was in the Sable case, White wrote.

He then said, again lifting quotes from Pacifica, "The Pacifica opinion also relied on the 'unique' attributes of broadcasting, noting that broadcasting is 'uniquely pervasive,' can intrude on the privacy of the home without prior warning as to program content and is 'uniquely accessible to to children, even those too young to read.' . . . Placing a telephone call is not the same as turning on a radio and being taken by surprise by an indecent message."—Howard Fields

because of "the lack of accountability of cable system operators. . . . Increasingly, we are asked to regulate cable, or repeal the cross-ownership prohibitions that prevent telephone companies from offering cable service."

Dingell added, "The repeal of the crossownership prohibitions may or may not be in the public interest, and the committee may address this issue at some future date. I am aware of the commission's proceeding on this matter. However, there are important poli-

cy implications to any such repeal, which must be thoroughly vetted by the committee before any action is taken."

FCC Chairman Dennis Patrick ignored the reference to the cross-ownership issue in his reply to Dingell but said the agency already had planned to delve deeply into cable business, including "quantity, quality and value of service, basic service rates, and competition in the video marketplace."

He added, "A comprehensive report that addresses these issues in a

scientific and statistically sound manner will involve a substantial effort."

It will involve a study of cable rates by the investigative arm of Congress, the General Accounting Office, a separate survey conducted by the FCC on competition in particular markets, and a collection of data from a sample of cable communities "regarding changes in services offered, the rates charged and the availability of competitive alternatives in cable communities" since the act was passed.

the marketplace

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General Manager wanted by WDBJ-TV, Roanoke, Va. Send resume, references, salary history and salary requirements by June 28, 1989 to President, Schurz Communications Inc., 225 West Colfax Ave., South Bend, Indiana 46626. No phone calls please. Equal opportunity employer.

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Join the leader in computer services for the broadcasting industry. Responsibilities include learning our computer system, installing new systems, training and consulting with customers on site, and troubleshooting problems by phone. Heavy travel is required.

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We offer competitive salary and benefits. Send your resume to:

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EOE

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MAJOR BROADCAST MEETINGS, SEMINARS AND CONVENTIONS

1989

September 13-16	Radio-Television News Directors Association Convention, Kansas City Convention Center September 4 Issue
September 13-16	NAB Radio '89 Convention, New Orleans September 4 Issue
September 22-27	Cinetex '89, Bally's Casino Resort, Las Vegas
October 12-16	MIPCOM International Market, Cannes October International Issue
November 5-8	Community Broadcasters Association Convention, Riviera Hotel, Las Vegas
November 13	London International Advertising Awards, Royal Lancaster Hotel
November 13-15	Television Bureau of Advertising Annual Meeting, Century Plaza, Los Angeles November 13, Issue

1990

January 3-6, 1990	Association of Independent Television Stations, Century Plaza, Los Angeles January 1 Issue
January 16-19	NATPE International, New Orleans Convention Center January 15 Issue
January 18-21	Radio Advertising Bureau, Annual Managing Sales Conference, Loews Anatole, Dallas January 15, 1990 Issue
March 31-April 3	National Association of Broadcasters, Atlanta March 26, 1990 Issue
April 20-25	MIP-TV, Cannes France April Television/Radio Age International
June 12-14	ABC-TV Annual Affiliates Meeting, Century Plaza, Los Angeles June 4, 1990 Issue

Narragansett Television, L.P.

a partnership formed by Narragansett Capital, Inc.

has acquired the assets of

WPRI-TV
(Providence, RI)

and

WTKR-TV
(Norfolk, VA)

*The undersigned acted as financial advisor to
Narragansett Capital, Inc. in this transaction.*

LAZARD FRÈRES & CO.

July 16, 1989